



ZIMBABWE EZEKIEL GUTI UNIVERSITY

FACULTY OF LAW, BUSINESS INTELLIGENCE AND ECONOMICS

DEPARTMENT OF ECONOMICS, MARKETING AND ENTREPRENEURSHIP

EXAMINATION PAPER

COURSE CODE	:	CEN221
COURSE TITLE	:	Entrepreneurship theories and practice
SPECIAL REQUIREMENTS	:	None
DURATION	:	3 HOURS
LEVEL	:	2.1
DATE	:	09 JUN 2025

INSTRUCTIONS TO CANDIDATES:

1. No cell phones are allowed in the examination venue.
2. Answer any **FOUR (4)** questions.
3. Begin each question on a new page.
4. The number of marks for each question or part question is shown in brackets []

QUESTION ONE

Explore any five idea generating techniques that entrepreneurs can use to come up with new products

[25 marks]

QUESTION TWO

Detail why it is necessary to update the business plan and specify the factors that can drive the need to update it.

[25 marks]

QUESTION THREE

Evaluate the sources of funding available to entrepreneurs in Zimbabwe who are trying to fund their start-up

[25 marks]

QUESTION FOUR

Planning is said to be one of the most important tools available to entrepreneurs in trying to manage their ventures. Basing on this, discuss the importance of planning to entrepreneurs.

[25 marks]

QUESTION FIVE

Discuss the role entrepreneurship in the national development strategy and achievement of Vision 2030 in Zimbabwe.

[25 marks]

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