



ZIMBABWE EZEKIEL GUTI UNIVERSITY

FACULTY OF LAW, BUSINESS INTELLIGENCE AND ECONOMICS

DEPARTMENT OF ECONOMICS, MARKETING AND ENTREPRENEURSHIP

EXAMINATION PAPER

MODULE CODE : CEN224
MODULE TITLE : Family and Small Business Management
DURATION : 3 Hours
LEVEL : 2:1
DATE : 29 NOV 2024

INSTRUCTIONS TO CANDIDATES:

1. No cell phones are allowed in the examination venue.
2. Use of silent, non-programmable calculators is allowed
3. Answer ANY four questions.
4. Begin each question on a new page.
5. The number of marks for each question or part question is shown in brackets []
6. Show all workings, where applicable.

Question 1:

Discuss the causes of SMEs failure in Zimbabwe and suggest possible mitigation strategies. **[25 marks]**

Question 2:

Discuss the contribution of small businesses towards the socio-economic development of Zimbabwe. **[25 marks]**

Question 3

Evaluate any 5 marketing strategies that can be adopted by small & family businesses in a competitive environment. **[25 marks]**

Question 4

Analyse the influence of the sociocultural environment on the performance of Small and family business. **[25 marks]**

Question 5

Critically assess the role of diversification towards gaining a competitive advantage in Small and family business. **[25 marks]**