



ZIMBABWE EZEKIEL GUTI UNIVERSITY

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FACULTY OF LAW, BUSINESS INTELLIGENCE AND ECONOMICS

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DEPARTMENT OF ECONOMICS, MARKETING AND ENTREPRENEURSHIP

EXAMINATION PAPER

COURSE CODE : DUWC121  
COURSE TITLE : Ethics and Entrepreneurship  
DURATION : 2 Hours  
LEVEL : 1.2  
DATE : 30 JUL 2025

**INSTRUCTIONS TO CANDIDATES:**

1. No cell phones are allowed in the examination venue
2. Answer **ALL** questions in Section A and any **TWO (2)** questions in Section B.
3. The number of marks for each question or part question is shown in brackets [ ]
4. Begin each answer on a new page.
5. **DO NOT OPEN THIS PAPER UNTIL THE INVIGILATOR INSTRUCTS YOU.**

**SECTION A: ANSWER ALL QUESTIONS IN THIS SECTION**

**QUESTION ONE**

- a. Propose an innovative project or initiative that could be implemented under the Matarenda Model to further enhance community development. **[20 marks]**
- b. Explain how it would work and its potential benefits. **[5 marks]**

**SECTION B: ANSWER ANY TWO (2) QUESTIONS**

**QUESTION TWO**

- a) Evaluate the impact of ethical decision-making on stakeholder relationships. **[15 marks]**
- b) How can entrepreneurs ensure they are meeting the needs of all stakeholders? **[10 marks]**

**QUESTION THREE**

- a) Analyze the importance of market research in the entrepreneurial process. **[15 marks]**
- b) Provide examples of how market research can influence business decisions. **[10 marks]**

**QUESTION FOUR**

- a) Compare and contrast the Rights-Based Approach and the Justice Approach. **[15 marks]**
- b) How can these frameworks be applied to address ethical dilemmas in the workplace? **[10 marks]**

**THE END**

