



**ZIMBABWE EZEKIEL GUTI UNIVERSITY**

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**FACULTY OF BUSINESS, ECONOMICS AND ACCOUNTING**

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**DEPARTMENT OF ECONOMICS AND BUSINESS SCIENCES**

**EXAMINATION PAPER**

**COURSE CODE** : CEN204  
**COURSE TITLE** : Family and Small Business Management  
**DURATION** : 3 Hours  
**DATE** : 21 NOV 2019

**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 1**

Using illustrative real examples of small businesses critically discuss the view that, 'Small does not mean simple.'

[Total 25 marks]

### **Question 2**

'Business administration in family and small businesses without vision is a myth. Discuss.

[Total 25 marks]

### **Question 3**

Using the systems, agency and resource-based theories, elucidate the impact of the family on organisational performance of family business of your choice.

[Total 25 marks]

### **Question 4**

As a Business Administrator, outline management-related causes of business failure and explain how you would determine business failure in family and small businesses in Industry and Commerce in Zimbabwe?

[Total 25 marks]

### **Question 5**

With reference to small and family business of your choice, evaluate the relevance of records management and public relations to organisational performance.

[Total 25 marks]