



**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** : CEN201  
**COURSE TITLE** : ENTREPRENEURSHIP THEORY AND PRACTICE  
**DURATION** : 3 Hours behaviour  
**DATE** : 31 May 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

- a) Explain any five strategies that entrepreneurs can use to enter the global market. (10 marks)
- b) Explain to a skeptical entrepreneur, the benefits of preparing a business plan. (15 marks)

**(Total 25 marks)**

### Question 2

- a) Outline any five strategies that small businesses can use to get a competitive edge over their larger, richer and more powerful rivals. (10 marks)
- b) Discuss the contribution of entrepreneurs to national development. (15 marks)

**(Total 25 marks)**

### Question 3

Peter Drucker (1986) thought that entrepreneurs were not inherently different from others and that anyone could be an entrepreneur. He pointed out that entrepreneurship is a discipline much like management that had methodologies that could be learned.

### Required

Is entrepreneurship a born or acquired skill? Discuss.

**(Total 25 marks)**

### Question 4

- a) Explain the importance of ethics in business. (10 marks)
- b) What differentiates a business opportunity from a mere business idea? (15 marks)

**(Total 25 marks)**

### Question 5

- a) Explain with clear examples, the major components of intrapreneurship. (15 marks)
- b) Discuss the barriers to intrapreneurship. (10 marks)

**(Total 25 marks)**

**END OF PAPER**