



**ZIMBABWE EZEKIEL GUTI UNIVERSITY**

---

**FACULTY OF BUSINESS, ECONOMICS AND  
ACCOUNTING**

---

**DEPARTMENT OF ECONOMICS AND BUSINESS SCIENCES**

**EXAMINATION PAPER**

<b>COURSE CODE</b>	:	CEN201/CEN101
<b>COURSE TITLE</b>	:	ENTREPRENEURSHIP THEORY AND PRACTICE
<b>SPECIAL REQUIREMENTS</b>	:	
<b>DURATION</b>	:	3 Hours
<b>LEVEL</b>	:	2.1/2.2
<b>DATE</b>	:	

12 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

Distinguish between the following terms used in entrepreneurship:

- i) Innovation and creativity; (5 marks)
- ii) Copyright and Trademark; (5 marks)
- iii) Entrepreneurship and Intrapreneurship (5 marks)
- iv) Sociological perspective and Economic perspective; (5 marks)
- v) Push and Pull factors. (5 marks)

**(Total 25 marks)**

### Question 2

- a) Describe any five (5) guidelines for preparing effective business plans. (10 marks)
- b) Explain to a skeptical entrepreneur the relevance of a business plan. (15 marks)

**(Total 25 marks)**

### Question 3

- a) Explain the ethical issues that arise in business organizations. (10 marks)
- b) Discuss five (5) marketing strategies that small businesses can use to achieve a competitive edge over their larger, richer and more powerful rivals. (15 marks)

**(Total 25 marks)**

### Question 4

- a) Explain the importance of corporate entrepreneurship to a business. (10 marks)
- b) Discuss the five (5) key components of corporate entrepreneurship. (15 marks)

**(Total 25 marks)**

### Question 5

- a) Explain the challenges faced by entrepreneurs in Zimbabwe and suggest ways of overcoming these challenges. (10 marks)
- b) 'Entrepreneurs are born and not made'. Discuss. (15 marks)

**(Total 25 marks)**

**END OF EXAMINATION**