



ZIMBABWE EZEKIEL GUTI UNIVERSITY

FACULTY OF BUSINESS STUDIES AND ACCOUNTING

DEPARTMENT OF BUSINESS STUDIES

EXAMINATION PAPER

COURSE CODE : CEN 204
COURSE TITLE : Family and Small Business Management
DURATION : 3 Hours
DATE : 29 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

The success of family and small business depends entirely on managers and administrators.

Comment.

[Total 25 marks]

Question 2

Using illustrative examples, examine the liabilities of smallness, familiness and newness of newly established small and family businesses undermining the contribution of these businesses to the Zimbabwean economy.

[Total 25 marks]

Question 3

Using small and family businesses of your choice as illustrative examples, critically discuss the applicability and usefulness of the agency cost theory to management as a practice.

[Total 25 marks]

Question 4

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]

Question 5

In their first 5 years of operation, 90% of family-owned companies disappear. According to the UK Business Administration, over 50% of small businesses fail in the first year and 95% fail within the first five years Motivate from both a managerial and an administrative viewpoint.

[Total 25 marks]