



ZIMBABWE EZEKIEL GUTI UNIVERSITY

FACULTY OF BUSINESS, ECONOMICS AND ACCOUNTING

DEPARTMENT OF ECONOMICS AND BUSINESS SCIENCES

EXAMINATION PAPER

COURSE CODE : CEN207
COURSE TITLE : NEW VENTURE CREATION
DURATION : 3 Hours
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 citing relevant examples the venture creation process. (6 marks)
- b) Outline and explain salient characteristics of individuals who initiate a new venture. (7marks)
- c) Explain the importance of creativity and innovativeness in the success of a new venture

(12 marks)

Question 2

- a) Discuss in detail the essential elements of a business plan. (15marks)
- b) Explain the importance of a business plan to an owner-manager and to a financier.(10 marks)

Question 3

Ability to attract and mobilise finance is key to success of new ventures, most entrepreneurs fail to strike the right button on this resulting in failure..." explain five factors that influence the ability of entrepreneurs to mobilize adequate funding for their needs [25 Marks]

Question 4

Critically discuss the importance of a thorough environmental and industry analysis to the success of new ventures in modern times [25 marks]

Question 5

Using examples of your choice outline and evaluate four growth strategies that can be used by new ventures to realise their full potential.

[Total 25 marks]