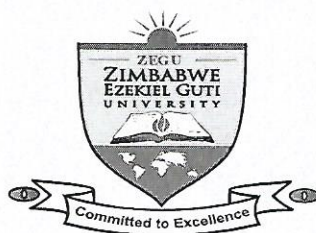


ZIMBABWE EZEKIEL GUTI UNIVERSITY



DEPARTMENT OF BUSINESS STUDIES

B. COM ENTREPRENEURSHIP

COURSE: ENTERPRISE RISK MANAGEMENT

COURSE CODE: CEN203

30 NOVEMBER 2018

DURATION: 3 HOURS

INSTRUCTIONS TO CANDIDATES

1. No cell phones are allowed in the examination venue.
2. Answer **Any FOUR** questions
3. Begin each question on a new page.
4. The number of marks allocated to each question or part question is shown in brackets
5. All questions carry twenty five marks each.
6. Hand-held, self-powered, non-programmeable, silent calculators are allowed into the examination.

Question 1

Outlining the areas of business affected by risk, examine the sources of risk with reference to enterprises in an industry of your choice. **(25 marks)**

Question 2

Using illustrative examples explain the following perceptions of enterprise risk

- (a) Risk as hazard
- (b) Risk as uncertainty
- (c) Risk as opportunity

(25 Marks)

Question 3

How justified is the view that 'Risk management should be a core value of an enterprise.'

(25 Marks)

Question 4

Using an enterprise of your choice discuss the specific factors that risk managers should take into account in determining the risk appetite of the organisation. **(25 Marks)**

Question 5

Using the SWOT Analysis model as a risk management tool, outline the risks facing an enterprise of your choice. **(25 Marks)**