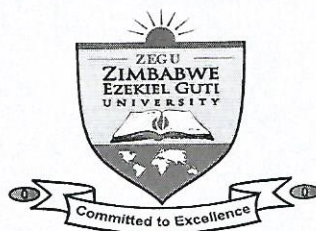


# ZIMBABWE EZEKIEL GUTI UNIVERSITY



## DEPARTMENT OF BUSINESS STUDIES B. COM ENTREPRENEURSHIP

**COURSE: FAMILY AND SMALL BUSINESS MANAGEMENT**

**COURSE CODE: CEN204**

**DURATION: 3 HOURS**

4 DECEMBER 2018

### 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**

According to statistics from Dun and Bradstreet, 88.7% of all business failures in small businesses are due to management. Comment **(25 marks)**

### **Question 2**

Evaluate the significance of the resource-based theory to managers of family businesses in Zimbabwe. **(25 Marks)**

### **Question 3**

Highlighting why small and family businesses need financing assess, **any two** of the following business financing methods with respect to small businesses in Zimbabwe.

(a) Venture capitalist strategy

(b) Factoring

(c) Debt financing

(d) Crowd funding

**(25 Marks)**

### **Question 4**

Discuss the managerial and entrepreneurial implications of globalization to family and small business managers in Zimbabwe. **(25 Marks)**

### **Question 5**

Examine the challenges in family business management with reference to family first and business first firms. **(25 Marks)**