



2021 SECOND SEMESTER FINAL EXAMINATIONS

Faculty: Engineering and the Environment
Department: Metallurgical & Mining Engineering
Paper Code/Title: EMR 2204 Entrepreneurial Studies
Duration: 3 Hours
Examiner: Saymore Hobwana

INSTRUCTIONS TO CANDIDATES

1. Answer **ALL** questions in **Section A** and any two questions in **Section B**.
2. Start the answer to each question on a fresh page.
3. Each question carries **20 marks**.
4. This question paper comprises 3 printed pages including cover page.

SECTION A: ANSWER ALL QUESTIONS IN THIS SECTION

QUESTION A1 [20]

- a) With the aid of a diagram state and explain the four types of innovation. [8]
- b) Briefly describe each of the four areas that a properly executed feasibility analysis explores. [4]
- c) Identify and briefly describe the three separate components of financial feasibility analysis. [6]
- d) Explain why tenacity is an important characteristic for entrepreneurs. [2]

QUESTION A2 [20]

Assume you have been appointed a task team member to contribute to the launch of a new collective of young professionals, to be called the Zimbabwe Chapter of Young Professionals (Zim CHOPS). The objectives of (Zim Chops) will be to promote the interests of young engineers, and to guide their introduction into the professional workforce.

Your portfolio on this task team is to conceive a marketing plan that will maximize the public awareness obtained in the launch phase, and provide a durable platform for sustained marketing communications thereafter.

QUESTION A3 [20]

SWOT may be used as an analysis tool for exploring areas for change and growth, which can help with goal setting and/or strategic planning. What are the questions which can help an entrepreneur get started in conducting such an analysis? State five questions for each symbol of Strengths, Weaknesses, Opportunities and Threats.

SECTION B: ANSWER ANY TWO QUESTIONS

QUESTION B1 [20]

- a) What are the six foreign market entry strategies? Briefly describe each strategy. [12]
- b) State the four aspects which involve 21st Century definition of entrepreneurship. [2]
- c) With the aid of a diagram state and explain the six factors influencing entrepreneurship. [6]

QUESTION B2 [20]

- a) State the six steps to help a start up entrepreneur lead a successful family business. [6]
- b) Explain 10 different types of entrepreneurships currently taking place in Zimbabwe. [10]
- c) What is an opportunity? What are the two qualities of an opportunity? [4]

QUESTION B3 [20]

- a) Discuss the common mistakes in preparing a business plan. [5]
- b) Why is it necessary to make a business plan? [2]
- c) Explain the concept of people management, and discuss whether University education prepares graduates to undertake adequate people management, as may be expected of the owner of a small business. [4]
- d) Explain why new ventures often turn to consultants for advice. [2]
- e) Describe the three steps involved in properly preparing to raise debt or equity financing. [3]
- f) What is a niche market? Provide examples of niche markets in the mining & metallurgy industry in Zimbabwe. [4]

END OF QUESTION PAPER!!!