



## 2019 JUNE EXAMINATIONS

<b>Faculty:</b>	<b>Engineering and the Environment</b>
<b>Department:</b>	<b>Metallurgical Engineering</b>
<b>Paper Code/ Title:</b>	<b>EMR 2204 Entrepreneurial Studies</b>
<b>Duration:</b>	<b>3 Hours</b>
<b>Examiner:</b>	<b>Olga Mapanje</b>

### **INSTRUCTIONS TO CANDIDATES**

1. Answer **ALL** questions in **Section A** and any two questions in **Section B**.
2. Start the answer to each full 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**

- a) Compare and contrast the business dimensions of an entrepreneur and those of a manager. [12]
- b) Explain the following terms:
- i. Concept development [2]
  - ii. Resourcing [2]
  - iii. Innovation [2]
- c) Give any 2 reasons why 'innovation' is needed by an entrepreneur. [2]

**QUESTION A2**

State and explain some of the most critical factors that favour growth of entrepreneurship in the mining sector of Zimbabwe. [20]

**QUESTION A3**

- a) What is the role of entrepreneurship in economic development? [10]
- b) With the aid of the Ansoff matrix, explain how the levels of risk that are associated with mining business opportunities may be assessed. [10]

**SECTION B: ANSWER ANY TWO QUESTIONS****QUESTION B1**

In considering the needs of their firms, companies must think in terms of the ‘**marketing mix.**’ With the use of **relevant examples** from the mining sector, explain the **4Ps** in the **marketing mix** and how mining firms in Zimbabwe make decisions concerning them.

**[20]**

**QUESTION B2**

One function of the entrepreneur is to build up the business/ enterprise using available resources. Give an outline of the entrepreneurial decisions involved in setting up a mining enterprise.

**[20]**

**QUESTION B3**

Successful entrepreneurs are technologically competent and innovative and they plan ahead, so they can steer their businesses through the stages of enterprise development. Discuss the other major skills/ factors that lead to a successful mining entrepreneur in Zimbabwe.

**[20]**

**END OF QUESTION PAPER!!!**