



2022 SECOND SEMESTER FINAL EXAMINATION

Faculty: Engineering and the Environment
Department: Metallurgical Engineering
Paper Code/Title: EMR 2204 Entrepreneurial Studies
Duration: 3 Hours
Examiner: Eng S. 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) What is the 21st Century definition of Entrepreneurship? [2 marks]
- b) A company is considering to purchase a new grinder. The cost data of alternative grinders are as follows:

	Grinders		
	A	B	C
Present value in USD	20000	15000	17000
Annual operating cost in USD	2000	1500	1400
Annual repair cost in USD	1000	1100	1100
Scrap value after 12 yrs USD	2000	-	1000
Estimated life in years	12	12	12

Recommend the grinder to be purchased when the minimum Rate of Return is 8%.

[8 marks]

- c) What are the 6 steps required for one to lead a successful business? [6 marks]
- d) Describe the four basic steps involved for critical appraisal of investment alternatives.

[4 marks]

QUESTION A2 [20]

- a) With the aid of a diagram, how do we model the entrepreneurial process with respect to Hindle? [10 marks]
- b) What are the three primary reasons people become entrepreneurs? Which reason is given most commonly? [4 marks]
- a) Briefly describe each of the two primary issues to consider when conducting a metallurgical engineering organizational feasibility analysis. [4 marks]
- b) What is the difference between the industry analysis and the market analysis section of a business plan? [2 marks]

QUESTION A3 [20]

- a) What is the corridor principle? Explain why the majority of business ideas are conceived at work? [4 marks]
- b) What is the purpose of a First Screen analysis? [2 marks]
- c) In general, why are commercial banks reluctant to loan money to start-ups? [2 marks]
- d) Provide an example of a trade secret and describe how it helps a firm establish a competitive advantage in the marketplace. [4 marks]
- e) What are the benefits of planning for growth? [2 marks]
- f) How does a joint venture differ from a strategic alliance? [2 marks]
- g) Explain how finding a gap in the marketplace can create a business opportunity. [4 marks]

SECTION B: ANSWER ANY TWO QUESTIONS

QUESTION B1 [20]

- a) What are the 5 components of a business environment discussed in the slide notes?
[5 marks]
- b) Name any 5 financial documents that bring clarity to a “Financial Plan” of a Business Plan. **[5 marks]**
- c) Define 5 different types of Entrepreneurship which are taking place in Zimbabwe **[10 marks]**

QUESTION B2 [20]

- a) Describe and explain the 6 steps taken in developing a Marketing Mix. **[12 marks]**
- b) Over the years, marketing managers have felt that the traditional marketing mix has its limitations in how it is structured. Several important elements have been grouped within four larger categories thereby belittling their true importance amid several factors. Give the two main criticisms and their solutions. **[4 marks]**
- c) What is the purpose of an elevator speech? Why is preparing an elevator speech one of the first things an entrepreneur should do in the process of raising money? **[4 marks]**

QUESTION B3 [20]

- a) With the illustration of a diagram explain the desirable attributes/themes of an entrepreneur. **[16 marks]**
- b) How important is a logo to your brand of services or products as an entrepreneur? **[2 marks]**
- c) Describe how the threat of substitute products has the potential to suppress an industry’s profitability in the jewellery market. **[2 marks]**

END OF QUESTION PAPER!!!