



**FACULTY OF BUSINESS SCIENCES AND MANAGEMENT**

**DEPARTMENT OF MARKETING**

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**BACHELOR OF COMMERCE HONOURS DEGREE IN MARKETING**

**ENTREPRENEURSHIP [BMA2205]**

FINAL EXAMINATION

DECEMBER 2024

DURATION: 3 HOURS

TOTAL MARKS: 100

**INSTRUCTIONS**

1. Answer **QUESTION ONE (Compulsory)** and any other **THREE questions**.
2. Each question carries 25 marks.
3. Begin each question on a new page.

**INFORMATION**

1. Marks per question are as indicated.
2. Questions may be attempted in any order.
3. This paper consists of two printed pages including the cover page

### **QUESTION 1 (Compulsory)**

- i. Discuss, to what an extent would you agree with the assertion that ‘Entrepreneurship contributes to economic growth and development’ in developing countries.

(15 marks)

Discuss the challenges faced by Entrepreneurs in Zimbabwe.

(10 marks)

### **QUESTION 2**

“The study of finance, accounting, marketing, business communication and human resource management are crucial to prospective and practicing entrepreneurs.” Discuss. (25 marks)

### **QUESTION 3**

- i. Determine any six factors to be considered when selecting a business partner to work with. (12 marks)
- ii. Discuss the four economic factors that affect entrepreneurship growth in developing countries. (13 marks)

### **QUESTION 4**

“Entrepreneurship highlights opportunity (pull) factors and the necessity (push) factors that drive people into business.” Explain the factors affecting Zimbabwean entrepreneurs. (25marks)

### **QUESTION 5**

- i. Discuss the challenges faced by women entrepreneurs in Zimbabwe. (13 marks)
- ii. Discuss the contribution of entrepreneurship to national development. (12 marks)

### **QUESTION 6**

- i. Discuss the factors to consider in the physical establishment of a business. (10 marks)
- ii. Select any three variables from the macro environment and show their impact on businesses in Zimbabwe. (15 marks)

**END OF EXAMINATION PAPER**