



FACULTY OF BUSINESS SCIENCES AND MANAGEMENT

DEPARTMENT OF MARKETING

BACHELOR OF COMMERCE HONOURS DEGREE IN MARKETING

ENTREPRENEURSHIP [BMA2205]

FINAL EXAMINATION

JUNE 2025

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)

Case scenario: Steve Jobs

Steve Jobs, CEO of Apple Computer and Pixar Animation Studios, began his commencement address at Stanford University by admitting he was a college dropout. Jobs not only confessed that he dropped out of Reed College after just six months, but added that he does not regret it. When he looks back on his diverse but connected experiences (which explain how he got where he is now), Jobs sees leaving school as “one of the best decisions” he ever made. Doing so enabled him to stop spending his adoptive parents' carefully saved money on education at a time when he had no idea how he might use that education, and allowed him to informally sit in on courses that interested him instead of enrolling in required courses that bored him.

Adapted from Source: Stanford University. (2005). Steve Jobs' Commencement Address.
[Link: <https://news.stanford.edu/news/2005/june15/jobs-061505.html>]

- a. Is education a necessity in the development of an entrepreneur. Discuss. **(15 marks)**
- b. Analyse the impact of experience and role models in the development of an entrepreneur. **(10 marks)**

QUESTION 2

Evaluate the key challenges faced by entrepreneurs and explore how they can overcome these challenges to achieve success in their ventures. **(25 marks)**

QUESTION 3

- a) Discuss the factors that influence the success of entrepreneurs. **(20 marks)**
- b) Distinguish between opportunity and necessity entrepreneurs. **(5 marks)**

QUESTION 4

State and briefly explain the following terms as used in entrepreneurship:

- a. Ethical Marketing **(5 marks)**
- b. Corporate Philanthropy **(5 marks)**
- c. Supplier diversity **(5 marks)**
- d. Entrepreneurship culture **(5 marks)**
- e. Serial entrepreneur **(5 marks)**

QUESTION 5

Discuss the importance and factors that influence the success of Entrepreneurship. **(25 marks)**

QUESTION 6

Discuss any **six** push and pull factors that motivate Zimbabwean entrepreneurs to venture into Entrepreneurship. **[25 marks]**

END OF EXAMINATION PAPER