



**FACULTY OF BUSINESS SCIENCES AND MANAGEMENT**

**DEPARTMENT OF MARKETING**

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**BACHELOR OF COMMERCE HONOURS DEGREE IN MARKETING**

**ENTREPRENEURSHIP [BMA2205]**

FINAL EXAMINATION

JUNE 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.
4. Please indicate the study mode (Conventional/Block) on the cover of your answer script.

**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)**

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

- a. Entrepreneur (5 marks)
- b. Technopreneurs (5 marks)
- c. Intellectual property (5 marks)
- d. Business plan (5 marks)
- e. Creativity (5 marks)

### **QUESTION 2**

Discuss the importance of globalization and technology in entrepreneurial development.

(25 marks)

### **QUESTION 3**

Evaluate the five (5) ethical issues that affect the business owners in Zimbabwe.

(25 marks)

### **QUESTION 4**

Entrepreneurship contributes to economic development of developing countries. Discuss.  
(25 marks)

### **QUESTION 5**

State and explain the cultural elements in Zimbabwe and how they affect entrepreneurship and socio-economic development.  
(25 marks)

### **QUESTION 6**

- a. Evaluate the challenges of entrepreneurship in developing countries. (15 marks)
- b. Evaluate the importance of Social Corporate responsibility in entrepreneurship. (10 marks)

**END OF EXAMINATION PAPER**