



REFORMED CHURCH UNIVERSITY

FACULTY OF COMMERCE
DIPLOMA IN PUBLIC RELATIONS

ENTREPRENEURSHIP

DPR 110

PART 1 SEMESTER 2 EXAMINATION

TOTAL MARKS [100]

DATE: FEBRUARY 2023

Time: 3 Hours

INSTRUCTIONS

1. This paper has *six (6)* questions
2. Answer question *one (1)* and *any* other *three (3)*
3. Each question carries *25 marks*
4. Start each question on a new page

1. Discuss in detail the significance of the following entrepreneurial skills in shaping a successful business entity:
 - (i) Networking and socialising (5 marks)
 - (ii) Communication skills (5 marks)
 - (iii) Self-motivation and discipline (5 marks)
 - (iv) Persistence (5 marks)
 - (v) Good Time management skills (5 marks)

2. Citing examples, explain the motivation for women entrepreneurship in a developing country of your choice (25 marks)

3. Discuss any 5 challenges faced by youth entrepreneurs in Zimbabwe (25 Marks)

4. Examine any 5 sources of finance for youth entrepreneurs in Zimbabwe. (25 Marks)

5. Citing practical examples, examine the steps followed when starting a new entrepreneurial venture in Zimbabwe. (25 Marks)

6. Examine how youth entrepreneurs may use SWOT analysis when starting a business venture in Zimbabwe's current socio-economic and political environment. (25 Marks)

End of Paper