



REFORMED CHURCH UNIVERSITY

FACULTY OF COMMERCE

**BACHELOR OF COMMERCE HONOURS DEGREE IN
ACCOUNTING**

**ENTREPRENEURSHIP THEORY AND PRACTICE
HACC 118**

PART 1 SEMESTER 2

TOTAL MARKS [100]

DATE: JUNE 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

Question 1

Explain any 5 options that are available for entrepreneurs seeking to enter into international business highlighting their advantages and disadvantages. (25 Marks)

Question 2

Examine any 5 sources for venture capital for start-ups in Zimbabwe? (25 Marks)

Question 4

Discuss any 5 marketing strategies which can be used by an entrepreneur to be competitive. (25 Marks)

Question 5

Assess the benefits of ethical behaviour to an entrepreneur. (25 Marks)

Question 6

Explain the reasons why most entrepreneurs fail in their early stages (25 Marks)

End of paper