REFORMED CHURCH UNIVERSITY

FACULTY OF COMMERCE

BACHELOR OF COMMERCE HONOURS DEGREE IN MARKETING

ENTREPRENEURSHIP THEORY & PRACTICE

HMKT 110

PART 1 SEMESTER 2

Total Marks   [100]

DATE: OCTOBER 2024

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 the pros and cons of any three types of the legal forms of a business that an entrepreneur can choose to operate. (25 Marks)

2. Examine any five ways that can be used to develop a culture of entrepreneurship in Zimbabwe. (25 Marks)

3. Discuss the role of technology in entrepreneurship highlighting at least 5 key aspects. (25 marks)

4. Evaluate any five ways to demonstrate business ethics. (25 Marks)

5. Discuss how you can effectively network and manage stakeholders to ensure success of the business. (25 Marks)

6. Citing practical examples, discuss how you can leverage on the Ansoff Matrix to effectively manage competition. (25 Marks)

END OF PAPER