REFORMED CHURCH UNIVERSITY

FACULTY OF COMMERCE

BACHELOR OF COMMERCE HONOURS DEGREE IN BUSINESS MANAGEMENT

FAMILY & SMALL BUSINESS MANAGEMENT

HBUM 233

PART 2 SEMESTER 1

Total Marks   [100]

DATE: DECEMBER 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

QUESTION 1

Citing practical examples, discuss any 5 reasons why SMEs and Family businesses should protect their ideas in Zimbabwe.

[25 marks]

QUESTION 2

Discuss the contribution of small businesses towards the socio-economic development of Zimbabwe.

[25 marks]

QUESTION 3

Evaluate any 5 sources of stress and recommend possible ways of handling such stress in family and small businesses.

[25 marks]

QUESTION 4

Explain any 5 strategies a small and family business can adopt to fight competition.

[25 marks]

QUESTION 5

Examine any 5 external environmental factors and their effects to the success of small businesses in Zimbabwe.

[25 marks]

QUESTION 6

Using practical examples, discuss any 5 situations in which a family business might choose to remain small.   [25 marks]

END OF PAPER