



REFORMED CHURCH UNIVERSITY

FACULTY OF COMMERCE

BACHELOR OF COMMERCE HONOURS DEGREE IN PROJECT MANAGEMENT

ENTREPRENEURSHIP THEORY & PRACTICE

HPMG 116

PART 1 SEMESTER 2

Total Marks [100]

DATE: APRIL 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. Citing practical examples, discuss how you can effectively manage risk. [25]

2. 'For entrepreneurship to be there, there has got to be creativity, innovation, opportunity, risk taking, material and financial resources as well as the skills, knowledge and experience'. Discuss. [25]

3. Citing practical examples, discuss how you can conduct a feasibility analysis for the purpose of acquiring an existing business. [25]

4. Explain how you may leverage on E-Commerce to drive sales and manage competition. [25]

5. Discuss any 5 reasons why most entrepreneurs in Zimbabwe fail in business. [25]

6. Examine how an entrepreneur may use the **Four Ps** in Marketing to gain competitive advantage. [25]

END OF PAPER