



REFORMED CHURCH UNIVERSITY

FACULTY OF COMMERCE

BACHELOR OF COMMERCE HONOURS DEGREE IN BUSINESS MANAGEMENT

ENTREPRENEURSHIP THEORY & PRACTICE

HBUM 117

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