



**REFORMED CHURCH UNIVERSITY**

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**FACULTY OF COMMERCE**

**Bachelor of Commerce Honours Degree in Human Resources  
Industrial and Labour Relations Management**

**Organisational Intrapreneurship and Entrepreneurship**

**HHRM 210**

**Part 2 Semester 2 Examination**

**Total Marks [100]**

Date: July 2021

Time: 3 Hours

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**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 any five underpinning traits held by entrepreneurs. (25)
2. Discuss Sun Tzu and the Art of Entrepreneurship with illustrations. (25)
3. Citing relevant examples, examine the significance of Porter's five force model in Entrepreneurship. (25)
4. Evaluate any **five** ways in which an entrepreneur can prevent business failure. (25)
5. Giving practical examples, examine the importance of franchising to a business owner. (25)
6. Assess the significance of a product life cycle (PLC) in Entrepreneurship citing examples. (25)

*End of Paper*