



REFORMED CHURCH UNIVERSITY

FACULTY OF COMMERCE

**BACHELOR OF COMMERCE HONOURS DEGREE IN BUSINESS
MANAGEMENT**

AFRICAN MYTHOLOGY & BUSINESS OPERATION

HBUM 242

PART 2 SEMESTER 2

Total Marks [100]

DATE: JUNE 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. Mythology plays a critical role in the African business operations today. Discuss this statement citing practical examples. (25)
2. With reference to relevant examples, explain any 5 guidelines to the Ubuntu philosophy. (25)
3. Citing practical examples, examine the effects of globalization in the African context. (25)
4. Discuss the myth that ‘the dead has gone with his things’ literally translated - *mufi aenda nezvinhu zvake* still hold true in today’s business operations. (25)
5. Explain the following as they relate to African Mythology and Business operations:
 - a) contributions of Ubuntu (hunhu) in business operations (7)
 - b) Pungwe (open air session) (6)
 - c) Mukwerera (rainmaking ceremony) (6)
 - d) Culture (6)
6. Discuss any five challenges that African Women Entrepreneurs are facing in business today and advice how these can be overcome. (25)

END OF PAPER