



**REFORMED CHURCH UNIVERSITY**

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## **FACULTY OF COMMERCE**

**BACHELOR OF COMMERCE HONOURS DEGREE IN MARKETING**

**ENTREPRENEURSHIP THEORY & PRACTICE**

**HMKT 110**

**PART 1 SEMESTER 2**

**Total Marks [100]**

**DATE: APRIL 2024**

**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. 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]  
(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