



*“Investing in Africa’s future”*

**COLLEGE OF BUSINESS, PEACE, LEADERSHIP AND GOVERNANCE  
(CBPLG)**

**MMS504: ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT**

**END OF BLOCK FINAL EXAMINATIONS**

**NOVEMBER/ DECEMBER 2019**

**LECTURER: MR T. MASESE**

**DURATION: 3 HRS**

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**INSTRUCTIONS**

Answer **ANY FOUR QUESTIONS** from this paper

DO NOT repeat material.

Write legibly.

Credit is given to application of theory and practice



ANSWER ANY **FOUR** QUESTIONS FROM THIS PAPER.

1. Suppose you have been asked by the local chamber of commerce, ZNCC, to present at a two-hour workshop on how to write an effective business plan. People who are thinking about starting their own business but do not currently have a business plan will attend the workshop. In a two-page outline, detail what you would cover in the two-hour session. Explain the key elements of a business plan and the critical importance of a business plan to a new start up. **{25 marks}**
2. The Business Model Canvas (BMC) categorizes the processes and internal activities of a business into nine separate categories, each representing a building block in the creation of the product or service. Outline and discuss the various business activities contained in the BMC, explaining how each is important to the success of any business venture. **{25 marks}**
3. Define entrepreneurial ethics and integrity and explain the benefits to small businesses of operating ethically and doing business with integrity. Discuss ways small business owners can incorporate ethics and integrity into business practices **{25 marks}**
4. Outline and explain motivating factors that may pull or push individuals into entrepreneurship. What traits are associated with entrepreneurs that distinguish themselves from managers who settle for corporate life? **(25 marks)**
5. What is an opportunity and what the characteristics of a good opportunity? Using appropriate examples, discuss the main types of business ideas and the main approaches to identifying opportunities. **{25 marks}**
6. What are the pros and cons of joining a family business as an entry mode into entrepreneurship? Outline and discuss the four main reasons why members commit themselves to family business **{ 25 marks }**
7. Explain the advantages and disadvantages of a greenfield start up as an alternative route to entrepreneurship. Highlight relevant examples. **{ 25 marks }**
8. It is critical for an entrepreneur to carry out a thorough feasibility assessment before crafting a business plan for a new startup. What are the key components of a feasibility analysis? **{ 25 marks }**
9. As a Consultant, you have also been tasked to conduct a feasibility analysis for a company' expansion plan. Explain how you will go about it and outline issues you would include or discuss in the feasibility analysis report (marks)

**-END OF PAPER-**