

**BINDURA UNDIERSIVERSITY OF SCIENCE EDUCATION**

**FACULTY OF COMMERCE**

**DEPARTMENT OF MARKETING**

JUN 2024

**ENTREPRENEURSHIP**

**BS222**

**DURATION:**

**3 HOURS**

**INSTRUCTIONS TO CANDIDATES**

1. Answer any FOUR questions.
  2. Start each question on a new page.
  3. Each question carries 25 marks
  4. NO cell phones are allowed in the examination room.
  5. Credit will be given for use of relevant examples.
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**QUESTION ONE**

Explain the concept of social entrepreneurship and its impact on society. [25 Marks]

**QUESTION TWO**

Discuss the importance of innovation in entrepreneurship. [25 Marks]

**QUESTION THREE**

Analyze the role of risk-taking in entrepreneurship and how it influences business success. [25 Marks]

**QUESTION FOUR**

Compare and contrast traditional entrepreneurship with digital entrepreneurship in terms of opportunities and challenges. [25 Marks]

**QUESTION FIVE**

Examine the significance of market research in the entrepreneurial process and how it contributes to business growth. [25 Marks]

### **QUESTION SIX**

Evaluate the ethical considerations that entrepreneurs should take into account when starting and running a business. [25 Marks]