

BINDURA UNDIIVERSITY OF SCIENCE EDUCATION

FACULTY OF COMMERCE

DEPARTMENT OF MARKETING

NOV 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 key characteristics of an entrepreneur.

[25 Marks]

QUESTION TWO

Discuss the different types of entrepreneurship.

[25 Marks]

QUESTION THREE

Describe the key stages in the entrepreneurial process.

[25 Marks]

QUESTION FOUR

Explain the common challenges faced by entrepreneurs.

[25 Marks]

QUESTION FIVE

Describe the key factors for success in entrepreneurship.

[25 Marks]

QUESTION SIX

Explain how aspiring entrepreneurs prepare for a career in entrepreneurship.

[25 Marks]