

BINDURA UNIVERSITY OF SCIENCE EDUCATION

FACULTY OF COMMERCE

DEPARTMENT: ECONOMICS

PROGRAMME: BCOM SUPPLY CHAIN MANAGEMENT

COURSE CODE SCM 404: VENTURE CREATION

DURATION: 3 HOURS

TOTAL MARKS: 100

INSTRUCTIONS TO CANDIDATES

1. This paper carries five questions
2. Question 1 is compulsory.
2. Answer any other three (3) questions.
3. All questions carry 25 marks.
4. Cellphones are not allowed in the examination room.

APR 2025

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Question 1-Compulsory

Dickson (1991:4) states that business life cycle has four stages.

- a) With aid of a diagram, identify a preferred business and highlight its growth stages in ascending order explaining in detail features at each and every stage. [20 Marks]
- b) The onset of decline stage of business growth gives an indication of limited expansion. What would you do when your business reach this stage? [5 Marks]

Question 2

- a) Explain three driving forces of entrepreneurship. [15 Marks]
- b) Identify three segments of investment opportunities in Zimbabwe [10 Marks]

Question 3

Explain six components of a feasibility report in Zimbabwean context. [25 Marks]

Question 4

Discuss Management by Objectives with aid of examples. [25 Marks]

Question 5

- a) Distinguish between salaried employment and entrepreneurship. [12 Marks]  
b) Highlight two facets that distinguish small business and medium sizes. [13 Marks]

END OF PAPER