

BINDURA UNIVERSITY OF SCIENCE EDUCATION

FACULTY OF COMMERCE

DEPARTMENT: ECONOMICS

PROGRAMME: BCOM SUPPLY CHAIN MANAGEMENT

COURSE CODE SCM 404: VENTURE CREATION JUNE 2024

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.

JUN 2024

Question 1-Compulsory

Zimbabwe Education 5.0 is anchored on Innovation and Industrialization.

- a) Highlight and describe a product you would produce to satisfy a particular market in Zimbabwe (2)
- b) Outline and explain two production techniques you would adopt in producing the product in Zimbabwean context (4)
- c) Highlight five challenges you may encounter in establishing this business and five solutions your may proffer (10)
- d) Identify and explain four marketing strategies you would employ to penetrate your market (8)
- e) What is selling (1)

Question 2

- a) List and explain 5 skills an entrepreneur would need to succeed in his/her business? (10)
- b) Why is it important to carry out an environmental scanning before a decision is made on where a business enterprise is sited in a particular location?(10)
- c) Write notes on the following:
 - i) Valuation of stock (3)

ii) Buffer stock (2)

Question 3

- a) One who decides to venture into a business may have to - go - do it alone or team up with others. Explain what is your own opinion would inform one's decision. (10)
- b) What may influence you to choose a particular product and a market when you make up your mind to venture into business enterprise? (10)
- c) Using examples, unpack product differentiation (5)

Question 4:

- a) What are the various ways a new business owner can source finance for his new venture? Explain any four most promising sources and give reasons why you consider them most promising. (8)
- b) Explain clearly the important roles entrepreneurship activities play in the development of a society. (8)
- c) Define intellectual property (2)
- d) Name and explain any three main forms of intellectual property. (7)

Question 5

- a) Explain any five accounting records that are kept in a business venture (10)
- b) Why do businesses use bank reconciliation statements? (5)
- c) Explain Imprest account (4)
- d) What is a liquidity crisis in an economy? (3)
- e) What is a dividend? (3)

END OF PAPER