

**BINDURA UNIVERSITY OF SCIENCE EDUCATION**

**FACULTY OF COMMERCE**

**DEPARTMENT OF MARKETING**

11 APR 2025

**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**

Discuss the importance of market research in the entrepreneurial process.

[25 Marks]

**QUESTION TWO**

Explain the concept of lean startup methodology and its significance for new ventures. [25 Marks]

**QUESTION THREE**

Compare and contrast bootstrapping and seeking external funding as two primary methods of financing a startup.

[25 Marks]

**QUESTION FOUR**

Evaluate the role of innovation in entrepreneurship, and explain how can entrepreneurs foster a culture of innovation within their organizations.

[25 Marks]

**QUESTION FIVE**

Discuss the challenges and opportunities associated with scaling a startup into a successful, sustainable business. [25 Marks]

### **QUESTION SIX**

Examine the ethical considerations that entrepreneurs should take into account when starting and running a business, and explain how can ethical practices contribute to long-term success in entrepreneurship. [25 Marks]