

BINDURA UNIVERSITY OF SCIENCE EDUCATION

FACULTY OF COMMERCE

GRADUATE SCHOOL OF BUSINESS

MASTER OF SCIENCE IN ENTREPRENEURSHIP AND INNOVATION

ENTREPRENEURSHIP AND NEW BUSINESS DEVELOPMENT (MEI 503)

EXAMINATION PAPER

DURATION: 3 HOURS 30 MINUTES

INSTRUCTIONS AND INFORMATION TO CANDIDATES

JUN 2024

1. Section A is compulsory and carries 40 marks.
 2. Answer Question One from Section A and any three (3) questions from section B.
 3. The paper carries six questions.
 4. All questions in section B carry equal marks of 20 each.
 5. The use of cell phones is not allowed in the exam.
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SECTION A: [COMPULSORY]

QUESTION 1

CASE STUDY: WHY DO MANY SMALL BUSINESSES NEVER EXPAND?

My dad ran a small electronics packaging company with 5–10 employees. It was very successful. I asked my dad once why he never expanded his first business. Its revenues were growing rapidly back in the day and he seemed to be able to pick up as much work as he wanted. He said something that always stuck with me, “Sure, I could have scaled it. Brought on twenty more employees, doubled our revenues. But I wanted to keep my work life balance. I liked hanging out with you guys (my mom, myself and brothers/sisters)”

He was home every night by 5. Our childhood was blessed with having him constantly involved in our lives. Our family took trips and vacations together frequently. We played games and told stories and read together on weekends. My dad decided to never scale the business because he knew that would require more management and would eat up more of his time. He was a rare breed of person that didn’t have that competitive need around “things” to keep up with the Jones. We had a beautiful 5 BR house by the beach, we went on vacations, and we had good food in the house and spent lots of time together. What was the need for 3x, 5x or 10x the income? Unlike many neighbors we never splurged on fancy cars, almost never eat out and didn’t buy expensive clothes/watches/shoes etc.

I hope as I grow on my own entrepreneurial journey I can keep my focus around what matters most: family.

Source: Adapted from Head of Growth @ Bonjoro (2021) Consultant | Founder of HGC2y.

Required:

- a. Analyse the pros and cons of the above article on small and medium enterprise development within the Zimbabwean context. **(20 marks)**
- b. Elaborate on the advice you would give your friend who wants to be a successful start-up entrepreneur under our VUCA environment in Zimbabwe. **(20 marks)**

[Total: 40 marks]

SECTION B: *Answer any three (3) questions from this section.*

QUESTION 2

Explore how an intrapreneur can become an entrepreneur in the world of business. **[20 marks]**

QUESTION 3

Evaluate the small business startup financing strategies for women entrepreneurs under the VUCA environment in Zimbabwe. **[20 marks]**

QUESTION 4

Extrapolate the small and medium business development strategies for Zimbabwe. **[20 marks]**

QUESTION 5

Explore the relationships of the following variables in entrepreneurship studies:-
entrepreneur, creativity, innovation and economic growth. **[20 marks]**

QUESTION 6

Examine the benefits of entrepreneurship development in the SADC region.

[20 marks]

END OF EXAMINATION PAPER