

BINDURA UNIVERSITY OF SCIENCE EDUCATION

FACULTY OF SOCIAL SCIENCES AND HUMANITIES

DEPARTMENT OF LANGUAGES AND COMMUNICATION SKILLS

BACHELOR OF SCIENCE HONOURS DEGREE IN CULTURE AND HERITAGE STUDIES

CHS403: ENTREPRENEURIAL SKILLS FOR THE HERITAGE INDUSTRY

EXAMINATION

TIME: 3 HOURS

NOV 2023

INSTRUCTIONS

Answer any THREE questions. All questions carry 100 marks

1. Evaluate the major challenges affecting Zimbabwean entrepreneurs.
2. Assess the importance of digital applications and advanced technologies for a Zimbabwean cultural heritage entrepreneur.
3. Discuss the significance of the following skills for an effective cultural heritage entrepreneur:
 - (a) Ability to sell
 - (b) Financial literacy
 - (c) Negotiation
 - (d) Administration
 - (e) Networking
4. Examine the impact of COVID-19 on Zimbabwe's heritage industry.
5. Unpack the major viewpoints of Weber's *Protestant ethic* theory in relation to entrepreneurship.

-END OF PAPER-