

**BINDURA UNIVERSITY OF SCIENCE EDUCATION**

**FACULTY OF COMMERCE**

**DEPARTMENT OF MARKETING**

**PROGRAMME: MASTER OF SCIENCE IN MARKETING DEGREE**

**NEW VENTURE CREATION**

**MMkt 506**

**DURATION: 3 HOURS**

**NOV 2024**

**INSTRUCTIONS**

1. Answer **Question One** and **ANY Three** questions.
  2. Question One carries 40 marks and the other questions carry 20 marks each.
  3. Start answering each main question on a fresh page.
  4. Credit will be given for appropriate use of illustrative examples and workings.
  5. No cell phones and programmable calculators are allowed in the examination room.
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### **QUESTION 1 (Compulsory)**

Prepare a fundable business proposal with the following sub sections

Type of business (5)

Target market (10)

Macro-economic analysis (5)

Management structure (5)

Risk management (5)

Financials (10)

**[40 Marks]**

### **QUESTION 2**

Evaluate the assertion that personal factors are more critical than environmental factors in new venture creation. Cite relevant examples from Zimbabwe and beyond.

**[20 Marks]**

### **QUESTION 3**

Discuss the view that entrepreneurship is the solution to Zimbabwe's economic, social and political challenges. Cite relevant examples to support your viewpoint.

**[20 Marks]**

### **QUESTION 4**

Justify the role played by the concepts desirability, feasibility and risk analysis in new venture creation. Use relevant case studies in Zimbabwe and other countries.

**[20 Marks]**

**QUESTION 5**

Evaluate the role and importance of entrepreneurship in the economy at local and global level.  
Use examples to support your views.

**[20 Marks]**

**QUESTION 6**

You have been asked to make a presentation titled 'Entrepreneurship beyond 2030'. Discuss salient issues for your presentation

**[20 Marks]**

**END OF PAPER**