



ZIMBABWE

**MINISTRY OF HIGHER AND TERTIARY EDUCATION,
INNOVATION, SCIENCE AND TECHNOLOGY
DEVELOPMENT**

**HIGHER EDUCATION EXAMINATIONS COUNCIL
(HEXCO)**

NATIONAL DIPLOMA

IN

SALES AND MARKETING MANAGEMENT

MODULE: Business Development Management

PAPER NO: 531/23/M03

DURATION: 3 Hours

NOVEMBER/ DECEMBER 2025 EXAMINATION

REQUIREMENTS

INSTRUCTIONS TO CANDIDATE

1. Answer any five (5) questions.
2. All questions carry equal marks.
3. Start a new question on a fresh page.

This paper consists of 2 printed pages.

QUESTION 1

Examine any five (5) roles of a Business Developer. (20 marks)

QUESTION 2

Outline any five (5) market trends you are familiar with. (20 marks)

QUESTION 3

Describe any five (5) types of business model that can be used by organisations. (20 marks)

QUESTION 4

Clearly show how SCAMPER model can be used in mind mapping to expand the idea pool. (20 marks)

QUESTION 5

Discuss any five (5) types of partnerships. (20 marks)

QUESTION 6

Explain any four (4) effective budget characteristics. (20 marks)

QUESTION 7

Describe any five change management strategies. (20 marks)

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