

P230/1
Entrepreneurship
Education
Paper 1
July / August 2019
3 hours

BUGANDA EXAMINATIONS COUNCIL MOCKS

Uganda Advanced Certificate of Education

Entrepreneurship Education

PAPER 1

3 hours

INSTRUCTIONS TO CANDIDATES

- This paper consists of *two* sections *A&B*
- Attempt *five* questions
- Section *A* is compulsory. Answers to this section should be precise.
- Answer four questions from section *B*.
- Credit will be given for use of relevant diagrams and illustrations.
- Any additional questions (s) will not be marked.

SECTION A (20MARKS)

Attempt all parts from this section.

- 1(a)(i) Define the term personal branding. (01 mark)
- (ii) State any three steps involved in creating a personal brands. (03 marks)
- (b)(i) Distinguish between labour turnover and labour planning (02 marks)
- (ii) Outline any two costs of labour turnover (02marks)
- (c) (i) What is meant by the entrepreneurial culture? (01 mark)
- (ii) Identify any three reasons for developing entrepreneurial culture. (03 marks)
- (d) (i) What is meant by competition? (01 marks)
- (ii) Mention any two factors considered in analyzing competition. (02 marks)
- (e)(i) Define the term gender planning. (01 mark)
- (ii) Give any three reasons that promote gender partnerships. (03 marks)

SECTION B (80 MARKS)

Attempt any *four* questions from this section.

- 2(a) Explain the various techniques of developing creative ability (10 marks)
- (b) Examine the barriers to creativity in business (10 marks)
- 3(a) Explain the factors that influence production decisions in an enterprise. (10marks)
- (b) How may an entrepreneur minimize cost of production in an enterprise? (10marks)
- 4(a) Of what importance is innovation to a business? (10 marks)
- (b) How may an entrepreneur increase innovation in a business? (10 marks)
- 5(a) Describe the procedure involved in carrying out personal selling (10 marks)
- (b) Explain the effects of personal selling to an enterprise. (10 marks)
- 6(a) Examine the principles of good business ethics in a business (10 marks)
- (b) What are the benefits of good business ethics in a business? (12 marks)
- 7(a) Explain the factors affecting competition in business. (08 marks)
- (b) How may an entrepreneur maintain competitive position in business? (12 marks)

END