

**P230/3**  
**ENTREPRENEURSHIP**  
**EDUCATION**  
**Paper 3**  
**Jul/Aug 2019**  
**3 Hours**



**MUKONO EXAMINATION COUNCIL**  
**Uganda Advanced Certificate of Education**  
**ENTREPRENEURSHIP EDUCATION**  
**Paper 3**  
**3 Hours**

**INSTRUCTIONS TO CANDIDATES**

- *This paper consists of three sections; **A**, **B** and **C***
- *Answer **four (4)** questions only. All questions carry equal marks.*
- *Section **A** is compulsory. Answer any **three** questions from sections **B** and **C**, choosing at least **one** question from each section.*
- *Any additional question(s) answered will not be marked.*
- *Make a grid and show questions answered in their order.*

## SECTION A: CASE STUDY

### *Answer all parts of this section*

1. Read the case study below and answer the questions that follow;

From his youth, the self-confident and results oriented tycoon, Mr. Tajiri, avoided negative thoughts, activities and ideas. He involved in positive activities and took advantage of opportunities to improve his life situation.

Developments in Uganda such as growth of economic and social infrastructure, provision of tax incentives to investors, favourable customary practices and religion, political stability in most part of the country, presence of entrepreneurs in the neighbourhood, inheritance of stock of capital, conducive business laws, support from his family, formation of East Africa community (EAC) to widen market size, privatization drive and liberalization of trade motivated Tajiri to start Karibu enterprise. He developed business idea of dealing in farm produce especially foodstuffs in which he had personal interest since he was practicing crop production.

Being a graduate of Arapai Agricultural institute, managing the business is not a big task for Mr. Tajiri. He commits all his time, resources and effort to ensure success of the business. He sets work objectives that are achievable and have positive impact knowing that each experience is an opportunity to learn. Mr. Tajiri identifies successful entrepreneurs to be his role models and mentors hence contacts them for relevant advice.

To ensure that the enterprise operates professionally and profitability, Mr. Tajiri deals only in farm produce which meets customers' needs. He prices the products attractively to maintain buyers. There are no threats of exploitation or victimization of any staff member, and there is a two-way communication and freedom of communication in the enterprise. He observes affirmative action in human resource management. To promote teamwork and morale-boost his staff, he rewards the personnel justly thereby making each get satisfied from participating in any activities taking place in the enterprise and enhance development of the entire staff.

### **Questions**

- a) What factors helped Mr. Tajiri to develop positive mental attitude and become a successful entrepreneur? **(05 marks)**
- b) Identify the combination of external factors and their organic integration which made an impact on the starting process of Karibu enterprise by Mr. Tajiri. **(06 marks)**
- c) Explain the factors that influenced Mr. Tajiri's choice of a good business idea. **(04 marks)**

d) Why would you conclude that in Karibu enterprise there is a true and effective gender partnership? **(06 marks)** e)

Advise Mr. Tijiri on how he can make a social impact in the community. **(04 marks)**

### **SECTION B: SCHOOL BUSINESS CLUB**

*Answer at least **one** question from this section*

2. In relation to your school entrepreneurship club business project;
  - a) Give the general description of the project. **(04 marks)**
  - b) How did you foster innovation in the business? **(08 marks)**
  - c) Describe the procedures you followed when preparing the business plan for your enterprise. **(05 marks)**
  - d) Explain the marketing techniques that were used in the business project. **(08 marks)**
3. With reference to a business project owned and operated by your school entrepreneurship Business Club.
  - a) Describe the business project. **(04 marks)**
  - b) Explain the measures you put in place for proper management of inventory. **(08 marks)**
  - c) What factors determined production capacity planning and design in your enterprise? **(08 marks)**
  - d) State the objectives of pricing your enterprise tried to achieve. **(05 marks)**

### **SECTION C: FIELD ATTACHMENT/ FIELD TRIP**

*Answer at least **one** question from this section.*

4. For any one business enterprises that you were attached to;
  - a) State the purpose of the business. **(04 marks)**
  - b) Describe the potential customers of the business. **(08 marks)**
  - c) How does the enterprise promote good customer care? **(08 marks)**
  - d) Advise the owner(s) of the business about the benefits of investing in shares of listed companies. **(05 marks)**
5. For any one field trip you made as an individual or group;
  - a) (i) State the objectives of the field trip. **(03 marks)**  
(ii) Mention the legal form of the business you visited. **(02 marks)**
  - b) What techniques of negotiating with customers are employed by the enterprise you visited to make marketing of its products successful? **(08 marks)**
  - c) How does the business you visited ensure better time management? **(08 marks)**
  - d) Advise the owner(s) of the business about the need for performance appraisal in the enterprise. **(04 marks)**

**End -**