

845/2
ENTREPRENEURSHIP
EDUCATION
Paper 2

2½ hrs.

STANDARD HIGH SCHOOL ZZANA

Uganda Certificate of Education

Entrepreneurship Education

Paper 2

2 hours 30 minutes

INSTRUCTIONS TO CANDIDATES:

*This paper consists of **two** sections **A** and **B**.*

*Answer only **four** questions.*

*Section **A** is compulsory. Answers to this section should be precise and concise.*

*Attempt **three** questions from section **B**.*

***All** questions in section **B** carry equal marks.*

Credit will be given for use of relevant diagrams and illustrations.

*Additional question(s) attempted will **not** be marked.*

Turn Over

SECTION A: (40 marks)

Answer all parts of this section.

1.
 - (a)
 - (i) What is meant by entrepreneurship? (01 mark)
 - (ii) State any **three** functions of an entrepreneur in business. (03 marks)
 - (b)
 - (i) Distinguish between ‘a real market’ and ‘a potential market.’ (02 marks)
 - (ii) Outline any **two** factors considered when assessing a potential market. (02 marks)
 - (c)
 - (i) Define income. (01 mark)
 - (ii) Mention any **three** legal sources of income. (03 marks)
 - (d) Give any **four** contents of a partnership deed. (04 marks)
 - (e)
 - (i) What is a business environment in relation to entrepreneurship. (01 mark)
 - (ii) Identify any **three** characteristics of a business environment. (03 marks)
 - (f)
 - (i) What is meant by a distribution channel? (01 mark)
 - (ii) State any **three** factors considered when selecting a distribution channel. (03 marks)
 - (g)
 - (i) Distinguish between ‘an organisational plan’ and ‘an action plan. (02 marks)
 - (ii) Give any **two** uses of an action plan to an entrepreneur. (02 marks)
 - (h)
 - (i) Define a standing order as used in banking. (01 mark)
 - (ii) State any **three** functions of commercial banks. (03 marks)
 - (i) Identify any **four** principles of good corporate governance. (04 marks)
 - (j)
 - (i) What is meant by business ethics? (01 mark)
 - (ii) Outline any **three** principles of business ethics entrepreneurs must observe towards consumers. (03 marks)

SECTION B: (60 marks)

*Answer any **three** questions from this section.*

2. (a) Describe the steps followed when taking up an insurance policy. (06 marks)
(b) Explain the role of insurance companies in business. (14 marks)
3. (a) Explain the essentials of effective communication. (10 marks)
(b) What are the barriers to effective communication in business? (10 marks)
4. (a) Describe the principles of taxation. (12 marks)
(b) Outline any **eight** advantages of taxation. (08 marks)
5. (a) Outline any **six** forms of packaging used by entrepreneurs in business. (06 marks)
(b) Explain the importance of packaging goods in business. (14 marks)
6. (a) Give any **six** major players in Uganda's capital markets. (06 marks)
(b) Explain the role of capital markets in business. (14 marks)

END