

P230/1
ENTREPRENEURSHIP
EDUCATION
Paper 1
Nov 2020
3 hours

ST. MARYS' KITENDE

Uganda Advanced Certificate of Education
RESOURCEFUL MOCK EXAMINATIONS 2020
ENTREPRENEURSHIP EDUCATION
Paper 1
3 hours

INSTRUCTIONS TO CANDIDATES:

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

SECTION A (20 marks)

1. (a) (i) What is meant by a mission statement. **1mk**
(ii) Give any three benefits of developing a mission statement to the business. **3mks**

(b)(i) What is meant by a feasibility study? **1mk**
(ii) State any three reasons for carrying out a feasibility study before starting a business. **3mks.**

(c) Mention any four effects of climate change on business activities. **4mks**

(d) (i) Distinguish between lead time and re order level. **2mks**
(ii) Give any two ways of managing inventory in a business. **2mks**
(e) (i) Define the term prototype. **1mk**
(ii) Mention any three factors that influence the level of sales of a business. **3mks**

SECTION B (80 marks)

2. (a) Explain the principles that govern development of a lucrative personal brand. **10mks**
(b) What benefits do entrepreneurs get from developing a personal brand. **10mks**
3. (a) Why should entrepreneurs observe quality during the production process. **10mks**
(b) Examine the strategies that can be used by entrepreneurs to increase profits. **12mks**
4. (a) Describe the process of effective creative selling. **10mks**
(b) What is the basis for dividing the market into the different submarkets **10mks**
5. (a) What is the contribution of Uganda Securities Exchange (USE) to the development of Uganda. **10mks**
(b) What factors limit effective performance of capital markets in Uganda. **10mks**
6. (a) Explain factors that affect the amount of wages paid to workers in a business. **10mks**
(a) Explain the conditions when the wages of employees may be increased in an organization. **10mks**
7. (a) Explain the role of taxation in Uganda. **10mks**
(b) How can the rampant tax Evasion be reduced in Uganda? **10mks**

END

“ Where there is a will, there are a thousand ways, where there is no will, there are a thousand excuses.”