

SET 2

ENTERPRENUERSHIP EDUCATION 845/2

PAPER 2 JULY/AUGUST 2016

Time: 2 hours 30 minutes

Instructions:

- **Answer four questions in all**
- **Section A is compulsory, answers to this section should be precise**
- **Answer three questions from Section B**
- **Credit will be given for use of relevant diagrams and illustrations**
- **Any additional questions answered will not be marked**

SECTION A. (40 marks)

- 1a). (i) What is “SWOT analysis”? (1 mark)
(ii) Give any three examples of weaknesses in SWOT analysis (3 marks)
- b) (i) List any two requirements for registering a business (2 marks)
(ii) Give any two reasons for registering a business (2 marks)
- c) (i). Distinguish between product design and product promotion (2 marks)
(ii). Outline any two objectives of re-designing a product (2 marks)
- d) Mention any four indicators for quality as perceived by customers of a given business. (4 marks)
- e) (i) Give any two features that distinguish a commercial bank from a development bank (2 marks)
(ii) List any two examples of development banks in Uganda. (2 marks)
- f) (i). Distinguish between income tax and capital gains tax (2 marks)
(ii) Mention any two advantages of levying income tax. (2 marks)
- (g). Give any four reasons for terminating a business contract (4 marks)

- (h) (i). What is meant by “effective communication”? (1 mark)
(ii). Outline any three barriers of effective communication (3 marks)
- (i). Mention four requirements a company should fulfill before selling shares to the public. (4 marks)
- j) (i) Distinguish between a bank loan and bank overdraft. (2marks)
(ii). State any two disadvantages of giving a bank overdraft (2 marks)

SECTION B (60 MARKS)

- 2(a). How does business and society benefit from each other (10 marks)
(b). In what ways can government protect the natural environment from negative impacts of businesses? (10 marks)
- 3(a). Outline the different elements of a marketing plan (10 marks)
(b). What challenges are encountered when preparing a marketing plan? (10 marks)
- 4(a). Explain the factors considered when choosing a production location (10 marks)
(b). Outline the ways of increasing productivity of an enterprise (10 marks)
- 5(a). Discuss the factors that influence tax compliance in an economy (10 marks)
(b). Suggest measures to encourage tax compliance in an economy (10 marks)
- 6(a). What are the objectives of man power planning? (10marks)
(b). Explain the importance of man power planning in an enterprise (10 marks)

