

P230/1
ENTREPRENEURSHIP
EDUCATION
Paper 1
July / August 2015
3 hours



WAKISSHA JOINT MOCK EXAMINATIONS

Uganda Advanced Certificate of Education

ENTREPRENEURSHIP EDUCATION

Paper 1

3 hours

INSTRUCTIONS TO CANDIDATES:

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

SECTION A (20 MARKS)

Answer **all** questions in this section.

1. (a) (i) What is meant by “**non-product value**” methods of sales promotion? (01 mark)
(ii) Mention any **three** elements of an advertising message. (03 marks)
- (b) (i) List any **two** types of packaging used by entrepreneurs in Uganda. (02 marks)
(ii) Outline any **two** qualities of a good packaging material. (02 marks)
- (c) (i) Distinguish between **vision** and **visionary leadership**. (02 marks)
(ii) Give **two** ways of saving natural resources. (02 marks)
- (d) The following VAT exclusive transactions were availed to you by VAT registered businesses in your community for the month of May 2015.
 - Desire bought goods worth Shs. 16,000,000.
 - Desire sold the same goods to Mweruka at Shs. 48,000,000.
 - Mweruka sold the same goods to the final consumer at Shs. 56,000,000.

Required:

Using the VAT rate of 18%.

- (i) Compute for the entrepreneurs, the VAT chargeable for the value added at each stage. (03 marks)
- (ii) Calculate the gross sales value to the final consumer. (01 mark)
- (e) (i) Identify any **two** factors considered when analyzing competition. (02 marks)
(ii) Give **two** types of competition in business. (02 marks)

SECTION B (80 marks)

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

2. (a) Account for the high rate of unemployment in Uganda today. (10 marks)
(b) What should be done to reduce unemployment? (10 marks)
3. (a) What is the importance of preparing a business plan? (10 marks)
(b) Describe the components of a business plan. (10 marks)
4. (a) Why are direct taxes popular? (10 marks)
(b) What is the role of taxation? (10 marks)
5. (a) Explain the various ways in which entrepreneurs can improve creativity. (10 marks)
(b) Discuss the impact of change in business. (10 marks)
6. (a) Describe the major characteristics of innovators. (10 marks)
(b) Explain the factors that hinder entrepreneurial motivation. (10 marks)
7. (a) Why may entrepreneurs terminate the services of their employees? (06 marks)
(b) Examine the causes and costs of labour turnover. (14 marks)

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