

845/2
Entrepreneurship
Education
Paper 2
July / August 2019
2 ½ hours

BUGANDA EXAMINATIONS COUNCIL MOCKS

Uganda Certificate of Education

ENTREPRENEURSHIP

PAPER 2

2 HOURS 30 MINUTES

INSTRUCTIONS TO CANDIDATES

- Answer only **four** questions.
- 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 question (s) answered will not be marked.

SECTION A (40 MARKS)

- 1(a) (i) Differentiate between memorandum of association and Article of Association. (2 marks)
- (ii) Give any two contents of a memorandum of association. (2 marks)
- (b) (i) Define the term “PRICE “ (1 mark)
- (ii) Mention any three factors that should be considered when determining the price of a product. (3 marks)
- (c) Outline any four business ethics an entrepreneur should practice towards employees. (4 marks)
- (d) (i) What is an action plan? (01mark)
- (ii) Give any three uses of action plan. (3 marks)
- (e) (i) Define the term income. (1 mark)
- (ii) Mention any three sources of income to an entrepreneur. (3 marks)
- (f) (i) Distinguish between direct and indirect taxes. (2 marks)
- (ii) Give any two reasons why business should pay taxes. (2 marks)
- (g) (i) Define the term risk. (1 mark)
- (ii) Mention any three factors that should be considered when assessing risks. (3 marks)
- (h)(i) What is meant by the term market? (1 mark)
- (ii) Give any three factors that determine a potential market. (3 marks)
- (i) Mention any four leadership skills required in a business. (4 marks)
- (j)(i) Define the term packaging. (1 mark)
- (ii) State any three common types of packaging materials used by producers in your country. (3 marks)

SECTION B (60 MARKS)

Attempt ant ***three*** questions from this section.

- 2(a) Outline the factors that an entrepreneur should consider when choosing packing material for a product. (4 marks)
- (b) Explain the importance of packing products. (16 marks)
- 3(a) Mention any six components of a business plan. (6 marks)
- (b) Explain the benefits of a business plan to an entrepreneur. (14 marks)
- 4(a) Describe five ways of managing credit sales in a business. (10 marks)
- (b) Outline the advantages and disadvantages of selling goods on credit. (10 marks)
- 5(a) Define the term advertizing. (2marks)
- (b) Mention any six advertising media used in your country. (06 marks)
- (c) Explaining six factors that should be considered when choosing a medium of advertising. (12marks)
- 6(a) Describe the procedure of taking out an insurance policy. (10 marks)
- (b) Explain the various principles of insurance. (10 marks)

END