

KING'S COLLEGE – BUDDO
UGANDA ADVANCED CERTIFICATE OF EDUCATION
INTERNAL MOCKS EXAMINATIONS 2020
ENTERPRENEURSHIP EDUCATION

P.230/1

TIME: 3 HOURS

INSTRUCTIONS

This paper comprises two sections; A and B.

All questions in section A are compulsory.

Attempt only four questions from section B.

SECTION A (20 MARKS)

1a) Mention any four aspects of the family that make an impact on the business startup process by an entrepreneur (4 marks)

bi) What is meant by the term “mission statement” of a business? (1 mark)

ii) Outline three importance of a mission statement of a business plan (3 marks)

c) Mention any two;

i) types of risk takers (2 marks)

ii) sources of innovation (2 marks)

di) Distinguish between sales promotion and advertising (2 marks)

ii) List two methods of sales promotion other than advertising used in a business enterprise (2 marks)

e) Byoya Group of Companies' Books of accounts showed the following as at;

30 th June 2012.	SHS
Machinery	40,000,000
Debtors	7,200,000
Creditors	12,000,000
Cash at Bank	8,000,000
Bank overdraft	3,200,000
Closing stock	4,800,000

Required;
calculate

i) quick acid ratio (2 marks)

ii) working capital ratio (2 marks)

SECTION B (80 MARKS)

2a) What are the principles of effective negotiation in the enterprise?
(10 marks)

b) Explain the steps involved in the pre- negotiation (10 marks)

3a) What is the role of taxation in the economic development of your country?
(10 marks)

b) Why are indirect taxes preferred to direct taxes? (10 marks)

4a) Describe the contents of a social enterprise plan (10 marks)

b) Explain the social responsibilities of business to the community
(10 marks)

5a) What is the purpose of quality control in an enterprise. (10 marks)

b) Explain the factors that influence quality standards of products in an enterprise
(10 marks)

6a) Describe the various methods used in appraising workers in an organization
(12 marks)

b) What are the advantages and disadvantages of performance appraisal? (12 marks)

7a) Explain the various ways of generating business ideas (10 marks)

b) Describe the procedure of turning a business idea into a business opportunity
(10 marks)

END