

P230/3
ENTREPRENEURSHIP
EDUCATION
Paper 3
July - August
3 Hours



ELITE EXAMINATION BUREAU MOCK 2019

Uganda Advanced Certificate of Education

ENTREPRENEURSHIP EDUCATION

Paper 3

Duration: 3Hours

INSTRUCTIONS TO CANDIDATES

- *This paper consists of **three** sections; **A**, **B** and **C***
- *Answer any **four** questions only*
- *All questions carry equal marks.*
- *Section **A** is compulsory. Answer any **three** questions from section **B** and **C**.*
- *Credit will be given for use of relevant diagrams and illustrations*
- *Any addition question(s) answered will not be marked.*

Turn Over

SECTION A:

CASE STUDY

Answer all parts of this questions

1. Read the case study below and answer the questions that follow.

Matayo a graduate from Kyambogo University was born in a rural isolated area where people were proud of being farmers and willing to mentor beginner entrepreneurs. His family was swimming in poverty but highly committed in catholic faith which enabled Matayo get sponsorship from the church for his education.

Like any other Ugandan youth he had no dream of making ends meet using land in the village but rather to sell part of his father's land to raise capital to penetrate the city for urban business opportunities. His parents rejected the proposal. He later got a job on Radio Kamuli as a host and Radio marketer. He also contested and work the District Councillor post for BukomaSubcounty. Luuka District since he was aradio celebrity.

He had a chance to host his close acquaintance God Kabanda a renowned vegetable Farmer in Kamuliwho preached about the values of farming which inspired Matayo and he gave it a shot. He gathered his savings from the District job and radio and raised Shs 8000,000 which he used to obtain 8 acres of land in Bulindi zone –Kamuli District.

He obtained a loan of Shs 4000,000 from Luuka District Agricultural fund and planted oranges, cabbages, tomatoes watermelons and 1 acre of eucalyptus on the swampy part of the land.

Matayo used various marketing strategies to convince restaurant and food vendors in KamuliLuuka and neighboring districts whom he would meet physically in markets and even on the radio. He later started a restaurant since he had started producing food varieties on his land. However there were challenges like limited capital, ever changing policies for such business in the District and risks like theft, competition and changing customers' tastes. He insured the restaurant and strictly would sell on cash basis. He prepared books of accounts and run the business as per the business plan. Today he is arole model to many youths in his area.

Questions

- a) What social cultural factors influenced Matayo to venture in business?
(4marks)
- b) Describe the nature of the environment in which Matayo operates.
(4marks)

- c) Explain the procedure Matayo might have followed when insuring the business. (6marks)
- d) What benefits does he enjoy by selling goods on cash basis? (4marks)
- e) Identify the marketing strategies used by Matayo. (3marks)
- f) What lessons can anyone learn from the case study? (4marks)

SECTION B: SCHOOL BUSINESS CLUB

Answer atleast one question

2. With reference to your school entrepreneurship club business project.
 - a) Describe the business project you carried out. (5marks)
 - b) What ethical principles did the members base on when developing a code of conduct master piece? (5marks)
 - c(i) Mention the record books you used in your project. (4marks)
 - (ii) Explain the information you recorded in the books mentioned in c(i) above. (4marks)
 - d) How did you ensure customer satisfaction in the business? (7marks)

3. In relation to the business project owned and operated by your school Entrepreneurship club.
 - a) Give a general description of your project. (4marks)
 - b) What resources were available in the local community that favoured the establishment of the enterprise? (6marks)
 - c) Explain the strategies you employed to minimize loss of funds in the business. (6marks)
 - d) Re-draft the last operational budget you used in the project. (5marks)
 - e) Describe how you dissolved the business. (4marks)

SECTION C:
FIELD ATTACHMENT AND FIELD TRIP.

4. For any field attachment you carried out.
- a) Present the profile of the business you were attached to. (4marks)
 - b) How did the business you were attached to manage credit? (5marks)
 - c) Describe the activities carried out by the business when marketing its products. (6marks)
 - d) Which aspects characterize customers of the business you were attached to? (6marks)
 - e) What controls did the business undertake to ensure proper flow of funds? (4marks)
5. Basing on the Business field trip conducted either as an individual or as a group.
- a(i) State the objectives of the field trip. (3marks)
 - (ii) Describe the business. (3marks)
 - b) Discuss the mechanism the business uses to control business physical assets. (4marks)
 - c) What operational methods does the owner of the enterprise consider when analyzing competition? (6marks)
 - d) Advise the owner of the business about investment opportunities in capital markets. (4marks)
 - e) Explain the factors that influence the decision of the entrepreneur when determining prices of his/her products. (5marks)

END