

P230/3

ENTREPRENEURSHIP

EDUCATION

PAPER 3

RESOURCE EXAMINATION 2019

UGANDA ADVANCED CERTIFICATE OF EDUCATION

ENTREPRENEURSHIP EDUCATION

PAPER THREE

TIME: 3 HOURS

NAME:SCHOOL:

INSTRUCTIONS:

*This paper consists of **three** sections **A, B** and **C**.*

*Answer **four** questions.*

*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 additional question(s) answered **will not be marked**.*

SECTION A: CASE STUDY

Qn1. Read the case study below and answer the questions that follow:

Mwana Namuyonjo was only 20 years old when she defied the biblical verse “Happy are those who are poor for the Kingdom of God is theirs” and she conceived a business idea of dealing in Christian literature and sacramentals at very low cost of operation worth shs.100,000. Being newly married and bearing in mind that engaging in business is challenging to an entrepreneur, she developed a sound business motto, “Success is my destiny” which every staff member stood by. To make the motto become realistic, she has positive attitude towards staff and customers, avoids arguing with them and maintains good customer relations and customers’ satisfaction. There is weekly in-service training and mentoring for making knowledge and ideas widely

available to the staff. She ensures good hiring choices of personnel, favourable working conditions, and essential processes for getting work done.

To attract and maintain customers, Mwana Namuyonjo always puts on fashionable attire and ensures good scent, fresh breath and personal cleanliness. Jobs are well designed with a variety of tasks for job satisfaction and to enable the staff be committed and make maximum use of working time. Managers act like coaches, delegate more decisions to subordinates and help them solve problems. She makes sure that enough funding is available at the right time to meet the needs of the business. She monitors and supervises business operations to keenly ensure that assets are being used effectively, are secure and management acts in the best interest of shareholders and in accordance with business rules. She also makes decisions on financing the investments, and on the profit earned. She always has alternative plans and keeps a list of activities in dairies for the enterprise to carry out. There is open communication system at all levels of management for easy accessibility of information. Business targets are aggressively achieved by making decisions quickly, selecting priorities, reducing paper work, conducting meetings properly, avoiding queues and unnecessary interruptions as well as delegating duties and responsibilities.

Mwana Namuyonjo is now a wealth successful devout Christian business lady who has won several national and international awards for the best business practices.

- a) What cost of being entrepreneur might have Mwana Namuyonjo faced? (05 marks)
- b) Describe the activities Mwana Namuyonjo is involved in to ensure better management of time. (06 marks)
- c) What attributes of a creative sales person does Mwana Namuyonjo possess? (05 marks)
- d) How does Mwana Namuyonjo manage labour turnover? (06 marks)
- e) Explain the elements of financial management in the enterprise. (03 marks)

SECTION B: SCHOOL BUSINESS CLUB

Qn2. With reference to any business project started and managed by your school business club:

- a) Describe the enterprise. (05 marks)
- b) Explain how you fostered innovation in your business. (04 marks)
- c) Outline the pre-operating expenses your business incurred. (05 marks)
- d) What factors influenced the choice of technology you employed in the enterprise? (05 marks)
- e) (i) Describe the market gaps you tried to fill. (03 marks)
(ii) How did you fill the market gaps you have mentioned in 2 e(i) above? (03 marks)

Qn.3. In relation to any business project established and managed by your school business club:

- a) Present the general description of the business. (05 marks)
- b) Outline the procedures you followed when analyzing a risk situation in your enterprise. (04 marks)
- c) Explain the factors that affected the choice of the business idea you selected. (04 marks)
- d) Describe the characteristics of your potential customers. (06 marks)
- e) What relevant operating methods did you consider when analyzing competition? (06 marks)

SECTION C: FIELD ATTACHMENT AND TRIP

Qn4. For any business enterprise you were attached to:

- a) Describe the nature of the enterprise. (05 marks)
- b) Advise the entrepreneur about the proper ways of handling gender profiling in the enterprise. (05 marks)
- c) Explain the factors the entrepreneur considered when preparing the human resource plan the business used. (05 marks)
- d) How does the enterprise promote the element of the quality control of internal control system? (05 marks)
- e) Describe the basis for developing appropriate sales promotion strategies for the enterprise. (05 marks)

Qn5. With reference to any business field trip you made as an individual or a group:

- a) Describe the enterprise. (05 marks)
- b) What visual communication aids does the enterprise use to present information? (05 marks)
- c) Advise the owner of the business about some of the challenges associated with family business. (05 marks)
- d) Explain the controls the entrepreneur uses to manage the flow of funds in the enterprise. (05 marks)
- e) How does the enterprise overcome threat of competition? (05 marks)

END