

**JINJA JOINT EXAMINATIONS BOARD**  
**MOCK EXAMINATIONS 2022**  
**ENTREPRENEURSHIP EDUCATION**  
**P230/3**

1.a) The characteristics Malaika possesses as an innovator are:-

- Identified market gaps in her trading centre.
- Relates with people who are successful in business.
- Creative is established a four roomed departmental store.
- Inner directed as she believes in her workers.
- Extra ordinarily persistent as she does not let any basted block her way
- Passionate about what she does as she is self motivated and identifies new products to add in the business.
- Trend sputters she established a four roomed departmental store.
- Self discipline as she is proud of attaining success and personally liable for her failure.
- Controlling vision as she has taken time to build a stable business empire as to generate constant income in future.
- Any 5x1 = 05 marks

b) Environmental factors that affect the business in its operations are:-

- Reasonable return on investments.
- Presence of facilities/Assets to use during business operations.
- Presence of adequate working capital.
- Presence of market/Demand for business products/services/limited competition.
- Presence of role models/mentors with whom she shares ideas.
- Acceptability of the businesses by the community.
- Legality of the businesses.
- Availability of required manpower etc.

Any 4 x 1 = 04 marks.

c) Factors Malaika considered when conducting market assessment are :-

- ~ Target market/ customers .
- ~ Level of income of the target market population.
- ~ level of competition/Number of competitors .
- ~ level of demand
- ~ Needs of customers.
- ~ Market trends.
- ~ Pricing of products

- ~ Cost involved
- ~ Etc

**Any 6 x 1 = 06 marks**

(2)

d) Steps Malaika followed when preparing a business plan are :-

- ❖ Identification of a business opportunity.
- ❖ Carrying out /conducting a market survey for the selected type of business.
- ❖ Gathering relevant data concerning different aspects/items of the business and establishing their costs e.g. cost of labour.
- ❖ Drafting a business plan.
- ❖ Discussing the draft plan with experts.
- ❖ Making/writing a final copy of the business plan.
- ❖ Preparing an action plans.

**Any 6 x 1 = 06 marks.**

e) Net profit ratio.

Net profit x 100

Turnover

$$= \frac{30,000,000 \times 100}{90,000,000}$$

= shs 33%

ii) Return on capital employed.

Net Profit x 100

Capital employed

But capital employed fixed Assets

Working capital

$$= 60,000,000 + 20,000,000$$

= shs 80,000,000

Return on capital employed

$$= \frac{30,000,000 \times 100}{80,000,000}$$

= shs 37 .5%

= 38%

(3)

2) General description of the business project carried out should show :-

- ~ Name and address of the business.
- ~ Products offered.
- ~ Purpose of the business ie vision, mission, goals and objectives.
- ~ Target market/customers.
- ~ Date of commencement.
- ~ Physical location.
- ~ Sources of capital
- ~ Short analysis
- ~ Uniqueness of the business
- ~ Description of business assets.
- ~ Nature/Type /legal form of business.

**Any 4 x 1 = 04 marks**

**NB i) should be prepared.**

ii) No award of ½ marks

b) Production activities of the project may include:-

- Packaging of products.
- Branding of products
- Carrying out market research.
- Acquiring the required inputs/Raw material
- Storing of the products
- Distribution of the products
- Actual production activities
- Quality control
- Selling and marketing the products

- Carrying out market research
- Repairing and maintaining tools and equipment

**Any 6 x 1 = 06 mark ( NB Evidence is a MUST )**

(4)

C) Competitive advantages of a business over similar business may include:-

- ~ Fair/ Appropriate prices
- ~ Prevision of better quality goods/services.
- ~ Provision of a variety of products.
- ~ Proper/ Attractive packaging of business products .
- ~ Attractive branding .
- ~ Carrying out personal selling .
- ~ Providing credit facilities.
- ~ Offering/providing discounts/providing after sales services.
- ~ Using appropriate distribution channel.
- ~ Employing skilled labour.
- ~ Using appropriate technology.

**Any 5 x 1 = 05 marks**

**NB Evidence is a MUST**

d) How quality of business products is ensured may include:-

- Use of high quality raw materials.
- Use of appropriate technology.
- Ensuring appropriate packaging of products.
- Proper storage of the products.
- Maintaining proper hygiene of the work station.
- Frequent/regular inspection of the production process.
- Training of club members.
- Following technical specification regarding production process.

- Carrying out continuous research/ e t c.

**Any 5 x 1 = 05 marks**

**NB Evidence is a MUST**

5)

e) Tools used for monitoring performance of the project may include:-

- Operational budget.
- Sales targets.
- Production targets.
- Books of Accounts
- Departmental reports.
- Work order forms
- Balance sheet.
- Cash flow plan.
- Stock records
- E t c

**Any 5 x 1 = 05 marks**

3) Description of the business should show:-

- Name and address of the business.
- Physical location.
- Products offered.
- Target market/customers.
- Uniqueness of the business
- Sources of capital
- Date of establishment.
- Nature /type/legal form of the business.
- Purpose of the business i.e. vision, mission, goal and objectives.
- SWOT analysis of the business.
- Description of fixed Assets

**Any 4 x 1 = 04 marks**

**NB Should be prepared**

(6)

b) Factors that influenced the size of the business may include:-

- Level of demand/ size of the market.
- Amount of capital.
- Aims of the owners / entrepreneurs.
- Nature of goods.
- Level of profits.
- Volume of sales.
- Size of premises /space occupied
- Cost of production.
- Technology used
- Entrepreneurial skills possessed
- Government prolong on taxation and subsidization

**Any 5 x 1 = 05 marks**

**Evidence is a MUST**

C) Social responsibilities of the business to the community around may include:-

- Provision of goods to society.

- ~ Provision of market for community resources.
- ~ Creation of employment opportunities.
- ~ Provision of revenue to community through payment of taxes.
- ~ Use of the would be idle resources.
- ~ Improving the natural environment in which they operate.
- ~ Sponsoring of development programmes in the community.
- ~ Donating to the needy members of the community.

**Any 5 x 1 = 05 marks**

**Evidence is a MUST**

d) How financial management has been important in the project may include:-

- ❖ Determination of profits / losses for the business
- ❖ Provided information on credit transaction.

(7)

- ❖ Acted as a tool of control.
- ❖ Determination of financial position of the enterprise.
- ❖ Used as a basis for planning.
- ❖ Helped when applying for loans/financial assistance.
- ❖ Acted as evidence of business transactions/future reference etc.

**Any 6 x 1 = 06 marks**

**Evidence is a MUST.**

e). Elements of human resource management that were implemented in the project may Include:-

- ❖ Recruitment of workers .
- ❖ Employee placement /Assigning club members to different tasks .
- ❖ Training of club members.
- ❖ Motivation of club members / employees.
- ❖ Remuneration/ payment of employees/club members.
- ❖ Communication with club members/employees etc.

**Any 5 x 1 = 05 marks**

**Evidence is a MUST.**

**4) Description of the business should show :-**

- Name and address of the business.
- Physical location.
- Products offered.
- Target market/customers.
- Uniqueness of the business
- Sources of capital
- Date of establishment.
- Nature /type/legal form of the business.
- Purpose of the business i.e. vision, mission, goal and objectives.
- SWOT analysis of the business.

- Description of fixed Assets

**Any 4 x 1 = 04 marks**

**NB Should be prepared**










**(8)**

b) Objectives of the field attachment carried out include:-

- ~ To enable myself learn development and apply new skills that are appropriate or applicable to the real or actual business in which I will be working in.
- ~ To enable me apply the knowledge and skills acquired in the classroom to the real business environment.
- ~ To help me develop and apply appropriate interpersonal skills in the real business setting.
- ~ To help me develop and refine communication skills and business ethos required for working in a business.
- ~ To enable me select whether to go for self-employment or paid employment.
- ~ To enable students.
- ~ To enable me identify role models and mentors to help in achieving my vision.
- ~ To instill confidence in me so as to easily fit in the real environment of work or the real business environment.

**Any 3 x 1 = 03 marks**

C) Challenges faced while working in the business may include:-

-  Inadequate finance
-  Sexual harassment
-  Not allowed to use some equipment
-  Excessive work load
-  Handling /dealing with customers.
-  Unfavorable weather conditions.
-  Inadequate skills to manage tasks assigned.
-  Obtaining food and drinks
-  Travelling long distances

- ✚ Following business work rules and regulations.
- ✚ Long working hours.
- ✚ Inadequate protective gadgets
- ✚ Injuries/accidents

(9)

d) Market gaps in the business environment attached too may include:-

- Under production
- Production of low quality productions.
- Production of limited variety of products.
- Inadequate / inappropriate distribution of business products.
- Poor customer care/ relations. Etc

**Any 3 x 1 = 03 marks**

ii) Advise to the business owners on how to fill the gaps identified in (d) i) above May Include:-

- ~ Increasing on the level of output to meet the demand.
- ~ Improving on the quality of goods produced.
- ~ Expanding the product line/further diversification of business products.
- ~ Use of appropriate distribution channels for timely delivery of products into the market.
- ~ Offering better customer care services to the customers.
- ~ Training the sales persons about proper handling of customers etc.

**Any 3 x 1 = 03 marks**

e). Likely causes of employee indiscipline to guard against in the business include;-

- Un fair treatment of employees eg discrimination of employees by top management.
- Sexual harassment by bosses.
- Bad example shown by top management e.g late coming, absenteeism etc.
- Excessive authority /dictatorship on past of management.
- Inconsistence in promoting discipline.
- Nonpayment of workers' salaries.
- Leek of empathy for working problems.
- Delayed payments without any clear reasons given to workers.
- Low pay given to workers.

- Non involvement of employees in decision making.
- Insufficient work rules and failure to publish them.

**Any 8 x 1 = 08 marks**  
(10)

### **5) Description of the business.**

- ~ Name and address of the business.
- ~ Products offered.
- ~ Purpose of the business ie vision, mission, goals and objectives.
- ~ Target market/customers.
- ~ Date of commencement.
- ~ Physical location.
- ~ Sources of capital
- ~ Short analysis
- ~ Uniqueness of the business
- ~ Description of business assets.
- ~ Nature/Type /legal form of business.

**Any 4 x 1 = 04 marks**

**NB i) should be prepared.**

ii) Drawn layout should show:-

- ❖ Entry /Exit gates
- ❖ Security checks point.
- ❖ Parking yard
- ❖ Reception/administration block.
- ❖ Production room.
- ❖ Inspection room
- ❖ Repair workshop
- ❖ Store for raw materials and finished goods.
- ❖ Employee facilities e.g canteen, bathrooms, toilets etc.
- ❖ Weighing, grading, packing, branding rooms
- ❖ Water source.
- ❖ Power / Generator room

- ❖ Waste disposal place/point etc

**Any 6 x ½ = 03 marks**

(11)

b) Factors that determine stock levels in the enterprise include:-

- ~ Lead time
- ~ Nature of stock i.e. durable or perishable goods.
- ~ Availability of storage space
- ~ Level of demand for stock
- ~ Amount of working capital
- ~ Stock holding costs
- ~ Terms of purchase offered by suppliers eg discounts, after sales services etc.
- ~ Rate of stock use by the business
- ~ Availability of stock/ quantity of stock to be bought.

**Any 5 x 1 = 05 marks**

**NB Evidence is necessary.**

**C) Financial challenges faced by the business may include :-**

- ❖ Failure to pay workers' salaries in time.
- ❖ Low pay for workers.
- ❖ Failure to pay creditors in time
- ❖ Reducing fringe benefits to workers
- ❖ Failure to increase salaries
- ❖ Inadequate sources of cash inflows
- ❖ Failure to upgrade technology

**Any 3 x 1 = 03 marks**

d) How the entrepreneur minimizes losses in the business include:-

- ❖ Insuring the business
- ❖ Undertaking continuous research to identify causes of losses.
- ❖ Ensuring proper accountability
- ❖ Strengthening security

- ❖ Employing trustworthy staff.
- ❖ Ensuring close supervision and monitoring of workers
- ❖ Promoting division of labour to word role confusion.

(12)

- ❖ Ensuring proper pricing of commodities
- ❖ Laying redundant staff
- ❖ Controlling roles/diseases and pests that affect products
- ❖ Installing fire extinguishers and training the staff to use them etc

**Any 5 x 1 = 05 marks**

**Techniques of negotiating with customers employed by the enterprise to make marketing Of business products successful.**

- i) Communicating frequently with the customers using appropriate media e.g sending short text messages.
- ii) Offering customer rewards like gifts to the loyal customers.
- iii) Holding special events that involve customers like organizing exhibitions.
- iv) Ensuring that the negotiation is a two way communication with the customers e.g giving them prompt feedback to their inquiries.
- v) Improving customer service of the business e.g by employing well trained & dedicated workers to handle customers' complaints.
- vi) Launching multi-cultural programmes in the marketing activities like by advertising using various languages.
- vii) Visiting individual customers like in their places of work/homes etc.
- viii) Extending social responsibility to the customers like distributing free products.
- ix) Keeping all the promises/agreements/contracts made with the various customers.
- x) Keeping emotions under control when negotiating with the customers.
- xi) Being flexible when negotiating with the customers.
- xii) Asking relevant questions and being a good listener during negotiations with each customer.
- xiii) Negotiating for a win-win outcome with each customer.
- xiv) Using the negotiating style of the customer to achieve positive results.
- xv) Preparing a list of alternative options/solutions to be used during negotiations with a customer.

**Any 4 x 2 = 8 marks**

**E N D**