

KING'S COLLEGE - BUDDO
UGANDA ADVANCED CERTIFICATE OF EDUCATION
INTERNAL MOCK EXAMINATIONS 2020
ENTREPRENEURSHIP EDUCATION
PAPER THREE
TIME: 3 HOURS

Instructions to candidates.

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

SECTION A
CASE STUDY.

Answer all parts of this question.

1. Patricia Namuyiga is an orphan who owns and operates a mini-supermarket located in Wakiso Town Council. The start-up was not an easy one. She started in 2015 as a hawker after completing A' Level with an ambition of testing the school entrepreneurship club skills she acquired.

She had raised shs 120,000 from her cousin sister, sold her text books at shs 80,000, borrowed shs 100,000 from the area councilor and started hawking items like, flasks, flat irons, plastics, sauce pans, toothpaste, phone chargers, bed sheets and other related items depending on the changes in market trends. Later the suppliers developed confidence in her and she managed to supplement her capital with trade credit.

In 2017, after acquiring more business experience and raising more capital worth shs 8,000,000, she started a small **PANA supermarket** business. She succeeded in expanding it and recruited five youthful educated, unmarried, experienced and cheap female shop attendants.

Using her computer proficiency, she surfs the internet and establishes trendy items needed by her clients which she always supplies. In addition, she regularly uses questionnaires, personal contacts, interviews, observation and sampling to guide her in marketing management.

Patricia is naturally a mean business woman and fears to undertake intensive advertising of her mini-supermarket.

However, PANA is doing fairly well with total assets of shs 35,550,000, long term liabilities of shs 5,370,000 and short term liabilities amounting to shs 2,144,200.

Questions

- a) Explain the sources of funds that PANA used to start business. (4marks)
- b) What factors influenced PANA's selection of employees? (6marks)
- c) How does PANA undertake market research in her business? (6marks)
- d) Advise PANA on the benefits of conducting advertisement of her business enterprise. (6marks)
- e) Calculate the business' capital network. (3 marks)

SECTION B

SCHOOL BUSINESS CLUB

Answer atleast one question from this section.

- 2. With reference to your entrepreneurship Club Business Project;
 - a) Describe the business project carried out. (5marks)
 - b) How did the business ensure proper cash management? (6marks)
 - c) Explain the techniques that were used to promote sales. (6marks)
 - d) What risks did the business face? (4marks)
 - e) Describe the precautions that were taken to minimize risks in (d) above. (6marks)

3. In relation to the school business project carried out by your Entrepreneurship Club;
- a) Give the general description of the business. (4marks)
 - b) Mention the objectives of the business project. (4marks)
 - c) What entrepreneurship skills were applied in the business? (7marks)
 - d) i) What challenges were faced in conducting the business operations? (5marks)
ii) Outline the measures taken to address those challenges mentioned in (d) i) above. (5marks)

SECTION C

FIELD ATTACHMENT / FIELD TRIP

Answer at least one question from this section.

4. For any field attachment in which you were involved;
- a) i) Describe the operating expenses the business occurs. (5marks)
ii) What measures are being taken to reduce the expenses mentioned in (a) i) above? (5marks)
 - b) What factors are considered when preparing a marketing plan of the business? (6 marks)
 - c) Outline the measures that should be taken to motivate the business employees. (5 marks)
 - d) Explain the importance of change to the business. (4marks)
5. For any field trip you made either as an individual or a group;
- a) State the objectives of the field trip. (4marks)
 - b) Describe the lay-out of the business visited. (6marks)
 - c) What measures are undertaken to ensure production of quality products? (6marks)
 - d) i) Mention the distribution channels used by the business. (2marks)
ii) Explain the factors that are considered in selecting a distribution channel by the business. (7marks)

END