

P230/3
ENTREPRENEURSHIP EDUCATION
PAPER 3
2022
3 HRS



MATIGO MOCK EXAMINATION 2022
UGANDA ADVANCED CERTIFICATE OF EDUCATION
ENTREPRENEURSHIP EDUCATION
P230/3
TIME: 3 HOURS

INSTRUCTIONS TO CANDIDATES:

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

SECTION A: CASE STUDY

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

Matigo operates a business located along Jinja road at Banda stage which makes chapattis and other related products. Her love for chapattis made her to venture into the business immediately after joining Kyambogo University. He used his savings of shs. 500,000 to buy a modern charcoal stove, frying pan, wooden frame, roller stick, a show case and other necessary items. Her following the right purchasing procedures and selected BIDCO Uganda Limited, for cooking, Maganjo Grain Millers for wheat flour and JB Poultry Farm for eggs. She obtained affordable quantities of quality inputs on cash basis, ensured proper inventory management and made daily distributions of raw materials and finished goods.

She uses her entrepreneurship education skills of 'A' Level to maintain relevant records for all transactions. Her first output was 150 chapattis each was sold at shs. 500. During the same week, she obtained a trading licence from Kira Municipal Council. Most of her customers were course mates from Kyambogo University who have kept on bringing in more student buyers. She used to attend lectures during the day and then operate her business from 5:00 pm to 10: 30pm. Customers sometimes line up to wait for their orders as most of them love quality chapattis and rolex.

At times, children who come as customers steal her dough when she turns his back to pick some item needed. Despite all this, she is very friendly to all her customers, serves them with passion and thanks them for trusting her., Rainy evenings disrupt her business since she operates from the verandah, resulting in fluctuations in sales.

Upon completion of her degree, she opted to continue with her business. She now operates a medium sized restaurant assisted by her sister. Due to high demand for her products, she plans to hire more skilled labour. She sells all her products on cash basis. She now stocks large amounts of supplies and even gets products on credit.

Questions: -

- (a) Explain the factors that influence the production decisions of the business. (04 marks)
- (b) Describe the procedures Matigo might have followed when purchasing supplies. (05 marks)
- (c) Of what importance is proper inventory management to Matigo? (04 marks)
- (d) Justify the view that Matigo is a creative entrepreneur? (03 marks)
- (e) (i) Identify the book records kept by Matigo in her business. (03 marks)
- (ii) what production challenges does Matigo possess? (03 marks)
- (f) What benefits does she enjoy by selling goods on cash basis? (03 marks)

SECTION B: SCHOOL BUSINESS CLUB**2. Basing on your school entrepreneurship club business project.**

- a) Give a general description of the enterprise. (04 marks)
- b) Describe the cash management policies used in your club. (05 marks)
- c) What measures did you take to increase business profits? (05 marks)
- d) What factors did you consider when pricing your products? (05 marks)
- e) How did you sustain your business project? (06 marks)

3. In relation to the school business project carried out by your entrepreneurship club.

- a) Describe;
 - i. The nature of the business (03 marks)
 - ii. The branding of the products (02 marks)
- b) How were the club members motivated? (05 marks)
- c) Explain the factors based on to assess business risks. (06 marks)
- d) What techniques of negotiating with customers did you employ? (04 marks)
- e) Describe the financial management activities you carried out in the enterprise. (05 marks)

SECTION C: FIELD ATTACHMENT AND FIELD TRIP

4. With regard to any business enterprise you were attached to;

- a) Present an executive summary of the business of attachment. (05 marks)
- b) State the management tasks performed by the entrepreneur. (04 marks)
- c) How does the business you were attached to depend on the natural environment?
(05 marks)
- d) (i) Advise the owners about challenges associated with family involvement in business.
(03 marks)
- (ii) How does the business you were attached to monitor its operations. (03 marks)
- e) Describe the resources available in the area that favoured establishment of the business you were attached to. (05 marks)

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

- a) (i) Describe the layout of the business visited. (03 marks)
- (ii) Describe the profile of the business visited. (03 marks)
- (iii) What is the rationale of carrying out the field trip? (03 marks)
- b) Outline the factors that favoured location of the enterprise. (04 marks)
- c) Explain the mechanism the enterprise uses for controlling physical assets. (05 marks)
- d) Explain the marketing mix strategies used in the business. (04 marks)
- e) What challenges are faced in marketing business products? (03 marks)

END