

P230/3

Entrepreneurship Education

Paper 3

July/August, 2019

3 hours



WESTERN JOINT MOCK EXAMINATIONS

Uganda Advanced Certificate of Education
ENTREPRENEURSHIP EDUCATION

Paper 3

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.
- Credit will be given for use of relevant diagrams and illustrations.

SECTION A:

CASE STUDY

Answer all parts of this question

1. Nakigudde is a young entrepreneur who started a business dealing in manufacture of liquid soap four years ago. The business became very successful due to the high sales obtained as a result of dense population in BubuloWest ,Manafwa district where it was operating.

After two years, the sales began to decline despite the dense population due to the entry of other firms in the market dealing in manufacture of liquid soap. Nakigudde was only using a direct channel of distribution and un attractive sales persons with ugly faces. She had no delivery trucks thus she would only sell to customers who would visit the factory premises.

She later read through business magazine and discovered an idea of including spicing ingredients in the liquid soap to cope up with competition. She treated customers well, decorated the business premises , recruited nice looking sales persons and used to open very early and close late.

She even increased on the number of employees, bought modern machines to improve productivity and hired ten trucks to widen the distribution. The business is now operating on large scale, serving over one hundred and fifty primary and secondary schools and the products are liked by most people country wide.

- (a) Identify the reasons for the failure of Nakigudde's liquid soap business (07marks)
- (b) Give factors that determine business success (04 marks)
- (c) What channels of distribution would Nakigudde have used to compete favourably with other firms (03 marks)
- (d) Advise Nakigudde on other possible sources of business ideas other than magazines (06 marks)
- (e) What entrepreneurial skills have you learnt from Nakigudde's liquid soap business (05 marks)

SECTION B – BUSINESS CLUB

Answer at least one question from this section

2. With reference to a business project owned by your school business club
- (a) Give the general description of the business project you carried out (04 marks)
 - (b) Show how you raised the startup capital (06 marks)

- (c) Describe the production activities of your project(08 marks
 - (d) Explain the marketing strategies which were used by your club. (07 marks)
3. Based on your school Entrepreneurship club business project
- (a) (i) State the vision and mission of your project (03 marks)
 - (ii) Mention any four items you included in your financial feasibility study
(04 marks)
 - (b) Explain the characteristics of your customers.(04 marks)
 - (c) What sales promotion strategies did you use in your project?(08 marks)
 - (d) State the factors that favoured the establishment of the project in the school.
(06 marks)

SECTION C

FIELD ATTACHMENT /FIELD TRIP

Answer at least one question from this section.

4. For any field attachment carried out
- (a) Give the general description of the business you were attached to (04 marks)
 - (b) How did the business you were attached to ensure its sustainability?(05 marks)
 - (c) Advise the business owner(s) on the importance of avoiding labour turnover
(05 marks)
 - (d) (i) Mention challenges facedby the business you were attached to (06 marks)
 - (ii) Mention books of accounts used by the business (05 marks)
5. With reference to any business field trip you made as an individual or as a group.
- (a) Describe the nature of the business (04 marks)
 - (b) How does the business you visited market its products? (06 marks)
 - (c) Explain the factors the business you visited considers when selecting the channel of distribution.
(06 marks)
 - (d) (i) What measures are under taken by the business to ensure discipline of its employees? (04 marks)
 - (e) (ii) Explain the impact of the business you visited to the community.(05 marks)

End