**SET 2**

**ENTERPRENUERSHIP EDUCATION 845/2**

**PAPER 2 JULY/AUGUST 2016**

**Time: 2 hours 30 minutes**

**Instructions:**

* **Answer four questions in all**
* **Section A is compulsory, answers to this section should be precise**
* **Answer three questions from Section B**
* **Credit will be given for use of relevant diagrams and illustrations**
* **Any additional questions answered will not be marked**

**SECTION A. (40 marks)**

1a). (i) What is “SWOT analysis”? (1 mark)

(ii) Give any three examples of weaknesses in SWOT analysis(3m arks)

b) (i) List any two requirements for registering a business (2marks)

(ii). Give any two reasons for registering a business (2 marks)

c) (i). Distinguish between product design and product promotion (2marks)

(ii). Outline any two objectives of re-designing a product (2 marks)

d) Mention any for indicators for quality as perceived by customers of a given business. (4 marks)

e) (i) Give any two features that distinguish a commercial bank from a development bank (2 marks)

(ii) List any two examples of development banks in Uganda. (2marks)

f) (i). Distinguish between income tax and capital gains tax (2 marks)

(ii) Mention any two advantages of levying income tax. (2marks)

(g). Give any four reasons for terminating a business contract (4 marks)

(h) (i). What is meant by “effective communication”? (1 mark)

(ii). Outline any three barriers of effective communication (3 marks)

(i). Mention four requirements a company should fulfill before selling shares to

the public. (4 marks)

j) (i) Distinguish between a bank loan and bank overdraft. (2marks)

(ii). State any two disadvantages of giving a bank overdraft (2 marks)

**SECTION B (60 MARKS)**

2(a). How does business and society benefit from each other (10 marks)

(b). In what ways can government protect the natural environment from negative impacts of businesses? (10 marks)

3(a). Outline the different elements of a marketing plan (10 marks

(b). What challenges are encountered when preparing a marketing plan?

(10 marks)

4(a). Explain the factors considered when choosing a production location

(10 marks)

(b). Outline the ways of increasing productivity of an enterprise (10 marks)

5(a). Discuss the factors that influence tax compliance in an economy (10 marks)

(b). Suggest measures to encourage tax compliance in an economy (10 marks)

6(a). What are the objectives of man power planning? (10marks)

(b). Explain the importance of man power planning in an enterprise (10 marks)