P230/1

Entrepreneurship

Education

Paper 1

July / August 2019

3 hours

**BUGANDA EXAMINATIONS COUNCIL MOCKS**

**Uganda Advanced Certificate of Education**

**Entrepreneurship Education**

**PAPER 1**

**3 hours**

***INSTRUCTIONS TO CANDIDATES***

* This paper consists of ***two*** sections ***A*** & ***B***
* Attempt ***five*** questions
* Section ***A*** is compulsory. Answers to this section should be precise.
* Answer four questions from section ***B***.
* Credit will be given for use of relevant diagrams and illustrations.
* Any additional questions (s) will not be marked.

**SECTION A (20MARKS)**

**Attempt all parts from this section.**

1(a)(i) Define the term personal branding. (01 mark)

(ii) State any three steps involved in creating a personal brands. (03 marks)

(b)(i) Distinguish between labour turnover and labour planning (02 marks)

(ii) Outline any two costs of labour turnover (02marks)

(c) (i) What is meant by the entrepreneurial culture? (01 mark)

(ii) Identify any three reasons for developing entrepreneurial culture. (03 marks)

(d) (i) What is meant by competition? (01 marks)

(ii) Mention any two factors considered in analyzing competition. (02 marks)

(e)(i) Define the term gender planning. (01 mark)

(ii) Give any three reasons that promote gender partnerships. (03 marks)

**SECTION B (80 MARKS)**

Attempt any ***four*** questions from this section.

2(a) Explain the various techniques of developing creative ability (10 marks)

(b) Examine the barriers to creativity in business **(**10 marks)

3(a) Explain the factors that influence production decisions in an enterprise. (10marks)

(b) How may an entrepreneur minimize cost of production in an enterprise? (10marks)

4(a) Of what importance is innovation to a business**?** (10 marks)

(b) How may an entrepreneur increase innovation in a business? (10 marks)

5(a) Describe the procedure involved in carrying out personal selling (10 marks)

(b) Explain the effects of personal selling to an enterprise. (10 marks)

6(a) Examine the principles of good business ethics in a business (10 marks)

(b) What are the benefits of good business ethics in a business? (12 marks)

7(a) Explain the factors affecting competition in business. (08 marks)

(b) How may an entrepreneur maintain competitive position in business? (12 marks)

***END***