**P230/1**

**ENTREPRENEURSHIP**

**EDUCATION**

**Paper 1**

**Jul/Aug 2016**

**3 Hours**



**MUKONO EXAMINATIONS COUNCIL**

**Uganda Advanced Certificate of Education**

**ENTREPRENEURSHIP EDUCATION**

Paper 1

**3 Hours**

**INSTRUCTIONS TO CANDIDATES**

* *Section* ***A*** *is compulsory*
* *Answer any* ***four*** *questions from section* ***B.***

**SECTION A (20 Marks)**

1. a) (i) What is meant by the term business idea? ***(01mark)***

(ii) Give any three factors considered when evaluating a business idea. ***(03marks)***

b) Mention any two;

(i) threats to community development. ***(02marks)***

(ii) items that should be included when preparing the theory of change. ***(02marks)***

c) State any two;

(i) indicators of good customer care in an organization. ***(02marks)***

(ii) attributes of a creative sales person. ***(02marks)***

d) Outline any two;

(i) costs of wasting time in business. ***(02marks)***

(ii) activities for better time management by an entrepreneur. ***(02marks)***

e) (i) Differentiate between equity financing and debt financing. ***(02marks)***

(ii) Mention any two merits of equity financing to an entrepreneur. ***(02marks)***

**SECTION B**

1. a) Explain the responsibilities of Uganda Revenue Authority. ***(10marks)***

b) In what ways can tax evasion be minimized in Uganda? ***(10marks)***

1. a) Distinguish between business plan and marketing plan. ***(04marks)***

b) Explain the significance of a business plan to an entrepreneur. ***(16marks)***

1. a) Describe the elements of human resource management. ***(12marks)***

b) Justify the need for recruiting new employees in an enterprise. ***(08marks)***

1. a) Describe the features of effective communication. ***(10marks)***

b) How does an entrepreneur benefit from effective listening? ***(10marks)***

1. a) Why are most businesses in Uganda small and medium enterprises? ***(10marks)***

b) Suggest possible ways of encouraging women to participate in entrepreneurship.

***(10marks)***

1. a) Describe the phases of conducting marketing assessment. ***(10marks)***

b) Explain the challenges faced when conducting market assessment. ***(10marks)***

***End -***