**ENTREPRENEURSHIP** **845/1UCE**

**1(a) A well prepared marketing plan for a large plantation.**

* Business name and address with a statement marketing plan.
* Target market i.e. market vendors, final consumers.
* The position of competitors i.e. who are they and their strength.
* Promotion and advertising strategy i.e. discount to large purchase, credit etc.
* Pricing and sales i.e. unit price in comparison with price of competitors and the difference.
* Distribution strategies/channels i.e. sales agents, wholesalers, direct to final consumers.
* Projected marketing expenses e.g. sales persons, sign posts, advertising and their corresponding costs.

Any 7X1 = 07 mks.

**(b) A well designed invoice.**

* Business name and address.
* Business logo
* Document name e.g. invoice.
* Purchase order number.
* Date.
* Inside address i.e. to whom it is written.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Item no. | Quantity | Description | Unit price | Amount |
|  |  |  |  |  |

* Terms and conditions.
* Total amount due.
* Sign/name/ title or prepared by…………………………
* Received by………………………….
* Frame. Any 14 x ½ = 07 marks

**(c) A warning letter for neglect of duty.**

* Business name and address.
* Telephone.
* Date
* Inside address (to whom the letter is addressed.
* Salutation.
* Reference.
* Reason/ subject line i.e. RE:
* Body.

+ Statement warning.

+ Reason for warning.

+ How you expect the person to react i.e. apologizing.

+ What will happen incase of no change.

* Conclusive remarks.
* Sign/ name/ Tittle.
* CC

Any 4 x½ =02mks

Any 8 x ½ = 04mks

Total (06 marks)

**(d) Benefits of the project to the community.**

* Employment opportunities.
* Address for the area.
* Provision of goods.
* Provision of security.
* Revenue to authorities through taxation.
* Used for study purposes.
* Infrastructural development like roads.
* Income to owner and all people working there.
* Acts as a source market for people's products in the community e.g hoes
* Improved on standards of living of people

Any 5X1 = 05marks

2(a)

**MUTASA TRADERS LTD**

**PETTY CASH BOOK**

**FOR THE MONTH OF NOVERMBER 2013**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Receipts** | **Date nov 2013** | **Details** | **Amount shs** | **Transport Shs** | **Wages** | **General Expenses shs** | **Stationery** | **Maintenance** |
| 75,000 | 01 | Balance b/f |  |  |  |  |  |  |
| 675,000 | 01 | imp rest |  |  |  |  |  |  |
|  | 02 | Postage stamps | 500 |  |  |  | 500 |  |
|  | 04 | wages | 50,000 |  | 50,000 |  |  |  |
|  | 06 | New lock | 7,500 |  |  |  |  | 7,500 |
|  | 10 | Envelopes | 5,000 |  |  |  | 5,000 |  |
|  | 13 | Staff break fast | 55,000 |  |  | 55,000 |  |  |
|  | 16 | Repair electricity | 10,000 |  |  |  |  | 10,000 |
|  | 19 | Staff tea | 15,000 |  |  | 15,000 |  |  |
|  | 22 | Floor polish | 30,000 |  |  |  |  | 30,000 |
|  | 25 | Box file | 7,500 |  |  |  | 75,00 |  |
|  | 28 | Staff traveling | 10,000 | 10,000 |  |  |  |  |
|  | 29 | Floor clearing | 10,000 |  |  | 10,000 |  |  |
|  | 29 | Wages | 125,000 |  | 125,000 |  |  |  |
|  |  | Sub total | 325,500 | 10,000 | 175,000 | 80500 | 12500 | 47,500 |
|  |  | Balance c/d | 424,500 |  |  |  |  |  |
| 750,000 |  |  | 750,000 |  |  |  |  |  |
| 424,500 |  | Imp rest (bal c/d) |  |  |  |  |  |  |

40 x = (20 marks)

LEDGERS

Dr TRANSPORT A/C Cr

30/11/2013 petty cash 10,000 shs (1mark)

Dr Wages A/C Cr

30/11/2013 petty cash 175,000 shs (01 mark)

Dr General expenses A/C Cr

30/11/2013 Petty cash 88,000 shs (01 mark)

Dr Stationery A/c Cr

30/11/2013 Petty cash 12,500 shs (1 Mark)

Dr Maintenance A/C Cr

30/11/2013 Petty 40,000 shs (1 mark)

3(a) An Organisation chart for expanded clinic

Business name and address with a statement Organisation chart.

**BOARD OF DIRECTORS**

**GENERAL MANAGER**

**PERSONAL MANAGER (HEAD DOCTORS)**

**CASHIER**

**DOCTORS**

**NURSES**

**GROUP EMPLOYEES**

Marked in levels Tittle (01 mark) Any 5 levels x1= (05 marks)

(b) A well designed medical form.

* Business name and address.
* Document name i.e. medical form
* Document number
* Date \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Name of patient\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Sex\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Age \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Occupation \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Address of patient\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

|  |  |
| --- | --- |
| DATE | DIAGNOSIS |
|  |  |

Signed ……………………………………..

Name……………………………………….

Frame Any 5x 1 = (05 mks)

**(c) - Business name and address with a statement guidelines for maintaining hygienic conditions.**

- All used materials shall be collected and burnt.

- Work place should be cleaned every day.

- Medical personnel should wash their hands after handling a patient.

- Medical workers should put on protective gears i.e. gloves, over all before handling a patient.

- A dust bin with cover should be stationed to collect and dump used syringes.

- Boiled water shall be kept for patients to take their medicines.

- Medicines/ tablets should be well covered/paced when/ before giving them to patient.

- Beds should be well cleaned and laid.

- No eating in treatment areas shall be allowed.

- Washing hands after using the toilet

- Toilets should be kept clean all the time

- Eating something after washing hands with clean water.

Tittle 01mk

Any 7x1

Total (08 mks)

**A well prepared receipt.**

(d) - Business name and address.

- Business log.

- Date.

- Document name.

- Receipt

- Document number.

- Being received from

- Being payment for

- Amount in figures

- Amount in words

- Balance

- E and O E

- Sign/ name / Tittle

- Frame

Any 12 x ½ = (06 mks)

4. (a) MBIDDE TRADING COMPANY LTD

TRIAL BALANCE

AS AT 31/ 12/ 2012

|  |  |  |
| --- | --- | --- |
| Details | Dr (shs) | Cr (shs) |
| Capital |  | 60,000 |
| Stationary | 225,000 |  |
| Opening stock | 15,000,000 |  |
| General expenses | 450,000 |  |
| Drawing | 6,500,000 |  |
| Debtors | 5,000,000 |  |
| Creditors |  | 7,500,000 |
| Bank overdraft |  | 4,500,000 |
| Long term bank loan |  | 41,825,000 |
| Commission received |  | 250,000 |
| Sales |  | 50,000,000 |
| Purchases | 43,000,000 |  |
| Machinery | 29,500,000 |  |
| Rent | 450,000 |  |
| Fixtures and fittings | 250,000 |  |
| Salaries and wages | 3,760,000 |  |
|  |  |  |
| **Totals** | **104,135,000** | **104,135,000** |

Any 18 x ½ = (09 mks)

(b) MBIDDE TRADING COMPANY LTD

BALANCE SHEET

AS AT 31 / 12 / 2012

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | shs | shs |  | shs | shs |
| Capital | 60,000 |  | FIXED ASSETS |  |  |
| Less net loss | 135,000 |  | Machinery | 29,500,000 |  |
| Less Drawings | 6,500,000 |  | Fixtures & fittings | 250,000 |  |
| **Owners equity** |  | **(6,575,000)** | **Total fixed Assets.** |  | **29,750,000** |
| Creditors | 7,500,000 |  | CURRENT ASSETS |  |  |
| Bank overdraft | 4,500,000 |  | Debtors | 5,000,000 |  |
| Total current liabilities |  | 12,000,000 | Closing stock | 12,500,000 |  |
| Long term bank loan |  | 41,825,000 | Total current assets |  | 17,500,000 |
|  |  | **47,250,000** |  |  | **47,250,000** |

Any 16 x 1 = (16 mks)

**5. (a) Well designed bus ticket**

* Business name and address.
* Business logo.
* Date.
* Bus registration number.
* Departure time
* Bus driver and conductors.
* Cost of the journey.
* Balance.
* Journey i.e. from……………….. to …………………
* Frame.
* Ticket no.
* Document name i.e. bus ticket.
* Bus seat number
* Signature

Any 5 x 1 = (05 mks)

(b) A well written memo to the financial manager.

* Business name and address.
* Logo
* Date
* Document name i.e. memo
* From
* To
* Reference
* Subject
* Body.

+ What for

+ Date

+ Time

+ Place (where)

* Conclusive remarks.
* signature / Name / Tittle Body 4 x ½ = 02mks

Any other 6 x 1 = 06mks

Total 06mks.

**(c) Guidelines for motivating employees.**

* Business name and address with a statement guidelines to be followed when motivating workers. 01 mk
* Pleasant working conditions shall be availed.
* Workers shall be given fringe benefits i.e. housing.
* Workers shall be given job security in form of appointment letters.
* Workers shall be remunerated early / timely and adequately.
* Workers shall be involved in decision making.
* Workers shall be promoted objectively.
* The management shall exercise transparency.
* Staff parties shall be organised annually
* Specific good works / results shall be rewarded
* On job training shall be provided to workers to improve performance.
* Team work shall be encouraged to reduce on load of work.
* Workers shall be given protective gears
* Giving them time to rest or holidays
* Clean water.

-Tittle 01mk.

-Any other 6 x 1 = 06 mks

- Total (07 mks)

**(d) Factors considered when recruiting employees.**

* Skills / ability required.
* Age of the workers.
* Working experience.
* Number of employees required.
* Nature of the job.
* Cost of employees.
* Sex of the employees.
* Marital status.
* Language used.
* Size of the business.
* Health conditions of employees.
* Source of employee
* Education background

Any 7 x 1 = (07 mks)