SECTION A

1. a) Gender identity refers to the subjective awareness that one is a member of the male or female sex with a consequence that one conforms to culturally determined expectations of appropriate masculaine or feminist behavior

While

Gender roles are culturally determined patterns of behavior that are expected of males and females

ii) Factors that enhances gender behavior

* Each member is justly rewarded for his/her svcs
* There are no threats of exploitation/victimization
* Participants are aware of their own membership and that of others.
* Each member gets satisfaction from participating in any activities taking place.
* There is a two way communication
* Each member strives to communicate his/her feeling as clearly as possible
* Development of each member is enhanced (any 2x1 = 2mks)

b) Indicators of good customer relations in business

* Honesty to customers
* Handling customer’s complaints
* Prompt service
* Good business language
* Sound knowledge a soul business
* Factful

c))i) Decision making is a process of consciously choosing the course of action from a number of alternatives to achieve a desired result.

ii) Characteristics of good decision making

* It is a process of selection from many alternatives causes of action
* It aims at finding out the best possible cause of actions
* It is an intellectual process, it is proceeded by reasoning and judgment
* It involves a certain degree of commitment i.e funds and time
* It is always related to environment
* It is a human and social process based on intelligence experience and judgment
* It is not certain about the final outcome of action taken.

d. Performance appraised is judgment of an employee’s performance in his/her job based on certain considerations other than productivity alone.

ii) Elements of an effective performance appraised system

* Reflection of objectives of the appraisal system in a clear way
* Training of employees and evaluators
* Face to face interaction
* Rewarding employees
* Communication and giving feedback
* Security in the position of appraiser
* Evaluation of the appraisal system
* Facilitation of employees to work to their best
* Maintenance of performance records of all appraisal events
* Involvement of all the relevant stakeholders
* Cordial relationship between the employee and appraisal
* Maintaining of the appraisal system

Taxable capacity refers to the ability of a tax paying entity to pay tax assess on it and remain with a substancial income to earn a descent living.

While

Tax base refers to a way item or economic activity that is subject to tax.

Farida’s monthly income = shs. 650,000/=

Tax payable = shs. 25,000+ 30 x (650,000 – 40,000)\

100

= 25000 + 30 x 190,000

100

= 25000 + 57000

Tax payable = shs. 82,000/=

**SECTION B**

2.a) Principles of effective personal branding

* Specialization
* Leadership
* Personality
* Distinctiveness
* Visibility
* Persistence
* Good will

**b) Importances of developing a personal brand**

* Helps an entrepreneur to compete with already established brands
* Increase the entrepreneur’s confidence by understanding himself better
* It saves the entrepreneur’s time and energy by selecting goals aligned with his unique values and reach them
* Provides a road map to success
* \helps an entrepreneur to achieve more sales from customers.
* Helps an entrepreneur to raise his brand visibility and presence
* It builds reputation for the business amongst customers
* Creates focus for the entrepreneur’s career
* Helps an entrepreneur implementing his new business plans
* Creates a sense of individuality and uniqueness in the minds of the customers.
* Attracts right people and opportunities to the business.

1. **A) Steps followed when taking out an insurance policy**

Inquiry about the insurance company

Deciding on which insurance company and type to get along with

Filling and signing an insurance application form called a proposal form.

Calculating the premiums

Issuing a career bonder/cover policy

Issuing an insurance policy.

b)

* Machinery breakdown and consequential loss.
* Loss of money in transit and at bluers premises
* Workman’s compensation policy
* Motor insurance
* Theft and burglary
* Fire policy
* Loss of profits policy
* All risks office equipment policy
* Fire outbreak and consequential
* Bad debts, consequential loss
* Injury to members of the public as a result of factory operation

4. a)

* Techniques of time management
* Identifying goals
* Ensuring self-motivation
* Establishing a deadline
* Taking notes
* Being goal oriented
* Working in blocks of time
* Being action oriented
* Being reflective
* Planning the next day’s activity at the end of each day
* Questioning yourself on time usage

b)

* Activity involved in time management
* Having alternative plans
* Choosing the quickest and most convenient time
* Making decisions quickly
* Keeping diaries
* Selecting priorities
* Delegating duties
* Avoiding unnecessary interruptions
* Conducting meetings properly
* Reducing paper work
* choosing useful reading materials
* Avoiding long quests

**5. a) Reasons for carrying out proper budgeting**

* To enable the entrepreneur price his foods appropriately to male desired profits
* To enable the entrepreneur know how to priorities his expenditure of income
* To encouraging hardwork and innorativeness among workers
* To promote planning for the future in line with the objectives of the bluers
* To form a yardstick with which to compare actual performance with the targets
* To ensure discipline in managing bluers resources
* To enable the entrepreneur evaluate performance of his blues.
* To use it as a tool for mobilizing resources
* To coordinate the activities into a common plan.
* To control the activities and manage all the business programmes.
* To motivate employees by making them part of the team that sets objectives in the budget
* To optoinise the use of the firm’s resources

**b) Steps followed when preparing an operational budget**

* Setting the bluers goals for the period to be budgeted for.
* Setting the objectives
* Setting the activities to be performed and their time table
* Establishing sales to be made
* Estimating the costs of food/svcs to be sold
* Calculating the gross profit
* Estimating selling and general administrative expenses
* Estimating the net profits
* Applying the tax rate to establish the tax payable if the profits are taxed
* Reducing the tax payable from the net profits to estimate net profit after tax

**6. a) Reasons for high rate of failure of SMEs**

* Unsuitable location of the bluers
* Limited market for the bluers products
* Improper management of the customers
* Limited market research
* Over expansion of the bluers
* Inadequate financing
* Low quality of the products for sale
* Inadequate support services
* Inadequate skilled labour
* Use of innapropriate technology
* Unreliable sources of supply for raw materials
* Improper product pricing
* Shortage of storage facilities
* Failure to anticipate or react to competition, technology, changes in market trends etc

**b) Beating bluers in areas where they can easily access support services, market, and raw materials**

* Undertaking research and development
* Ensuring good business management
* Establishing good relation with customers
* Conducting thorough market surveys
* Avoiding over expansion
* Saving and re-investing bluers profits
* Keeping and using upto date information and data on suppliers, consumer’s tastes and preferances.
* Forming and being active members of the relevant bluers associations
* Monitoring the competition’s bluers closely.
* Regular training of staff to ensure that they are good enough to manage bluers.

7. a) Methods used in paying workers in Uganda.

* Piece rate
* Time rate
* Orientive pay
* Contract based payment
* Profit share rate \shift pay
* Cost of living allowance
* Special wage additions
* Commission payment

**b) Causes of differences in wages**

* Differences in the nature of jobs
* Differences in the level of education and timing
* Differences in the cost of living
* Differences in the entrepreneurs ability to pay
* Differences in trade union ability to pay
* Government policy on wages
* Differences in efficiency of workers
* Differences in working conditions
* Differences in the level of experience expertise
* Demand and supply of labour