**P230/1**

**ENTREPRENUERSHIP**

**PAPER I**

**JULY / AUGUST, 2016**

**3HOURS**

**UGANDA ADVANCED LEVEL OF EDUCATION**

**RESOURCEFUL MOCK 2016**

**S.6 ENTREPRENUERSHIP**

**PAPER I**

**INSTRUCTION TO CANDFIDATES:**

* This paper consists of section A and B
* Answer five questions from this paper
* Section A is Compulsory and Answers must be precise
* Choose any four questions from section B and all questions carry equal marks
* Credit will be a warded to relevant use of diagrams and illustrations.
* Any additional question (s) answered will not be market.

**SECTION A (20MARKS)**

(Answer all questions from this section)

1. (a) Define the term Entrepreneurial motivation (01mark)

(ii) Mention any two objectives of Entrepreneurial culture (03marks)

(b) A trading company had the following balance as at 31st December 2014

Items shs

Opening stock 7,000,000

Purchases 2,000,000

Sales 9,500,000

Closing stock 500,000

Gross profit 1,000,000

Calculate

1. Rate of turnover (02marks)
2. Mark up (02marks)

(c) (i) Define the term product (01mark)

(ii) Mention any three factors considered when developing a product. (03marks)

(d) (i) Distinguish between an action plan and an organizational plan. (02marks)

(ii) Mention any two factors considered when developing a production

Plan. (02marks)

(e)(i) Define the term capital markets. (01mark)

(ii) Mention any three instruments. (03marks)

**SECTION B.**

1. (a) Under what circumstances may on Entrepreneur carry out market survey (10marks)

(b) Describe the techniques used by Entrepreneurs in Uganda to make their products unique (10marks)

1. (a) Describe steps involved when obtaining an insurance policy (10marks)

(b) Explain the importances of insurance Companies to Entrepreneurs in your country (10marks)

1. (a) Explain the characteristics of entrepreneurial environment. (10marks)

(b) Examine the economic factors that influence the entrepreneurial attitudes and

opportunities.

1. (a) What are the principles of effective personal branding? (10marks)

(b) Why is it necessary to develop a personal brand? (10marks)

1. (a) Explain causes and solutions to high labour turnover (12marks)

(b) Explain the purpose of training employees. (08marks)

1. (a) Explain the problems faced during tax administration in Uganda. (10marks)

(b) Suggest measures of overcoming the probe faced during tax administration (10marks)

**END**