**ACEITEKA JOINT MOCK EXAMINATIONS 2024**

**UACE ENTREPRENEURSHIP EDUCATION**

**PAPER THREE – P230/3**

**MARKING GUIDE**

**SECTION A: CASE STUDY**

1(a) **Ways of minimising business risks New Generations employs.**

* Insuring the business / taking up insurance policies.
* Diversifying the business / production lines.
* Providing extensive training for self and staff.
* Employing skilled personnel.
* Maintaining and upgrading technology.
* Ensuring good working environment.
* Maintaining and auditing properly business records.
* Motivating the staff.
* Wiring all the business premises by professional electricians.
* Installing fire extinguishers.

**Any 5 x 1 = 05 marks.**

**NB: Evidence is not needed.**

**(b) The likely challenges of family New Generations faces.**

* Challenge of decision making / difficulty in decision making.
* Limited skills / limited skilled labour.
* Limited capital.
* Limited information access.
* Laziness among family members.
* Theft and misuse of business funds/stock.
* Excessive withdrawing of cash / goods from business for private use.
* Taking the business for granted.
* Challenge of compensating family members.
* Role confusion since responsibilities may not be well defined attires.
* Centralised control system by family heads.
* Conservatism of family members.
* Emotions due to family disagreements.
* High turnover of non family members.
* Informality of the business (Not registered).
* Challenge of succession.

**Any 5 x 1 = 05 mks**

**NB: Evidence is not needed.**

(c) **Justification that New Generations is at the growth stage of product life cycle.**

* Sales of the business are increasing rapidly.
* Profits of the business are increasing rapidly.
* Costs are declining.
* Majority of customers have been retained.
* Competition continues to intensify which breeds efficiency.

**5 x 1 = 05 marks**

**NB: Evidence is not needed.**

(d) **Advice to Mr. Mambo Bado about unethical business practices to avoid.**

* Dishonesty / being dishonest.
* Failure to keep promises made.
* Unfairness / being unfair
* Not respecting others / Disrespecting others
* Not being compassionate
* Lack of integrity.

**Any 5 x 1 = 05 mks**

**NB: -Evidence is not needed.**

**-Responses can also be got by reversing ethics to different stakeholders.**

(e) **Adverse effects of competition on New generations.**

* Leads to few customers / small market share.
* Makes resources scarce and expensive.
* Leads to low sales.
* Leads to low profits.
* Causes unemployment.
* Increases labour / employee turnover

**Any 5 x 1 = 05mks**

**NB: Responses / answers can also be got from outside the case study.**

**SECTION B: SCHOOL BUSINESS CLUB**

2(a) **Description of the business project.**

* Business name and address.
* Business location.
* Date of establishment of the business (dd mm yy).
* Goods / services offered.
* Target customers.
* Nature / legal form / ownership of the business.
* Description of fixed assets.
* Source(s) of capital / funds / finance.
* Uniqueness of the business.
* Statement of Vision, Mission, Goals and Objectives (Purpose of the business).
* SWOT analysis.

**Any 4 x 1 = 04 marks.**

(b) **Contributions that were made by the community to the business.**

* Providing market for the business products / services.
* Providing / supplying raw materials.
* Providing labour.
* Providing security.
* Providing land for business premises / expansion.
* Providing the required information.
* Providing capital e.g loans.
* Providing support services / infrastructure

**Any 4 x 2 = 08 marks**

**NB: Evidence is needed.**

(c) **The need to train club members.**

* To improve the relationship between club patron and club members.
* To improve the morale of club members / to inspire club members.
* To promote / increase efficiency OR To improve quality of output.
* To promote team work.
* To reduce supervision costs.
* To improve club members’ skills.
* To create a pool of readily available man power.
* To cope up with technological changes.
* To increase productivity / Output levels.
* To meet the expansion needs of the business project.
* To help in reducing accidents.
* To create a good business / project image.
* To increase profitability of the business.
* To promote job security.

**Any 7 x 1 = 07 marks.**

**NB: Evidence is not needed.**

**(d) Innovations that were adopted to make the business competitive.**

* Providing better quality products.
* Charging fair / competitive / appropriate price(s)
* Ensuring good customer relations.
* Ensuring attractive product display.
* Operating in a hygienic / clean environment.
* Using appropriate distribution channel(s).
* Advertising the products / services.
* Providing a variety of products / services.
* Providing the right quantity of products.
* Ensuring proper packaging.
* Providing credit facilities to customers.
* Ensuring customer convenience.
* Offering after-sales services.
* Giving discounts.
* Employing skilled / experienced personnel.
* Using attractive branding.
* Merging with other firms / clubs.
* Carrying out personal selling.
* Carrying out market research.
* Offering free samples.
* Organising prize winning competition.
* Giving gifts.
* Promoting effective communication.
* Training club members / personnel

**Any 6 x 1 = 06 marks**

**NB: Evidence is needed.**

3(a) **Description of the business.**

* Business name and address.
* Business location.
* Date of establishment of the business (dd mm yy).
* Goods / services offered.
* Target customers.
* Nature / legal form / ownership of the business.
* Description of fixed assets.
* Source(s) of capital / funds / finance.
* Uniqueness of the business.
* Statement of Vision, Mission, Goals and Objectives (Purpose of the business).
* SWOT analysis.

**Any 4 x 1 = 04 marks.**

(b) **Elements of human resource management implemented in the project.**

* Manpower planning / Human resource planning
* Recruitment (if any)
* Selection
* Employee / Member placement
* Induction / Job orientation.
* Motivation of club members.
* Communication with club members.
* Remuneration / Payments and benefits (if any)
* Handling club members’ grievances / complaints.
* Performance appraisal.
* Management of discipline.

**Any 5 x 2 = 10 marks**

**NB: Evidence is needed.**

(c) **Factors that affected production decisions.**

* Facilities available.
* Level / volume of sales Or sales potential.
* Cost of production.
* Money / capital requirements.
* Labour requirements.
* Availability of raw materials.
* Supply sources / reliability of the supplier
* Transport / transport requirements
* Acceptance by the community.
* Legal requirements.
* Time requirement.
* Technological requirements.
* Nature of the product(s)
* Size of market / Availability of market.

**Any 6 x 1 = 06mks**

**NB: Evidence is needed.**

(d) **Marketing activities carried out**

* Carrying out market research to find out the needs of the customers.
* Developing products / services.
* Pricing the products / services.
* Promoting the products / services.
* Selling the products / services.
* Distributing the products to customers.
* Ensuring good customer care.
* Maintaining brand image / good public relations.
* Offering appropriate after sales services.

**Any 5 x 1 = 05 mks**

**NB: -Evidence is needed.**

**-No chronological order is required.**

**SECTION C: FIELD ATTACHMENT / FIELD TRIP**

4(a) **General description of the business.**

* Business name and address.
* Business location.
* Date of establishment of the business (dd mm yy).
* Goods / services offered.
* Target customers.
* Nature / legal form / ownership of the business.
* Description of fixed assets.
* Source(s) of capital / funds / finance.
* Uniqueness of the business.
* Statement of Vision, Mission, Goals and Objectives (Purpose of the business).
* SWOT analysis.

**Any 4 x 1 = 04 marks.**

(b) **How customer satisfaction is ensured in the business.**

* Providing / offer good quality products / services.
* Charging fair / competitive / affordable price(s).
* Ensuring proper handling of customers’ concerns / complaints.
* Providing right or correct quantity of the product(s).
* Providing a variety of products / services.
* Maintaining sufficient inventory / stock levels.
* Keeping customers’ secrets.
* Communicating with customers frequently / advertising.
* Extending / providing credit facilities.
* Knowing customers of the business well.
* Offering discounts.
* Showing / having knowledge about the business products / services.
* Being courteous when serving customers.
* Providing prompt services.
* Ensuring customer convenience.
* Showing respect to customers.

**Any 7 x 1 = 07 mks**

**NB: Evidence is needed.**

(c) **Advice to the entrepreneur on ways of maintaining the market share of the business.**

* Advertising
* Referrals
* Cold calling
* Writing Marketing strategies
* Networking
* Giving free information to interested parties
* Offering guarantees
* Effective communication
* Negotiation
* Displays
* Decision making Marketing techniques
* Favourable pricing policies and strategies.
* Improving quality
* Personal selling

**Any 4 x 2 = 08 marks**

**NB: Evidence is not needed.**

(d) **Description of the potential customers of the business.**

**Potential customers are categorised according to;**

* Age
* Gender / Sex
* Geographical location
* Level of income
* Level of education
* Occupation
* Leisure activities engaged in.
* Usage rate of the product / service
* Nationality

**Any 6 x 1 = 06 marks**

**NB: Evidence is needed.**

5(a)(i) **Description of the nature of the business.**

* Business name and address.
* Business location.
* Date of establishment of the business (dd mm yy).
* Goods / services offered.
* Target customers.
* Nature / legal form / ownership of the business.
* Description of fixed assets.
* Source(s) of capital / funds / finance.
* Uniqueness of the business.
* Statement of Vision, Mission, Goals and Objectives (Purpose of the business).
* SWOT analysis.

**Any 4 x 1 = 04 marks.**

(ii) **Description of the organisational structure of the business.**

* Shareholders / owners of the business / entrepreneurs.
* Board of Directors
* Managing Director / Chief Executive officer / General manager.
* Line managers e.g Human Resource Manager, Marketing manager, Financial manager etc.
* Assistant managers / supervisors.
* Support staff / casual workers.

**Any 3 x 2 = 06 marks**

**NB: -Mentioning the Title = 01 mark**

**-Evidence / duties and responsibilities = 01mk.**

(b) **Objectives of the field trip.**

* To relate theory to practical work.
* To visualise / see what takes place in an enterprise.
* To introduce myself / ourselves to field research.
* To expose myself / ourselves to the business word / environment.

**Any 3 x 1 = 03 mks**

(c) **Threats to the business**

* Stiff competition.
* Price instabilities / fluctuations.
* Unfavourable government policies on business like high taxes.
* Insecurity / political instability.
* Unstable / unreliable / irregular supply of utilities.
* Natural calamities / hazards or unfavourable natural factors.
* Underdeveloped infrastructure.
* Bad debts from external customers.
* Unfavourable change in tastes and preferences of the customers.
* Unreliable / unstable supply of raw materials.
* Limited access to credit facilities.
* Limited supply of the required labour.
* Limited market.
* Limited land for expansion.
* Accidents

**Any 5 x 1 = 05 marks**

**NB: Evidence is needed.**

(d) **Advice to the entrepreneur about some of the challenges associated with family business.**

* Challenge of decision making / difficulty in decision making.
* Limited skills / limited skilled labour.
* Limited capital.
* Limited information access.
* Laziness among family members.
* Theft and misuse of business funds/stock.
* Excessive withdrawing of cash / goods from business for private use.
* Taking the business for granted.
* Challenge of compensating family members.
* Role confusion since responsibilities may not be well defined attires.
* Centralised control system by family heads.
* Conservatism of family members.
* Emotions due to family disagreements.
* High turnover of non family members.
* Informality of the business (Not registered).
* Challenge of succession.

**Any 7 x 1 = 07 mks**

**NB: Evidence is not needed.**