

END OF YEAR S.1 ENTREPRENEURSHIP EDUCATION

MARKING GUIDE

1(a) Entrepreneurship refers to the spirit of taking a risk to set up a business to produce and sell goods or services in order to meet customer's needs with an aim of earning profits. Entrepreneurship refers to the willingness to start up a new business. An entrepreneur is a person who sets up a business, mobilize all the factors of production, bears most risks with a view of enjoying profits.

OR

In entrepreneur is a person who produces new or better goods or services with a view of selling them to customers and make profits. (1x11 mark)

b(ii) Characteristics of an entrepreneur

- Creativity
- Innovation
- Information seeking
- Persistent
- Opportunity seeking
- Independent
- Problem solving
- Time consciousness
- Risk taking
- Self confidence
- Persuasiveness
- Competitiveness
- Passion
- Goal setting

Any 2x1 = 2 marks

(b) Types of e-business in community except,

- e-banking
- e-learning
- e-shopping
- online marketing
- mobile money transfer
- e-tax
- visa cards
- e-registration
- e-meetings
- e-concerts

Any 4x1 = 4 marks

c(i) Types of Agri-businesses

- Crop production / growing
- Live stock production / animal rearing
- Flori –culture
- Agro – forestry
- Aqua culture
- Horti culture
- Api-culture
- Poultry keeping
- Mashroom growing

Any 2x1 = 2 marks

(ii) Importance of doing business in Uganda.

- Source of income
- Source of employment / job creation
- Provides market to people's products
- Source of revenue to government / Tax payment
- Boosts studies / research
- Utilization of resources
- Provides goods and services needed.

Any 2x1 = 2 marks

d(i) Indicators of a successful business

- Increased market share
- Social recognition
- Business expansion
- Increased profits
- Reduced operational costs

Any 2x1 = 2 marks

(ii) Indicators of a failing business

Increased operational costs

Empty shop shelves

Reduced profits

Low sales

Expired goods

Any 2x1 = 2 marks

e) Forms of saving practiced in Uganda.

Forced saving

Buying shares

Bank deposits

Buying assets

Buying ornaments jewelery, Art work

Buying foreign currency.

Any 4x1 = 2 marks

2(a) Assessment grid

Output	Basis of evaluation	Relevancy	Accuracy	Coherence	Excellence
(a)	Business ideas at Lambu	Score 3	Score 3	Score 3	Score 1
	<ul style="list-style-type: none">• Fishing• Restaurants• Salon• Frying fish• Food vending• Guest houses / Lodge• Camping sites• Gardens• Banks• SACCOs• Agent banking• Scrap collection• Security agency	When a learner gives 5-7 relevant business ideas for the area	When a learner gives 5-7 correctly explained business ideas for the area.	When a learner gives 5-7 logically presented business ideas with reasons from the case study	This is given for exceptional presentation as judged by the facilitator.

	<ul style="list-style-type: none"> School Crop growing Rental houses Selling purified water ect. 				
		Score 1	Score 1	Score	
		When a learner gives 1-2 relevant business ideas for the area.	When a learner gives 1-2 correctly explained business ideas for the area	When a learner gives 1-2 logically presented business ideas with reasons from the case study	
		Score 2. When a learner gives 3-2 relevant business ideas for the area	Score 2. When a learner gives 3-4 correctly explained business ideas for the area.	Score 2. When a learner gives 3-4 logically presented business ideas with reason from the case study	
		Score 1	Score 1	Score 1	
(b)	Characteristics of a good business <u>Opportunity</u>	Score 3	Score 3	Score 3	
	<ul style="list-style-type: none"> Low capital Presence of market Availability of required skills Creativity and innovation Acceptability in the community Presence of resources 	When 5-7 relevant characteristics of a good business opportunity are given	When 5-7 correctly explained characteristics of a good business opportunity are given.	When 5-7 logically presented characteristics of a good business opportunity are given	
		Score 2	Score 2	Score 2	
	<ul style="list-style-type: none"> 	When 3-4 relevant characteristics of a good business opportunity are given	When 3-4 correctly explained characteristics of a good business	When 3-4 logically presented characteristics of a good business	

			opportunity are given	opportunity are given	
		Score 1	Score 1	Score 1	
		When 1-2 relevant characterist ics of a good business opportunity are given	When 1-2 correctly explained characteristic s of a good business opportunity are given	When 1-2 logically presented characteristic s of a good business opportunity are given	
	TOTAL 19	6	6	6	1

3 Assessment Grid

Out put	Basis of evaluation	Relevancy	Accuracy	Coherence	Excellence
Spe ech	Parts of a written speech	Score 3	Score 3	Score 3	Score 1
	<ul style="list-style-type: none"> Title Introduction Protocol observation Greeting 	When a learner gives 4-5 parts of speech that are relevant	When a learner describes 4-5 parts of speech	When a learner logically presents 4-5 parts of speech	Extra mark if the learner exhibits excellence in his / her presentation
	Self introduction	Score 2	Score 2	Score 2	
	Subject introduction Content Conclusion	When a learner gives 2-3 parts of speech that are relevant	When a learner describes 2-3 parts of speech	When a learner logically presents 2-3 parts of speech	
		Score 1	Score 1	Score 1	
		When a learner gives one relevant part of speech	When a learner describes one relevant part of speech	When a learner logically presents one part of speech.	
(b)	Use of government revenue	Score 3	Score 3	Score 3	
	<ul style="list-style-type: none"> Providing social services Facilitating public administration Promotion of infrastructural development 	When a learner gives 5-7 relevant uses of government revenue.	When a learner gives 5-7 accurately explained uses of government revenue	When a learner gives 5-7 logically presented uses of government revenue.	
		Score 2	Score 2	Score 2	

	<ul style="list-style-type: none"> • Over coming effects of disasters • Payment of government debts • Modernizing agriculture • Supporting development programmes • Giving financial support to investors 	When a learner gives 3-4 relevant uses of government revenue	When a learner gives 3-4 accurately explained uses of government revenue	When a learner gives 3-4 logically presented used of government revenue	
		Score 1	Score 1	Score 1	
		When a learner gives 1-2 relevant uses of government revenue.	When a learner gives 1-2 accurately explained used of government revenue	When a learner gives 1-2 logically presented used of government revenue.	
	TOTAL 19	6	6	6	1