

END OF YEAR S.2 ENTREPRENEURSHIP EDUCATION

DRAFT MARKING GUIDE

1(a) Creativity refers to the ability of ability of producing some thing new through imaginative skills.
OR.

Creativity refers to the ability to produce a new way of solving a problem.

OR

Creativity refers to the ability to produce a new method or device of production.

OR

Creativity refers to the ability to produce a new artistic object.

OR

Creativity refers to the ability to produce work that is unique and appropriate. (1 mark)

Innovation refers to the ability of doing some things in a different or in a better way.(1 mark)

(ii) Types of innovation in society

- Product innovation
- Service innovation
- Marketing innovation
- Process innovation
- Business model

(Any 2x1 = 2 marks)

(b) Business risks faced by entrepreneurs during business operations

- Fire out break
- Theft and burglary
- Accidents
- Un expected harsh climate like drought, storms, heavy rains.
- Machinery break down
- Change in customer's tastes and preferences
- Embezzlement of funds
- Bad debts
- Expiry of goods
- Being out competed
- Break done of utilities
- Unstable power supply / power shut down
- Loss of cash in transit
- Wrong decision making

Any 4x1 = 4 marks

(ii) Factors that lead to success in business

- Personal entrepreneurial characteristics
- Proper business location
- Clear goal setting
- Availability of market
- Availability of support services
- Conducive government policy
- Good business planning

(Any 2x1 = 2 marks)

(ii) Causes of business failure

- Misuse of business funds / mistaking cash for profit
- Lack of record keeping
- Poor customer care
- Theft of business funds, stock and assets
- Poor quality products
- Interference of family members
- Death of the business owner
- Improper supervision
- Neglect / loss of interest
- Incompetence

(Any 2x1 = 2 marks)

d(i) A business idea is any thought of an entrepreneur for the purpose of developing it into a business to satisfy an identified need in the community.

While

A business opportunity is a well thought business idea that can be turned into a business.

OR

A business opportunity is an identified situation or chance that can be turned into a real and profitable business. (2 marks)

(ii) Characteristics of a good business opportunity;

- Moderate / low capital
- Availability of market
- Availability of required skills
- Presence of resources
- Acceptability in community
- Creativity and innovation

(Any 2x1 = 2 marks)

e) Sources of government revenue except taxes.

- Fees
- Gifts and donations
- Borrowing
- Fines and penalties on law breakers
- Earnings from government parastatals
- Proceeds from national lottery
- Rent and rates
- Road and bridge tolls

Any 4x1 = 4marks

2. Assessment Grid

Output	Basis of evaluation	Relevancy	Accuracy	Coherence	Excellence
	Source of business finance <ul style="list-style-type: none"> • Business profits • Donations, grants or fundraising • Family contributions • Inheritance • Borrowing/loans • Prizes and rewards • Sale of shares • Sale of personal property • Trade credits 	Score 3	Score 3	Score 3	Score 1
		when a learner gives 5-7 relevant sources of business funds	When a learner gives 5-7 accurately explained sources of business funds	When a learner gives 5-7 logically presented sources of business funds	1 marks is given to a learner who presents exceptional works.
		Score 2	Score 2	Score 2	
		When a learner gives 3-4 relevant sources of business finance	When a learner gives 3-4 accurately explained sources of business finance	When a learner gives 3-4 logically presented sources of business finance	
		Score 1	Score 1	Score 1	
		When a learner gives 1-2 relevant sources of business finance	When a learner gives 1-2 accurately explained sources of business finance	When a learner gives 1-2 logically presented sources of business finance	
(b)	Factors considered when selecting location of a business	Score 3	Score 3	Score 3	

	<ul style="list-style-type: none"> • Presence of market • Availability of reliable source of raw materials • Accessibility to transport and communication • Presence of land/ buildings • Supportive government policy on location. • Presence of adequate utilities supply • Political stability • Presence of business support services 	When a learner gives 5-7 relevant factors considered when selecting business location	When a learner gives 5-7 well explained factors considered when selecting business location	When a learner gives 5-7 logically presented factors considered when selecting business location	
		Score 1	Score 1	Score 1	
		When a learner gives 1-2 relevant factors considered when selecting business location	When a learner gives 1-2 well explained factors considered when selecting business location	When a learner gives 1-2 logically presented factors considered when selecting business location	
	TOTAL 19	6	6	6	1

3. Assessment Grid

Out put	Basis of evaluation	Relevancy	Accuracy	Coherence	Excellence
(a)	Sole proprietorship business	Score 3	Score 3	Score 3	Score 1
	Advantages of sole proprietorship business				
	<ul style="list-style-type: none"> • Few legal formalities • High level of secrecy • Opening for long hours • Few government regulations • Easiest to start • Enjoying profits alone 	When a learner gives 5-7 relevant advantages of sole proprietorship business	When a learner gives 5-7 well explained advantages of sole proprietorship business	When a learner gives 5-7 logically presented advantages of a sole proprietorship business	1 mark is given to a learner who presents outstanding work
		Score 2	Score 2	Score 2	
		When a learner gives 3-4 relevant advantages of sole	When a learner gives 3-4 well explained advantages of sole	When a learner gives 3-4 logically presented sole proprietorship business	

	<ul style="list-style-type: none"> Quick decision making Offer of personalized services Enjoys direct contact with customers Flexible in nature 	proprietorship business Score 1 When a learner gives 1-2 advantages of sole proprietorship business	proprietorship business Score 1 When a learner gives 1-2 advantages of sole proprietorship business that are well explained	Score 1 When a learner gives 1-2 logically presented advantages of sole proprietorship business	
(b)	Challenges/ Disadvantages of sole proprietorship business	Score 3	Score 3	Score 3	
	<ul style="list-style-type: none"> Raising limited capital No continuity after the owner's death Unlimited liability Poor decision making 	When a learner gives 5-7 relevant challenges of sole proprietorship business Score 2 When a learner gives 3-4 challenges of sole proprietorship business	When a learner gives 5-7 well explained challenges of sole proprietorship business Score 2 When a learner gives 3-4 well explained challenges of sole proprietorship business	When a learner gives 5-7 logically presented challenges of sole proprietorship business. Score 2 When a learner gives 3-4 logically presented challenges of sole proprietorship business	
	<ul style="list-style-type: none"> Bearing all risks alone Owner is over worked Limited access to financial assistance 	Score 1 When a learner gives 1-2 challenges of sole proprietorship business	Score 1 When a learner gives 1-2 well explained challenges of sole proprietorship business	Score 1 When a learner gives 1-2 logically presented challenges of sole proprietorship business	
	TOTAL 19	6	6	6	1