**P230/3**

**ENTREPRENEURSHIP**

**EDUCATION**

**PAPER 3**

**JUNE, 2018**

**3HOURS**

**SMGSCHOOL**

**Uganda Advanced Certificate of Education**

**ENTREPRENEURSHIP EDUCATION**

**PAPER 3**

**TIME: 3 HOURS**

**Instructions**

* *This paper consists of three Sections A, B and C*
* *Answer four questions only*
* *All questions carry equal marks*
* *Section A is compulsory answer any three(3) questions from Section B and C, choosing atleast one question from each Section.*

1. Read the case study below and answer the questions that follow.

Muteefu grew up in the rural rain forest of Kalangala. Although his parents were poor he studies hard and saw himself in Makerere University, in Kampala, the capital city. He was excited about city life though when he arrived it was more difficult than he expected. “Every day I had to go past piles of rubbish on my way to the University.” Muteefu recalled. Due to extreme population growth, a number of families were reduced to living in poverty and survived by scavenging on nearby rubbish heaps. There was high rate of disease spread and child deaths. Every one abused the poor “Scavengers” but Muteefu was inspired by the.

Due to lack of government funds and scarce resources.Muteefu knew he could not expect the government to solve all these problems on its own after all, many other cities besides Kampala were drowning in their own garbage. Wealthy neighbours pay for garbage to be “taken away,” but without an organized waste management system, “away” became the front door steps of poor urban homes like the one Muteefu moved to for University.

While still at Makerere, Muteefu designed a solution to the city’s rubbish crisis. He came up with a plan that included the creation of small-enterprises for rubbish collection businesses. He organized clean up campaigns on Katanga. After graduation, he officially launched his social enterprise as an NGO called Healthy City. He hired poor men and women to start their own garbage collection business. However initially women were being discriminated against in a number of ways based on their gender, a thing which Muteefu strongly discouraged and atleast now there is true gender partnership as there is respect for each other, fair pay for all, recognition of each one presence, equal training opportunities among others. Muteefu provided a kick-start resolving capital investment to each small firm, setting a standard and affordable monthly fee for trash collection services, with creative and inventive marketing campaigns to attract customers.

Though the cost of the service was only shs 2000/= it was hard to get community members to trust his services, pay regularly and on time. The community was used to irregular government services, while some people had simply become used to living in garbage.

High unemployment rates in the community helped him recruit reliable workers whom he regularly trains whenever there is need. He gave them uniforms, health care and most importantly a decent job. The city residents slowly changed their attitudes towards the “scavengers: and the self employed women earned new respect from their husbands and children. Local households and businesses are advised to change practices which worsen environment. The poor people now know they have a right to live in a clean environment instead of a rich community’s landfill.

**Questions**

a) With reasons explain why Muteefu is regarded as a social entrepreneur. (4marks)

b) Explain what was done by Muteefu to ensure that there is true gender partnership in the NGO. (3marks)

c) What challenges have been faced so far in the organization? (4marks)

d) i) Explain how Katanga was before the intervention of Muteefu and his Health City (4marks)

ii) Explain how Muteefu’s efforts have been able to transform his community? (5marks)

e) Describe the procedure that is likely to be under taken by Muteefu before training the workers. (5marks)

**SECTION B**

**SCHOOL BUSINESS CLUB**

2. With reference to the business project carried out by your school business club;

a) Describe the nature of business carried out. (5marks)

b) Describe how you raised the start-up capital of your business.

(4marks)

c) Explain the factors you considered when preparing the marking plan. (6marks)

d) As an SME what role does your business play to the development of the community? (5marks)

e) How do you ensure a better competitive edge in your business? (5marks)

3. With reference to the business carried out by your school business club;

a) Describe the business you operated. (5marks)

b) Describe the start-up process of your business. (5marks)

c) How do you ensure discipline in your project? (5marks)

d) What demographic factors influenced the establishment of the project? (5marks)

e) What measures are employed to ensure sustainability in the business? (5marks)

**SECTION C**

**FIELD ATTACHMENT / TRIP STUDY**

4. For any field attachment carried out;

a) Describe the SWOT analysis of the business. (4marks)

b) Describe the characteristics of innovators that the owner(s) process(es) (5marks)

c) Explain the measures employed by the business to minimize costs of operation. (6marks)

d) What control measures are used to manage the flow of funds in the business? (4marks)

e) i) Give the marketing challenges faced by the business you were attached to. (3marks)

ii) How does the business solve the challenges in e(i) above? (3marks)

5. For any field trip you made either as an individual or group.

a) Give the general description of the business. (4marks)

b) How does the business ensure effective time management? (5marks)

c) What measures are employed to boost the moral of employees for effective and efficient work? (5marks)

d) Explain how the business activities affect the community. (6marks)

e) Advise management on the importance of paying taxes. (5marks)

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