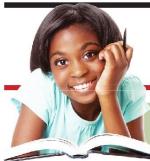




HOME SCHOOLING MATERIAL

PASS O' LEVEL

GEOGRAPHY &
ENTREPRENEURSHIP



PASS O'LEVEL

Wednesday, July 1, 2020



YOUR GUIDE AWAY FROM SCHOOL ENTREPRENEURSHIP SKILLS P. TWO SOLUTIONS (SECT. B OENT007)

SECTION B

2. a) Marketing mix refers to the combination of all activities that are done to market a product.
b) Elements of a marketing mix are;

- price
- product
- promotion
- place
- position

○ Ways used by entrepreneurs in promoting their sales in business:

- Branding i.e. giving attractive brand names.
- Packaging i.e. using attractive packaging materials.
- Offering credit facilities.
- Offering discounts e.g. cash and trade discounts.
- Giving samples to potential buyers.
- Fixing prices for the products/stable prices.
- Displaying products.
- Using personal selling methods e.g. reaching out to customers.
- Sponsoring social events e.g. football.
- Giving gifts e.g. t-shirts, calendar's etc.
- Advertising i.e. informing the public about the product.
- Scratch and win offers.
- Premium/bonus offers i.e. customer gets additional product after buying e.g. brush & toothpaste.

- 5 a) Distribution of goods refers to the process of getting products from one business unit to another or to a consumer.

b) Common distribution channels used in business:

- producer/manufacture to consumers direct channel.
- producer/manufacture to retailers to consumers (medium channel).
- producer/manufacture to wholesaler to retailers to consumers (long/total channel).
- Producer/manufacture to marketing/sell agents to consumers.

c) Factors considered when selecting a distribution channel:

- Type of the commodity e.g. perishable commodities use shortest distribution channel.
- Nature of the market i.e. small market uses direct channel.
- Nature of the business i.e. small businesses use direct channels.
- Nature of middlemen i.e. when the required middlemen are available then a long channel is used.
- Cost of the distribution channel i.e. a cheap channel should be used.
- Reliability/reputation of the channel i.e. a reliable and reputable channel should be used.
- Availability of storage facilities. If the business has good storage facilities then a short channel is used.
- Speed and urgency of the product. For products that are very urgent, a direct channel is used.
- Degree of competition i.e. high competition requires a short channel.

- 4 a) Functions of a personnel manager in a business:

- Identifying the needs of workers.
- Recruiting workers.
- Inducting and training of recruited workers.
- Organising work suitable to each worker.
- Disciplining workers.

b) Departments under which personnel are categorised in large businesses:

- Administration to co-ordinate all departments.
- Finance departments for keeping books of accounts.
- Production departments that

THE TEACHERS

ALLAN MABIRE BUHUMZO,
NYAKA SCHOOLKENNETH ASIMWE,
MBARARA HIGH SCHOOL

b) Elements of a business plan:

- Executive summary.
- General description of the business.
- Statement of the vision, mission, goals and objectives.
- Production plan.
- Marketing plan.
- Organisational plan.
- Financial plan.
- Action/ implementation plan.

c) Reasons for preparing a business plan:

- To provide a timetable for business activities.
- To identify sources of funding for the business.
- To make an entrepreneur focused on planned activities and expenditures.
- To enable an entrepreneur predict the profitability of the business.
- To source/solicit for finding e.g. loans.
- To provide a basis for getting permission to start business.
- To highlight challenges for solutions to be provided in advance.
- To establish the expected production targets.
- To provide employees assurance about operation of their employment.
- To determine the tasks and responsibility of each worker.
- To assess whether all business departments are achieving their targets.
- To plan for the production process as per the schedules.
- For keeping records of actual periodical sales on production to compare the set targets.
- To measure achievements of management through the use of business plan.
- Showing organisation transactions with financiers e.g. banks.
- To find out the extent to which business targets are being met.

- 7 a) A production plan refers to an analysis or statement of the project's expected requirements for producing the proposed goods and services while/whereas a marketing plan refers to the analysis of possible solutions and opportunity for planned business in current market situation.

b) Contents of a production plan:

- Location of the business.
- Type of nature and capacity of equipments and machinery.
- Required inputs and raw materials.
- Labour requirements of the business.
- Required utilities e.g. water, electricity.
- Expected output.
- Quality management.
- Transport requirements/facilities.
- Production time required.
- Production process to be followed.
- Estimated cost of production.

c) Components of a marketing plan:

- Target customer or market.
- Current market prices for the product.
- Current market size and expected growth.
- The position of competitive and their current market share.
- Number of marketing personnel, recruitment and motivation.
- Distribution channels to be used.
- Pricing strategies.
- Projected marketing expenses.
- The products offered.
- Projected or estimated sales.

- 6 a) A business plan refers to a document that shows how a business will be started and operated over a period of time.



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ENTREPRENEURSHIP SKILLS PAPER TWO SOLUTIONS (OENT008)

Points to note on project management numbers:

1. Stick to the business in the question
2. The details on the business used on a number should be similar on all sub sections of the question
3. Observe the tense in the question

1. You plan to start a carpentry project during your S.4 vacation.

a) List seven requirements you will need for your project

Working capital requirements	Fixed capital requirements
<input type="checkbox"/> Timber	<input type="checkbox"/> Land
<input type="checkbox"/> Transport	<input type="checkbox"/> Buildings
<input type="checkbox"/> Glue, vanish, nails	<input type="checkbox"/> Machinery and equipment
<input type="checkbox"/> Sandpaper	<input type="checkbox"/> Furniture
<input type="checkbox"/> Wages for stall	<input type="checkbox"/> Motorcycle

Date	Details	Invoice no.	F	Amount (shs.)
April, 2016				
1	Moses	12		150,000
2	Pamela	45		210,000
8	Ojok	61		400,000
14	Odongo	46		50,000
16	Nakagguge	72		180,000
21	Erick	21		320,000
27	Hope	90		500,000
30/04/2016	Total transferred to purchases a/c	Dr.		1,810,000

ii. Sales journal

KAMUKAMA TRADERS'
SALES JOURNAL
FOR THE MONTH OF APRIL, 2016

Date	Details	Invoice no.	F	Amount (shs.)
April, 2016				
4	Michael	004		300,000
4	Mukama	005		270,000
6	Amuthaire	006		120,000
15	Stanley	007		160,000
17	Magogo	008		80,000
20	Jonah	009		230,000
30	Brenda	010		460,000
30/04/2016	Total transferred to sales a/c	Cr.		1,620,000

iii. Return outwards journal

KAMUKAMA TRADERS'
RETURN OUTWARDS JOURNAL
FOR THE MONTH OF APRIL, 2016

Date	Details	Credit note no.	F	Amount
April, 2016				
7	Pamela			20,000
9	Ojok			80,000
18	Odongo			12,000
29	Hope			110,000
30/04/2016	Total transferred to return outwards a/c	Cr.		222,000

iv. Return inwards journal

KAMUKAMA TRADERS'
RETURN INWARDS JOURNAL
FOR THE MONTH OF APRIL, 2016

Date	Details	Credit note no.	F	Amount
April, 2016				
12	Michael			50,000
14	Mukama			30,000
18	Stanley			43,000
25	Jonah			15,000
30/04/2016	Total transferred to return inwards a/c	Dr.		138,000

b) Advice to KAMUKAMA TRADERS' on how credit sales can be managed:

- Ensuring that credit sales are properly documented
- Setting a clear credit period
- Ensuring there is a person to approve credit sales
- Making sure cash received from debtors is recorded in the cashbook and debtor's account
- All debtors should be followed up to ensure they pay the amounts due in time

3. You intend to open up a project of producing animal feeds in your home area

- a) Prepare a financial plan for your project

MOSES' ANIMAL FEEDS CO. Ltd
P.O Box 554,
KAMPALA.
TEL: 0754958401

Item	Quantity	Unit price(Shs.)	Amount(Shs.)
Fixed capital requirements			
Land	1	7,000,000	7,000,000
Motor vehicle	1	12,000,000	12,000,000
Furniture	5	80,000	400,000
Machinery and equipment		2,400,000	2,400,000
Buildings	1	31,000,000	31,000,000
Working capital requirements			
Utilities		200,000	200,000
Raw material		25,500,000	25,500,000
Salaries		9,000,000	9,000,000
TOTAL AMOUNT			85,340,000

Financial plan for Moses' animal feeds co. Ltd
PURCHASES JOURNAL
FOR THE MONTH OF APRIL, 2016

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Source of funds	
Source	Amount (shs.)
Savings	60,000,000
Bank loan	25,340,000
TOTAL	85,340,000

b) Factors the business will consider when selecting raw materials for the project:

- Source of raw materials
- Lead time of the supplier
- Cost of the raw materials
- Quality of raw materials
- Terms and conditions of payment
- Amount of waste from the production process
- Reliability of the supplier
- Amount of raw materials needed per production cycle

c) The business will motivate workers in the following ways:

- Ensuring job security
- Ensuring adequate and timely payment
- Involving workers in the decision making process
- Offering fringe benefits e.g. housing allowance, medical allowances etc.
- Organising staff parties e.g. end of year parties.
- Ensuring effective communication
- Promotion of workers
- Providing a favourable working environment
- Standing with employees in challenging times

d) Ways the business will use to keep the costs of production as low as possible:

- Buying quality raw materials from cheaper sources or suppliers.
- Employing few workers and laying off redundant workers.
- Reducing fringe benefits in form of allowances so as to lower the costs incurred in production.
- Training and development of employees to work efficiently in line with the set targets. This reduces production costs.
- Recycling the damaged raw materials, due to errors in production which avoids wastage.
- Employing skilled and experienced workers rather than those with minimum wastage resulting from errors made.
- Using appropriate technology.
- Ensuring use of efficient and effective methods of production.
- Ensuring close and constant supervision of workers.
- Spelling out duties and responsibilities of each worker to reduce conflict in responsibilities

4. a) Extract BUHAMIZO ENTERPRISES' trial balance as at 31st December 2017

BUHAMIZO ENTERPRISES' TRIAL BALANCE AS AT 31 ST DECEMBER 2017		
Details	Debit (shs.)	Credit (shs.)
Stock (1/01/2017)	120,000	130,000
Return inwards	100,000	
Return outwards		15,000
Carriage outwards	30,000	
Discount allowed	8,000	
Interest received		2,600
Capital		1,001,000
Bank overdraft		120,000
Purchases	720,000	
Rent and rates	49,600	
Wages	35,000	
Furniture	62,000	
Cash at hand	30,000	
Surplus	136,000	
A/c	130,000	
Creditors		35,000
Drawings	110,000	
Motor van	1,170,000	
TOTAL	2,705,600	2,705,600

Turn to page IV

- b) Prepare BUHAMIZO ENTERPRISES' trading, profit and loss account for the period ended 31st December, 2017.

BUHAMIZO ENTERPRISES'
TRADING, PROFIT AND LOSS ACCOUNT
FOR THE PERIOD ENDED 31ST DECEMBER 2017

Shs.	Shs.	Shs.
Details		
Sales	1,300,000	
Return inwards	(100,000)	
Net sales	1,200,000	
cost of sales		
Opening stock	720,000	120,000
Purchases	(15,000)	
Return inwards		
Net purchases		
Goods available for sale	705,000	
Closing stock	825,000	
Cost of sales	(75,000)	
Gross profit	450,000	
Interest received	2,600	
Operating expenses		452,600
Carriage outwards	30,000	
Discount allowed	8,000	
Rent and rates	49,600	
Salaries	156,000	
Total operating expenses	245,600	
Net profit	209,000	

5. Design a purchase order to be used in the business

OJE

OJOK ENTERPRISES
P.O Box 435,
MASAKA.
TEL: 0594857693

Dealers in food supplies

PURCHASE ORDER

Date:

Order no: 125

To:

Dear sir,

Please supply us with the following items

s/n	Particulars	Quantity	Unit price (shs.)	Amount (shs.)
1.				
2.				
3.				
	TOTAL AMOUNT			

Terms:

Prepared by:

Sign:

Name:

Approved by:

Sign:

Onen Hassan

Manager

Purchasing manager

b) Factors the business will consider when choosing the location:

- Market factor; the business will be located nearer to customers.
- Raw material source; it will be located near the source of raw materials.
- Accessibility to transport and communication network; the business will be located in an area with good transport networks.
- Availability land for expansion
- Availability of human resource; the business will be put in a place with cheap and skilled labor
- Availability of power
- Regional government policy
- Availability of water
- Availability of security; it will be located in a place free from theft and instabilities.
- Availability of business support services e.g. banking services, insurance etc.

c) The following are the business ethics the business will observe towards your employees

- Through giving them a fair pay i.e. in relation to his value in business and amount of work done.
- Providing clear and fair terms of employment; for instance employees will be given appointment letters so that they can know their job security
- Ensuring job security of the employees
- Provision of good working conditions; such conditions may include protective working clothes, helmets, gloves, etc. good food, free accommodation etc.
- Polite; the workers will be treated in a polite way in all situations
- Creating a room for creativity
- Respect; the entrepreneur will respect the employees for the contribution they make to the business.



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GEOGRAPHY PAPER ONE OGE0007

THE TEACHERS



From page III

- d) Prepare a loan repayment schedule for the business

OJOK ENTERPRISES				
P.O Box 435, MASAKA. TEL: 0594857693				
Dealers in food supplies				

LOAN REPAYMENT SCHEDULE

Loan amount: 8,000,000
Interest rate: 5%
Period: 8 months
Bank: Bank of Africa

Period (months)	Principle (shs.)	Interest (shs.)	Total payment (shs.)	Balance (shs.)
1	1,000,000	40,000	1,400,000	7,000,000
2	1,000,000	40,000	1,400,000	6,000,000
3	1,000,000	40,000	1,400,000	5,000,000
4	1,000,000	40,000	1,400,000	4,000,000
5	1,000,000	40,000	1,400,000	3,000,000
6	1,000,000	40,000	1,400,000	2,000,000
7	1,000,000	40,000	1,400,000	1,000,000
8	1,000,000	40,000	1,400,000	-
	TOTAL	8,000,000	52,000	11,200,000

Prepared by: Sign: Approved by: Sign:

Iga Juma Onen Hassan Manager

ENTREPRENEURSHIP SKILLS PAPER 2 (OENT009)

SECTION A

1. a) Mention four unique qualities possessed by a successful entrepreneur.
- b) List four differences between a manager and an entrepreneur.
- c) Define the term service business.
- d) Give three examples of service businesses in Uganda.
- e) Define the term myths as used in entrepreneurship.
- f) List three negative beliefs about businesses.
- g) Give two qualities that lead to business success.
- h) Mention two factors that promote individuals' status in society.
- i) Define the term success as used in business.
- j) List three indicators of a successful business.
- k) Define the term income as used in entrepreneurship.
- l) Define the term business plan.
- m) Define the term of a good goal.
- n) Give two types of businesses in Uganda.
- o) Mention two types of agribusinesses in Uganda.
- p) List four ways in which manufacturing businesses in Uganda are important.

SECTION B

2. a) Define the term savings.
- b) Give six ways of saving ones income.
- c) Explain six factors that determine savings in Uganda.
- d) List four factors that lead to success in business.
- e) Give two reasons why a business fails.
- f) Explain five signs of a business that is not doing well.
- g) Define the term natural environment.
- h) Mention six ways in which a business depends on a natural environment.
- i) Explain six ways of reducing the negative effects of a business on a natural environment.
- j) List four types of financial institutions.
- k) Give four major transactions with financial institutions.
- l) Explain six functions of a central bank in Uganda.
- m) Give six roles of a central bank in small enterprises.
- n) Explain six roles of a central bank in financial institutions.
- o) Explain six types of costs in business.
- p) Define the term costs of a business.
- q) List six types of costs in businesses.
- r) Explain six selling and distribution overheads in a business.

1. The sparsely populated areas in western Uganda have mainly been developed by carrying out:
 - A. Wildlife conservation
 - B. Livestock ranching
 - C. Petroleum mining
 - D. Irrigation farming
2. Which one of the following volcanoes in East Africa has developed a caldera?
 - A. Moroto
 - B. Muhavura
 - C. Ngomongo
 - D. Kilimanjaro
3. The flood plains of River Marafwa are important for rice growing mainly because of:
 - A. Fertile alluvial soil
 - B. Gentle sloping relief
 - C. Abundant water supply
 - D. Slope terracing
4. Dairy farming in western Uganda has mainly been improved by:
 - A. Extending loans to farmers
 - B. Modernize veterinary services
 - C. Improved breeds of cattle
 - D. Production of ready market
5. Which one of the following igneous rock type mainly forms a batholith?
 - A. Gabbro
 - B. Granite
 - C. Pumice
 - D. Obsidian
6. Double maxima of rainfall in East Africa is mainly experienced around the:
 - A. Nyika plateau
 - B. Kenya highlands
 - C. Lake Victoria basin
 - D. Rift valley floor
7. Which one of the following landing sites is found on Lake Kyoga?
 - A. Nabreso
 - B. Wansoko
 - C. Ntomo
 - D. Kigungu
8. The following are mechanically formed sedimentary rocks except.....
 - A. Clay
 - B. Sand
 - C. Shale
 - D. Gypsum
9. Which of the following coastal ports is found in Tanzania?
 - A. Mombasa
 - B. Mtwara
 - C. Malindi
 - D. Lamu
10. Which coastal feature is formed when a spit grows across a bay?
 - A. A spit
 - B. A tombolo
 - C. A bar
 - D. A mudflat
11. The upper course of River Pangani is mainly characterised by:
 - A. Interlocking spur and meanders
 - B. Shallow bed and general erosion
 - C. Fast flow of water and waterfall
 - D. Braided channels and flood plains
12. Which one of the following lakes has the greatest economic value?
 - A. Magadi
 - B. Eyasi
 - C. Malawi
 - D. Bisina
13. The major benefit of eco-tourism to the development of East Africa is that:
 - A. Development of infrastructure
 - B. Conservation of nature
 - C. Generation of revenue
 - D. Provision of employment
14. Which of the following minerals is mainly mined from Mwadui Mines in Tanzania?
 - A. Coal
 - B. Tin
 - C. Diamond
 - D. Mica
15. The following are rift valley lakes found in Kenya except:
 - A. Elgon
 - B. Urumbara
 - iii. Rwerzori
 - iv) Mutumbiro
 - A. i and ii
 - B. ii and iii
 - C. i and iv
 - D. iii and iv
16. Which of the following lakes has the greatest economic value?
 - A. Albert Nile
 - B. Victoria Nile
 - C. River Katonga
 - D. River Aswa
17. On which river is Karuma Hydroelectric Power Station found?
 - A. Albert Nile
 - B. Victoria Nile
 - C. River Katonga
 - D. River Aswa
18. Land breeze occurs when:
 - A. body of cold air blows from the land towards the sea
 - B. body of warm air blows from the land towards the sea
 - C. body of cold air blows from the sea towards the land
 - D. body of cold air blows from the sea towards the sea

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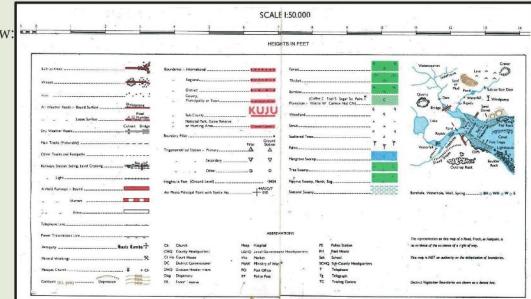
Wednesday, July 1, 2020



PART II MAPWORK, PHOTOGRAPH INTERPRETATION AND FIELDWORK. SECTION A

1. COMPULSORY QUESTION: MAPWORK

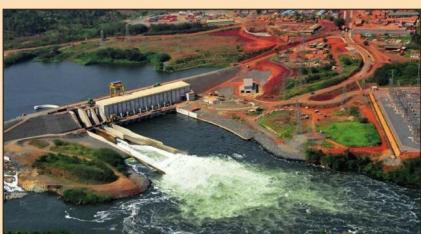
Study the 1:50,000 UGANDA: BUGONDO Map extract, Series Y732, Edition 1-U.S.D and answer the questions that follow:



- (a) (i) State the grid reference of Air Photo Principal Point with Sortie No.53.
(ii) Identify the physical feature at grid reference 319852.
(b) Find the bearing of Air Photo Principal point sortie No. 54 from Air Photo Principal point sortie No. 53.
(c) Draw a sketch map of the area shown on the map and on it mark and name:
(i) Dry weather road
(ii) Kopine Bay
- (iii) Lake Kojweri
(iv) Hilly areas
(v) Permanent swamp
vi) Seasonal swamp
(e) Describe the:
(i) Relief of the area.
(ii) Relationship between settlement and vegetation.
(iii) Relationship between relief and transport in the area shown on the map extract.

2. COMPULSORY PHOTOGRAPH INTERPRETATION QUESTION

Study the photograph provided and answer the questions that follow:



- (a) Using a tracing paper, draw a landscape sketch of the area shown on the photograph and on it mark and name:
(i) Dam
(ii) Settlement
(iii) Transport routes
(iv) One vegetation type
(b) State with evidence the:
(i) Type of photograph shown above,
(ii) Major economic activity taking place in the photograph.
(c) Describe the factors which have favoured the location of the economic activity identified in the b (ii) above.
(d) Explain the effects of activity in b (ii) above on the environment.
(e) Giving reasons for your answer, suggest one area in East Africa where this photograph could have been taken.

- (c) What skills did you acquire from the fieldwork study?
(d) Describe the activities you carried out in your follow-up stage.

SECTION B: EAST AFRICA

4. (a) Draw a sketch map of East Africa and on it mark and name:
(i) The equator
(ii) Lakes: Edward, George and Malawi
(iii) Mountains: Rwenzori and Kilimanjaro
(b) Describe the process responsible for the formation of any one mountain in a (iii) above.
(c) How does the mountain chosen in (b) above influence lives of people around?
(d) Outlining the problems faced by people living in the mountain areas of East Africa.

5. Study the table below showing the climate of Station X and answer the questions that follow.

Month	J	F	M	A	M	J	J	A	S	O	N	D
Temperature (°C)	24	24	25	24	23	22	21	21	22	24	24	24
Rainfall (mm)	75	115	155	240	205	160	160	185	150	135	110	65

Adapted from: Minns WJ, (1993) *A Geography of Africa*, page 60.

- (a) Draw a suitable graph to show the climate of station X.
(b) Calculate the:
(i) Annual range of temperature,
(ii) Mean annual rainfall.
(c) Describe the characteristics of the climate of station X.
(d) Giving reasons for your answer;
(i) Explain the problems facing land use activities in the areas around station X.
(ii) Name the hemisphere in which station X is found.

6. Study the table below showing the relative importance of fishing grounds in Uganda and answer the questions that follow.

FISHING GROUND	PERCENTAGE FISH CATCH
LAKE VICTORIA	58
LAKE ALBERT	10
LAKE KYOGA	24
LAKE GEORGE	06
OTHERS	02

- (a) Draw a pie-chart showing the relative importance of

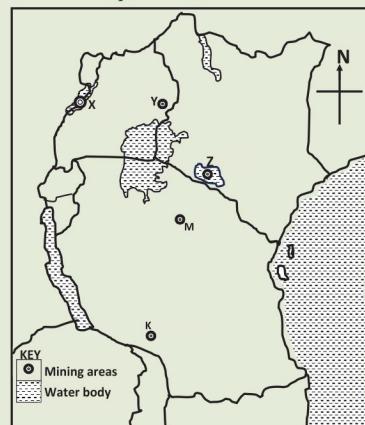
3. COMPULSORY FIELDWORK QUESTION

For any one fieldwork study you have conducted:

- (a) State the:
(i) Topic,
(ii) Objectives of the study.
(b) Explain how you used any two of the following methods of data collection
(i) Sketching
(ii) Map orientation
(iii) Documentation

- fishing grounds in Uganda.
(b) State any one fishing port on each of the fishing grounds given.
(c) Identify the fishing ground with the largest fish catch in Uganda.
(ii) Describe the factors favouring fishing on the fishing ground identified in (c) above.
(d) Explain the contribution of the fishing industry to the development of Uganda.

7. Study the sketch map of East Africa below and use it to answer questions that follow.



- (a) Identify the major mineral mined from area marked:
(i) X (ii) Y (iii) Z (iv) K (v) M
(b) (i) Discuss the factors favouring the development of mining to any one country in East Africa.
(ii) Explain the economic importance of mining to any one country in East Africa.
(c) Describe the effects of mining on the physical environment of the country chosen in b (ii) above.

BIOLOGY, PHYSICS & ENGLISH LANGUAGE TOMORROW