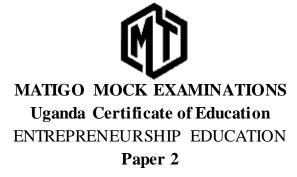
845/2 ENTREPRENEURSHIP EDUCATION Paper 2 2022

 $2 \frac{1}{2}$ hours



2 hours 30 minutes

INSTRUCTIONS TO CANDIDATES:

Answer four questions only.

Section A is compulsory. Answers to this section should be precise.

Answer three questions from section **B**.

Credit will be given for use of relevant diagrams and illustrations.

Any additional question(s) answered will **not** be marked.

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Turn Over

SECTION A (40 MARKS)

Answer all parts of this section.

. •	a i) Define the term pre- operating expenses ii) Outline any three examples of pre-operating expenses			(1 mark) (3 marks)
	b i) What is marketing mix?			(1 mark)
	 ii) State any three elements of marketing mix. c) List any four types of accounts held at financial institutions. d i) What are business ethics? ii) Mention any three business ethics that an entrepreneur practices towar 			(3 marks)
				(4 marks)
				(1 mark)
	customer.	(3 marks)		
	i) Define the term contract .			(1 mark)
	ii) Mention any three	(3 marks)		
	ii) Given any two adva	Given any two advantages of a partnership business		
	g) Given the following assets and liabilities of a business.			
	Land	shs 10,	,000,000	
	Furniture	shs 5,	,000,000	
	Pre-paid rent	shs 4,	,000,000	
	Creditors	shs 3,	,000,000	
	3 year loan	shs 6,	,800,000	
	Debtors	shs 2,	,000,000	
	Calculate the value of the;			
				(2 marks)
	ii) Total current assets			(2 marks)
	h i) Distinguish between indemnity and subrogation as used in Insurance. ii) Mention any two examples of Insurable risks.			(2 marks) (2 marks)

I i) Distinguish between **savings** and **investment** (2 marks) ii) Mention any **two** ways of promoting savings. (2 marks) ji) What are costs? (1 *mark*) ii) Give any three indirect costs that do not vary directly with the level of output of goods and services (3 marks) SECTION B (60 MARKS) Answer any **three** questions in this section. 2. a) Explain the challenges faced by manufacturing businesses in your country. (10 marks) b) How can a modern entrepreneur overcome such challenges? (10 marks) 3. a) Explain the various functions of the Central bank. (10 marks) b) Describe the various tools used by the central bank to control the amount of money in circulation. (10 marks) 4. a) What are the indicators of success in business? (10 marks) b) Explain the various factors that lead to success in business. (10 marks) 5. a) Discuss the importance of transport in planning for a business. (10 marks) b) Explain the factors that an entrepreneur may consider when choosing the mode of

transport to use in business.

6. a) Explain the steps involved in personal selling.

b) What is the importance of advertising?

(10 marks)

(12 marks) (8 marks)