

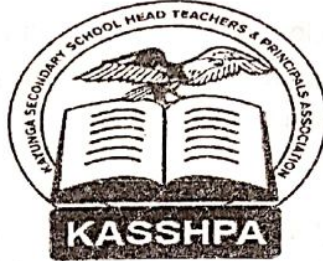
P230/3

Entrepreneurship Education

PAPER3

JUL/AUG. 2023

3 HOURS



**KAYUNGA SECONDARY SCHOOLS HEAD TEACHERS AND PRINCIPALS' ASSOCIATION
(KASSHPA)**

JOINT MOCK EXAMINATIONS, 2023
Uganda Advanced Certificate of Education

Entrepreneurship Education

PAPER3

3 HOURS

Instructions to candidates

- *The papers consist of three section A,B and C.*
- *Answer four questions only.*
- *Section A is compulsory, answer any three questions from sections B and C, choosing at least one question from each section.*
- *Any additional question(s) answered shall not be marked.*
- *All questions carry equal marks.*

SECTION A CASE STUDY

Answer all parts of this question.

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

Ricky and **Sarah** became close friends while still in High school; they later joined Kyambogo University to pursue a Diploma in Business Education specializing in Entrepreneurship and small business management and later Animal husbandry at Makerere University.

After their graduation **Ricky** and **Sarah** got married and then developed a business idea which became a business opportunity of establishing a butcher since there was none in their locality.

They carried out market research which showed that the surroundings of the business had high stock of livestock and other edible animals and poultry products which are needed by clients. They then approached a business consultant for tips on writing impressive executive summary of a business plan. They immediately prepared a business plan which revealed a high return on investment, competitive advantage in the market and high real demand due to affluent population. When the business plan was ready the two sold part of their belongings and also entered into trade contracts for trade credit. Then the business **RISA Quality Butchery** was launched.

To ensure smooth running of the business, they have maintained high employee morale by paying them adequately and promptly. Cost minimization and quality control are in place. Business liabilities are factored to avoid cost of debt management. Products are packaged in well multi-colored bags cash resources are promptly managed and financial statements are regularly prepared and the ratios analyzed to ascertain financial position of the business. Sales are properly recorded and credit sales are minimised and debtors are immediately followed up to reduce bad debts, prices are also competitive.

In the third year of operation RISA quality butchery is performing very well. Its annual sales revenue is about 800 million. All the interests of the stakeholders are fully met. The two meet all their family needs and save at least above 60% of monthly revenue. The business consultant has advised Ricky and Sarah not to engage in unethical business practices if RISA Quality Butchery is to continue with its glory as market leaders.

Questions

- a) i. Mention two sources of capital used by Ricky and Sarah to start their business **(02 marks)**
- ii. Advise Ricky and Sarah on the unethical business practices they should avoid. **(05 marks)**
- b) Explain the factors Ricky and Sarah considered when evaluating the business opportunity. **(08 marks)**
- c) State the qualities of an impressive executive summary of a business plan. **(05 marks)**
- d) Advise Ricky and Sarah on the internal control systems (ICS) they can use to manage inventory in their business **(05 marks)**

SECTION B

SCHOOL BUSINESS CLUB

Answer at least one question in this section.

- 2. With reference to the business project owned by your school business club.
 - (a) Describe the project that you carried out. **(05 marks)**
 - (b) Explain the forms of down ward communication you used in your project. **(06 marks)**
 - (c) Explain the factors you considered when selecting a supplier of raw materials for the project. **(04 marks)**
 - (d) i. Explain the items that you included in the production plan you prepared for the project. **(04 marks)**
 - ii. Describe the activities in the production process that had an impact on the quality of your products. **(06 marks)**
- 3. For any business enterprise owned and managed by your school business club.
 - (a) Describe the enterprise. **(05 marks)**
 - (b) What attributes enabled you to be innovative in your business. **(05 marks)**
 - (c) How did you promote sales in the enterprise? **(05 marks)**
 - (d) i. Mention the tools you used for monitoring the performance of your business. **(06 marks)**
 - ii. Describe the source documents you used in the enterprise. **(04 marks)**

SECTION C

FIELD ATTACHMENT / FIELD TRIP

Answer at least one question in this section.

4. With reference to any field attachment that you carried out;

(a) Give the general description of the business that you were attached to.

(05 marks)

(b) Describe the environmental threats caused by the business due to unsustainable use of natural resources.

(06 marks)

(c) State the books of original entry kept by the business of attachment.

(04 marks)

(d)i. What measures were taken to handle difficult customers in the business of your attachment?

(05 marks)

ii. Identify the major features in the plant lay out of the business you were attached to.

(05 marks)

5. For any field trip you carried out as an individual or as a group.

(a) Present the general description of the business that you visited.

(05 marks)

(b) Advise the entrepreneur on the purpose of advertising.

(05 marks)

(c) How does the business visited improve the efficiency of workers?

(05marks)

(d)i. What are the factors that influence the quality standards of the business that you visited?

(06 marks)

ii. How does the business visited Promote creativity among its workers?

(04 marks)

END