

ASSESSMENT EXAMS SET 2 2024
S.6 ENTREPRENEURSHIP EDUCATION
P230/1, PAPER 1
Duration: 3 Hours

Instructions:

Section A is compulsory and answer any Four in section B.

SECTION A. (20 marks)

- 1 a i) Distinguish between developmental change and transitional change. (02 marks)
ii) Why are people against change in business? (02 marks)
- b) Why are immigrants more successful in entrepreneurship compared to the natives? (04 marks)
- c) State any four indicators of market growth. (04 marks)
- d) Mention any four components of general description. (04 marks)
- e) State any four factors that influence choice of career. (04 marks)

SECTION B (80 marks)

- 2 a) Account for the popularity of small and medium enterprise in your country. (10 marks)
b) Why are formal enterprises preferred to informal businesses? (10 marks)
- 3 a) Any serious business would consider some critical factors when selecting suppliers of raw materials. Explain them. (10 marks)
b) What measures should entrepreneurs put in place for proper management of inventory? (10 mks)
- 4 a) Describe the elements of a marketing mix. (10 marks)
b) What signifies good customer care in business? (10 mks)
- 5 a) Explain the rationale of carrying out man power planning. (08 mks)
b) Explain the determinants of Labour efficiency in an enterprise. (12 mks)
- 6 a) Explain the factors a Lender should consider before extending a Loan to a borrower. (10 mks)
b) Why do entrepreneurs use Loans in business operation? (10 mks)
- 7 a) Describe the Personal selling procedure. (08 mks)
b) Describe the methods entrepreneurs use to promote their sales. (12 mks)

End