**PRE -UNEB TOPICAL REVISION QUESTIONS**

**ENTREPRENEURSHIP EDUCATION P230/1**

**TOPIC 1. INTRODUCTION TO ENTREPRENEURSHIP**

1.a)Define the following terms as used in entrepreneurship.

1. Enterprising person
2. Intrapreneur
3. Entrepreneurial culture
4. Career

b) i) Give any two objectives of promoting entrepreneurial culture.

1. Mention any two traits of creative and innovative individuals
2. Identify any four career opportunities that can be undertaken in your area .

2.a) Describe any four principles of;

1. Personal branding
2. Effective negotiation.
3. Effective communication.
4. Business ethics.

b)Explain the importance/relevance of personal branding to entrepreneurs.

3 a) Examine the barriers to effective communication.

b) Describe the techniques used by entrepreneurs to promote effective listening.

4.(a) What factors are considered by people when deciding on undertakings to carry out for their survival?

1. Why is self-employment preferred to wage employment?

5(a) Explain the contribution of entrepreneurship to the economic development of your country.

b)Suggest measures that can be adopted to promote entrepreneurship in your country.

6(a) (a) What is the impact of giving products a different form of appearance?

1. In what ways can this be fostered?
2. What factors bring about this practice?

7(a) Why are small businesses more successful in transforming resources of enterprises through use of creative minds to better ones than large businesses

b)In what ways is this transformation of resources fostered?

8(a) Explain the determinants of entrepreneurial motivation

b)What behavioural characteristics are possessed by achievers?

c) Examine the factors that promote a positive mental attitude towards achieving goals by entrepreneurs.

1. You are preparing to meet your employer over issues of salary enhancement.
   1. Explain the principles you should observe during this meeting
   2. What challenges are you likely to face during this meeting?
   3. How can these challenges be overcome?

10.(a) Describe the various ethical principles

(b) Explain the relevance of practicing good ethical conduct in business

11.In transmission of messages, the sender has to ensure that information is understood by the receiver in the same way and sense as sent.

* 1. Describe the principles that have to be followed to achieve it.
  2. What techniques can be adopted to improve listening skills?
  3. Explain the various forms that can be used in the transmission of information
  4. Why is written communication preferred to oral messages?

12. a) Describe the various principles of Personal branding.

b) Explain the importance of developing a lucrative personal brand.

**TOPIC 2: Small and Medium Enterprises. (SME’s)**

1.a)Examine the contribution of SME’s towards the development of Uganda.

b) Explain the challenges faced by SME’s in Uganda .

2.a)Identify the features of;

1. Micro businesses
2. Small enterprises
3. Medium enterprises
4. Formal enterprises

b)Why are formal businesses preferred to informal businesses.

3.a)Justify the need for family’s participation in entrepreneurship.

b)Examine the challenges faced by family businesses in Uganda.

4(a) What measures can be taken to ensure success of SMEs?

b) Explain the responsibilities of insurance companies.

5.a) Describe the doctrines of insurance

1. What challenges are faced by Uganda insurance industry?

6(a) What types of insurance policies can be taken by entrepreneurs?

1. Explain the procedures followed in;
   1. taking up insurance policies
   2. claiming compensation
2. Explain the determinants of amount of premium.

**TOPIC 3: ENTREPRENEURIAL ENVIRONMENT**

1.a)Describe the salient features of entrepreneurial frame work.

b)Explain the influence of social-cultural factors on the development of entrepreneurship in Uganda.

2.a) Identify any

i) four components of entrepreneurial frame work.

ii)any four organization supporting entrepreneurs in Uganda.

b)Describe the services offered support organisations to entrepreneurs in Uganda.

3.a)Explain the demographic and political factors promoting /enhancing the development of entrepreneurship in Uganda .

b)what are the economic factors limiting entrepreneurial identification in Uganda.

4. a) Define the term Globalisation.

b) Assess the impact of Globalisation in Uganda.

5(a) Identify the social responsibilities of a business to a community

1. Describe the aspects that characterize entrepreneurial environment

6.(a) Examine the political factors that hinder entrepreneurial intensions and opportunities

b)Suggest strategies for improving entrepreneurial environment.

**TOPIC 4 and 5: BUSINESS IDEAS AND BUSINESS OPPORTUNITIES**

1.a)Distinguish between a business idea and a business opportunity.

b)Describe the various sources of generating business ideas .

2.a)Justify the purpose /need /reason/rationale for generating business ideas.

b)Explain the factors considered when assessing a business idea.

3.a)Describe the components of feasibility study.

b)Why should an entrepreneur conduct a feasibility study before starting a business.

4.a)Describe the characteristics of a good business opportunity.

b)What are the steps involved in turning a business idea into an opportunity or product?

5.a)Examine the factors affecting the level of sales for the business.

b)i)Justify the need for conducting a financial feasibility study.

ii)Outline the components of a market and technical viability study.

6. (a) In what ways do entrepreneurs come up with exciting business ideas?

(b) Explain the factors that can be considered when assessing business risks.

7(a) Distinguish between;

* 1. a prototype and a patent
  2. copyright and trade secrets
  3. Give two rules of prototyping the invention

8(a) Explain the procedure involved in determination of business profitability/viability.

1. Discuss the factors determining profit levels in an enterprise

9(a) Describe the various types of business opportunities that entrepreneurs engage in.

* 1. What are the components of? -
  2. market feasibility study
  3. technical viability study

10.Kapere is in the process of assessing how attractive or hopeless his business idea is from the financial point of view. As a business expert;

* 1. Explain the benefits of carrying out this activity.
  2. What challenges is he likely to face during this process?

11.(a) Describe the structure of a feasibility study report

* 1. What are the characteristics of good business opportunities?
  2. What steps are involved in the process of starting a business enterprise?

**TOPIC 6:BUSINESS PLANNING**

1.a)Distinguish between business planning and a business plan.

ii)State any two reasons for preparing a business plan.

b)Mention any four components of general description.

c)Define an executive summary.

ii) Give any three uses of an executive summary.

d)Mention any four stakeholders of a business plan.

2.a)Explain the factors considered when preparing;

i) A marketing plan.

ii) A production plan.

b) Examine the challenges faced by entrepreneurs when implementing business plan.

3.a)Why does an entrepreneur prepare a financial plan before starting a business?

b)Describe the components or elements of a good business plan.

4 (a) Explain the structure of a good executive summary.

(b) What is the relevance of an executive summary to an entrepreneur?

5. Kisakye is drafting a document to act as a management tool to help keep focus on the nature of business in a logical and organized manner.

* 1. Describe the components she can include to make this document complete.
  2. What is the rationale for drafting this document?

6(a) Describe the components of;

* + 1. A production plan.
    2. A marketing plan
    3. A Financial plan

(b) What challenges are faced by entrepreneurs while implementing business plans?

7(a) Explain the tools an entrepreneur may use to monitor business operations.

(b) What steps are followed in drafting a business plan.

**TOPIC 7: PRODUCTION MANAGEMENT**

1.a)Explain the internal control systems used to;

i) Ensure proper inventory management

ii) Maintain the quality of purchases for the business

b)Why is it necessary for entrepreneurs to establish internal control systems in their businesses?

2.a)Describe the various controls or strategies or activities or ways of ensuring effective time management.

b)Explain the costs of time wasting in business.

3.a)With illustrations, describe the stages of the product lifecycle.

b)Explain the effects of proper time management.

4.a)Identify any four elements of;

i) a product

ii) Quality

b) Explain the factors influencing quality standards in an enterprise.

5.a)Describe the features of appropriate technology.

b)What factors are considered when making choice of technology to use in an enterprise?

6.a)Explain the factors affecting stock levels in an enterprise.

b)Describe the tools for effective stores management.

7.a)Describe the various activities involved in purchasing inputs for a business.

b)Explain the factors considered when selecting supplier of raw materials.

8.a)Describe the components of an efficient plant layout.

b)What is the importance of an efficient plant layout to an entrepreneur?

9.a)Explain the factors considered when designing a product.

b) Describe the activities involved in the production process.

10.a)Describe the various methods of costing products of the business by entrepreneurs.

b)How can an entrepreneur minimize costs of production in an enterprise?

11.Describe the various measures that can be taken by an entrepreneur to;

i) Manage hazardous substances

ii) Improve welfare facilities

iii)Ensure proper handling and safety of machines

iv)Ensure proper lighting in the workplace.

12(a) Explain the factors considered when making production decisions.

1. Describe the various methods of costing products in an enterprise.

13.(a) Explain the strategies required for effective time management

b)What are the indicators of time wastage in an organization?

14.(a) Explain the elements of a work place that increase productivity

b)In what ways are;

i) Machines handled in an enterprise

ii)Hazardous substances managed in an enterprise

(c) Explain the factors that should be considered when selecting industrial machinery

**TOPIC 8 and 9: MARKETING MANAGEMENT and SALES PROMOTION**

1. a)Give the differences between marketing and selling.

b)Explain the factors affecting target market population.

2.a)Describe the methods used by entrepreneurs when pricing products.

b)Why may an entrepreneur set lower prices for his products?

3.a)Why may an entrepreneur carryout market research before starting a business?

b)Describe the methods used in conducting market survey.

4.a)Explain the steps in the creative selling process.

b)Explain the relevance of personal selling to an entrepreneur.

5 a) Describe the various

1. Marketing techniques
2. Marketing strategies used by entrepreneurs.

6 a) Describe the characteristics of potential customers.

b) How can an entrepreneur manage difficult customers?

7 a) Justify the need by an entrepreneur to carryout market segmentation.

b) Describe the various bases for market segmentation.

8 (a) Describe the marketing decision areas to be met in the marketing programme

b) Explain the functions of carrying out market survey.

9. Katono a producer of KATS Juice is in the process of determining the numbers of people/institutions within a specific area to whom she is to sell her products

* 1. What are the determinants of these numbers?
  2. Under what circumstances may she set a high price for her products?

10. Nseera, a regular customer of Hi Star Hotel was quoted saying “these people constantly and consistently meet our needs in such a way that we feel wanted and appreciated”

(a) Describe the various strategies being adopted by Hi Star Hotel to achieve this.

* 1. What are the indicators of the satisfied customers of Hi Star Hotel

11. (a) Discuss the tools used in market research

* 1. Describe the various pricing strategies adopted by entrepreneurs.

12. (a) How important is advertising to an enterprise?

* 1. Explain the factors that should be considered when selecting an advertising medium
  2. Describe the essential elements of an advertising message.

13(a) Describe the various methods / tools used by entrepreneurs to increase their turnover.

b)Why may an entrepreneur adopt strategies to boost his sales?

14. Production is said to be complete when goods reach the final consumers.

(a) Describe the various ways / paths of flow of goods to the final consumers.

(b) What factors are considered in choosing the best path to adopt?

(b) Describe the aspects that characterize potential customers

15(a) Why is newspaper advertising preferred to radio advertising ?

b)Under what instances may an entrepreneur sell goods on credit?

16 a) Describe the characteristics of potential customers.

b) Explain the merits of using Internet as a means of advertising.

c) What challenges are faced by entrepreneurs when using internet advertising?

**Topic 10 : TAXATION**

1 a) Explain the causes s of low tax compliance in Uganda.

b) Advise the government on the ways of promoting tax compliance.

2a) Explain the different taxes pa[id by entrepreneurs in business.

b) Account for the popularity of direct taxes over indirect taxes.

3a) Describe the principles of taxation.

b) Explain the factors affecting tax compliance in Uganda.

4 a) Describe the various elements of tax compliance.

b) Identify the various taxes collected by;

i) URA

ii) Local authorities

5. a)What are the advantages of direct taxes over indirect taxes?

b) Identify;

i) Levels of tax compliance

ii) Levels of tax evasion

1. Explain the consequences of tax evasion.

6(a) Describe the sources of capital for the business

b)Under what circumstances may an entrepreneur obtain a bank loan?

c) Suggest ways of ensuring proper loan management

7(a) Explain the ways in which collection of cash is accelerated in business

* 1. In what ways is cash managed in an enterprise?

8(a) Account for the popularity of indirect taxes over direct taxes

* 1. What are the responsibilities of Uganda Revenue Authority?

9(a) Explain the reasons why entrepreneurs should be tax compliant.

* 1. In what ways can entrepreneurs ensure tax compliance?
  2. How can tax evasion be minimized in Uganda

**Topic 11: Business Competition**

1(a) Describe types of business competition

b) Assess the implication of competition in business?

2(a) Explain the factors that;

* + 1. Are considered when analyzing competition
    2. Affect competition

3(a) What strategies do entrepreneurs adopt to win customer acceptance and loyalty?

1. What are the indicators of an increasing level of competition?

4 a) Define the following terms as used in Competition.

1. Competitive advantage
2. Competitive cost advantage

b)Describe the various ways used by the firm to maintain a competitive advantage.

# TOPIC 12: HUMAN RESOURCE/PERSONNEL MANAGEMENT

1(a) Describe the essential elements involved in human resource management.

* 1. What are the responsibilities of human resource department of an enterprise?

2a) Describe the personnel requirements of an enterprise

b) Discuss the sources for recruiting personnel in an organization

1. Why is time rate method of paying workers preferred to piece rate?

3(a) Discuss the causes, benefits and costs of labour turnover

(b) What measures can entrepreneurs adopt to reduce labour turnover?

4(a) Why is it necessary to motivate employees?

1. Suggest possible strategies for retaining employees in an enterprise

5. In order to attract capable and competent people and retain them for long, an entrepreneur has to put in place clear policies regarding salary and wage administration and other benefits to workers.

* 1. In what ways can entrepreneurs reward their workers?
  2. What factors are likely to cause variations in the rewards paid to workers?

6(a) Why do entrepreneurs carry out merit rating?

b)What tools do entrepreneurs adopt to successfully evaluate their workers performance?

c) What measures can be taken to promote good working relations?

7a)Justify the need for training workers in an organization .

b)Describe the procedure of training employees

8(a) Discuss the various methods of training workers that can be adopted by entrepreneurs in an enterprise.

b)Explain the factors that determine employee training .

(c) Why do small businesses neglect training of their workers?

9.The CEO of Kiwooma Bakery introduced the new financial manager to the rest of the workers in a brief meeting at the start of a week and assigned other supervisors to take him through other company aspects.

* 1. What are the aims of doing this?
  2. What factors are considered when preparing this programme?

# TOPIC 13: GENDER AND ENTREPRENEURSHIP

1.There is need for men to work harmoniously with women as joint partners in business.

* 1. What are the constraints to this aspect?
  2. Explain the factors that enhance the above aspect.

2 (a) What are the factors that affect women participation in entrepreneurial activities?

(b) Explain the measures that are being taken by the government of Uganda to promote women participation in business activities.

3 a) Define the following terms as used in entrepreneurship.

1. Gender equality
2. Gender partnership
3. Gender identity
4. Patriarchy
5. Gender equality
6. Gender myths
7. Gender stereotyping

b) Explain the measures of promoting gender equality in entrepreneurship.

**TOPIC 14: CAPITAL MARKETS**

1 a) Distinguish between debt financing and Equity financing.

b) Explain the advantages and disadvantages of debt and equity financing.

2 a) Distinguish between Corporate bond and government bond.

b) Explain the challenges faced by Capital markets industry in Uganda.

3 a) What are collective investment schemes?

b) Explain the advantages and disadvantages of Collective investment schemes.

4 a) Explain the role of Capital Markets Authority to an economy.

b) Describe the procedures involved in buying shares.

5 a) Describe the key players in stock exchange.

b) Explain the functions of Stock exchange Market in Uganda.

**TOPIC 15: SOCIAL ENTREPRENEURSHIP**

* + - 1. a) Distnguish between social enterprises and business enterprise.

b) Explain the role of social entrepreneurship.

2. a) Describe the features of social entrepreneurs.

b) Explain the contribution of social enterprises in Uganda.

3 a) What are the negative effects of businesses on natural environment.

b) Suggest the various ways of minimising dangers of climatic change.

4 a) Describe the structure of social enterprise plan.

b) Explain the various services offered by business support organisations to entrepreneurs in Uganda.

End