

P230/3

ENTREPRENEURSHIP

EDUCATION

Paper 3

3 HOURS.

ASSHU ANKOLE JOINT MOCK EXAMINATIONS 2023

Uganda Advanced Certificate of Education

ENTREPRENEURSHIP EDUCATION

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**INSTRUCTIONS TO CANDIDATES:**

*The paper consists of three sections A, B and C,*

*Answer any **four** questions only.*

*All questions carry equal marks*

*Section A is **compulsory**. Answer any **three** questions from sections B and C.*

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

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



## SECTION A: CASE STUDY

Answer all parts of this question

### 1. Read the case study below and answer the questions that follow;

Chekwasis Linda obtained a degree in veterinary medicine from Makerere university and after completing her studies she mobilized the required resources and established a largescale poultry farm in Matugga - Kiryagonja in Wakiso district.

She is an effective communicator and this has made her a successful entrepreneur because she uses all forms of communication depending on the need. Sometimes she communicates orally to give instructions to her workers, sometimes she writes to warn those who do not perform duties to her expectations, some information is represented on graphs and pie charts such as monthly productivity and profitability.

Linda groups her customers depending on their age, income levels and personality. This has made her realize increased sales, profits, better matching of customers' needs and increased her market share.

She ensures production of high-quality products such as eggs and chickens through emphasizing all elements of total quality management.

The business has registered steady growth and therefore, its records are; Gross profit stands at Shs 84,000,000, Expenses Shs 34,000,000, Total assets Shs 166,000,000 and Total liabilities Shs 66,000,000.

### Questions:

- a) With reference from the case study, point out the forms of communication used by the entrepreneur. (6mks)
- b) (i) Explain the basis of market segmentation used by Chekwasis (6mks)  
(ii) What benefits does the entrepreneur enjoy by segmenting her market? (4mks)
- c) Describe the elements of total quality management that are observed by the entrepreneur (5mks)
- d) Calculate the entrepreneur's rate of return on capital invested (4mks)



## **SECTION B: SCHOOL BUSINESS CLUBS**

Attempt at least one question from this section.

**2. With reference to the project established and operated by your entrepreneurship club;**

- a) Give the general description of the project (5mks)
- b) Describe the purpose of the project (4mks)
- c) Explain the factors you considered when selecting a supplier of project inputs (8mks)
- d) How did proper cash management lead to production of quality products? (8mks)

**3. In relation to the project conducted by your school business club;**

- a) Describe the nature of project (2mks)
- b) Explain the factors that you put into consideration before producing your product (8mks)
- c) How innovative were you when carrying out project activities to ensure production of quality (7mks)
- d) (i) Outline the record books that were kept by the project (4mks)  
(ii) Describe the uses of the record books mentioned in d(i) above (4mks)

## **SECTION C: FIELD TRIPS/ATTACHMENT**

Attempt at least one questions from this section

**4. Basing on the field attachment that you carried out;**

- a) (i) State the objectives of the field attachment (4mks)  
(ii) Describe the business you were attached to (4mks)
- b) Explain the techniques used by the business to ensure sustainability of its employees (6mks)
- c) Describe the steps used by the business to cope with change (5mks)



d) Which ethics does the business show to its competitors (6mks)

5. With reference to any business field trip you carried out as an individual or group;

a) Give the profile of the business (5mks)

b) Explain the factors that were considered by the entrepreneur when making a production plan (7mks)

c) What marketing problems are encountered by the business? (7mks)

d) Advise the entrepreneur of the business visited on the need for employees' performance appraisal (6mks)

**END**