

P230/1

ENTREPRENEURSHIP

EDUCATION

Paper 1

July/August.2023

3 hours



UGANDA NATIONAL ECONOMICS & ENTREPREURSHIP SOCIETY (UNEESO)

Uganda Advanced Certificate of Education

Mock Examinations 2023

ENTREPRENEURSHIP EDUCATION

Paper 1

3 hours

INSTRUCTIONS TO CANDIDATES:

This paper consists of two Sections; A and B.

Answer five (5) questions.

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

Answer four (4) questions from Section B.

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

SECTION A: (20 Marks)

Answer **all** questions in this Section.

- 1 (a) (i) Who is an entrepreneur? **(01 mark)**
(ii) State any three factors that limit entrepreneurs from adopting change in their businesses. **(03 marks)**
- (b) Mention any four reasons for ensuring proper financial record keeping in business. **(04 marks)**
- (c) (i) Distinguish between entrepreneurial environment and entrepreneurial culture. **(02 marks)**
(ii) Outline any two economic environment factors that affect entrepreneurship. **(02 marks)**
- (d) (i) Define the term feasibility study. **(01 mark)**
(ii) Give any three benefits of carrying out a feasibility study before starting a business. **(03 marks)**

- (e) List any four adverse effects of business competition to an entrepreneur. **(04 marks)**

SECTION B (80 Marks)

Answer any **four** questions from this Section

2. (a) Describe the various managerial skills of an entrepreneur. **(10 marks)**
(b) Advise an entrepreneur on the relevance of observing business ethics. **(10 marks)**
3. (a) Explain the sources of business ideas available for entrepreneurs. **(12 marks)**
(b) Describe the procedure of turning a business idea into a product / a business opportunity. **(08 marks)**
4. (a) What contents should be included in a business plan? **(10 marks)**
(b) Why should an entrepreneur prepare a business plan? **(10 marks)**
5. (a) Discuss the various methods of costing a product used by entrepreneurs. **(06 marks)**
(b) Explain factors that may lead to production of products that do not meet requirements and expectations of the customers. **(14 marks)**
6. (a) Explain the different tasks of a Human Resource Manager of an organization. **(10 marks)**
(b) How can a Human Resource Manager reduce labour turnover in an organization? **(10 marks)**
7. (a) Discuss the marketing techniques and strategies used by entrepreneurs in Uganda. **(10 marks)**
(b) Describe the basis of market segmentation by entrepreneurs. **(10 marks)**

-END-

Best wishes and Good Luck

“An investment in knowledge pays the best interest” Benjamin Franklin

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