

P230/1  
ENTREPRENEURSHIP  
EDUCATION  
Paper 1  
July/August  
3 hours



## WAKISSHA JOINT MOCK EXAMINATIONS

Uganda Advanced Certificate of Education

ENTREPRENEURSHIP EDUCATION

Paper 1

3 hours

### INSTRUCTIONS TO CANDIDATES:

- *This paper consists of two sections, A and B.*
- *Answer five questions only.*
- *Section A is compulsory. Answers to this section should be precise and concise.*
- *Answer four questions from section B.*
- *Credit will be given for use of relevant diagrams and illustrations.*
- *Any additional question(s) answered will **not** be marked.*

## SECTION A (20 MARKS)

*Answer all questions in this section*

1. (a) (i) What is meant by the term **entrepreneurial motivation**? (01 mark)  
(ii) Give any **three** determinants of entrepreneurial motivation. (03 marks)
- (b) Outline **four** ways in which entrepreneurs protect business ideas. (04 marks)
- (c) (i) Distinguish between **Micro enterprises** and **small enterprises** (02 marks)  
(ii) State any **two** benefits enjoyed by entrepreneurs operating formal businesses. (02 marks)
- (d) Mention any **two**;  
(i) Strategies required for effective time management. (02 marks)  
(ii) Indicators of time wastage in business. (02 marks)
- (e) State any **two**;  
(i) Contents of an executive summary. (02 marks)  
(ii) Aims of drafting an executive summary. (02 marks)

## SECTION B (80 MARKS)

*Answer any four questions from this section.*

2. (a) Describe the principles of effective communication. (10 marks)  
(b) What techniques should be used by entrepreneurs to improve listening skills? (10 marks)
3. (a) Examine the social-cultural and political factors hindering entrepreneurial intentions and attitudes. (14 marks)  
(b) What are the social responsibilities of a business to the community? (06 marks)
4. (a) Analyse the steps involved in determining the viability of a potential business opportunity. (10 marks)  
(b) Justify the need for carrying out financial viability study. (10 marks)
5. (a) Describe the marketing decision areas considered by entrepreneurs when making marketing programmes. (10 marks)  
(b) What marketing strategies do entrepreneurs adopt to promote their sales? (10 marks)
6. (a) What instances may lead to an increase in the worker's pay? (10 marks)  
(b) Explain the key elements of personnel management. (10 marks)
7. (a) Account for the popularity of direct taxes over indirect taxes. (12 marks)  
(b) What measures are being taken to increase the level of tax compliance in your country? (08 marks)

END