

**LANGO SECONDARY SCHOOLS  
MOCK EXAMINATIONS ASSOCIATION (LASSMEA) 2023  
UGANDA ADVANCED CERTIFICATE OF EDUCATION**

**ENTREPRENEURSHIP EDUCATION**

**PAPER 3**

**JULY / AUG. 2023**

**3 HRS**

**INSTRUCTIONS TO CANDIDATES**

- This paper consists of three sections A, B, and C
- Answer **four** questions only. All questions carry equal marks
- Section **A** is compulsory. Answer **any three** questions from sections B and C, choosing at least **one** question from each section. Any additional question (s) answered will **not** be marked.
- Credit will be given for use of relevant diagrams and illustrations.

## SECTION A: CASE STUDY

Answer all parts of this section.

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

Growing up in a large extended and low income family, Odiambo inherited poverty from his illiterate parents except a large chunk of land in Abuli – Apac district.

At the age of 25 years, the need to get more money and desire to ascend with his education forced Odiambo to have keen interest in business articles and discussions in media. He picked leaflets and brochures about businesses at UMA Trade Shows and at Jinja Agricultural Exhibitions. He also had face interviews and discussions with successful business people. This encouraged him to embark on large scale farming and start a wholesale shop dealing in general merchandise. He has opened branches in the six newly created town councils in the region and a company dealing in produce business.

Odiambo works from 5.00am to 10.00pm every day supervising and monitoring his business activities.

He has employed six shop attendants, a farm manager and 10 casual workers who are paid fair wages and timely; and they are always involved in decision making for the business.

Odiambo is tax compliant and in 2022 he paid to URA a sum of shillings twelve million for tax from his various enterprises. At the moment, Odiambo is experiencing the following situations: supervisory difficulty due to over expansion of the business, competition from many wholesale shops that have come up, management problems because of limited skills, demand for pay rise from workers and low crop yield. He is planning to cut some of the enterprises and remain with only wholesale and produce business.

- (a) How did Odiambo develop his business idea? (03 marks)
- (b) Identify Odiambo's entrepreneurial qualities. (04 marks)
- (c) How does Odiambo motivate his workers? (04 marks)
- (d) What rights does Odiambo have as a tax payer? (05 marks)
- (e) Give the challenges facing Odiambo's enterprises. (04marks)
- (f) Apart from those mentioned in the case study, what other techniques should Odiambo employ to win competition (05 mark)



## SECTION B: SCHOOL BUSINESS CLUB

Answer at least one question from this section.

1. With reference to a business project owned by your school business club.
- (a) Describe the business project (04 marks)
  - (b) Explain the marketing strategies that were used in the business project. (08 marks)
  - (c) Examine the impact of your project on the environment (06 marks)
  - (d) (i) What challenges did you encounter in the project (04mks)
  - (ii) Explain the measures you took to overcome the challenges in d (i) above. (03mks)
2. In relation to a business project owned by your school business club.
- (a) Give the general description of the project. (04 marks)
  - (b) Describe the procedure you followed in purchasing raw materials for processing goods for sale. (08 marks)
  - (c) Based on **SWOT** analysis, what were the threats to the business? (06 marks)
  - (d) Describe the measures you employed to minimize loss of funds of your business project (07 marks)

## SECTION C: FIELD ATTACHMENT AND FIELD TRIP

Answer at least one question from this section.

1. For any one business enterprise that you were attached to:-
- (a) (i) State the vision of the business. (01 mark)
  - (ii) Describe the business you visited (04 marks)
  - (b) Draw a sketch of the physical layout of the business (05 marks)
  - (c) What marketing problems are faced by the business (07 marks)
  - (d) Describe the various books of accounts used in the business. (08 marks)
2. For any one field trip you made as an individual or a group:
- (a) (i) State any three objectives of the field trip (03 marks)
  - (ii) Describe the business you visited (04 marks)
  - (b) How are costs minimized in the business you visited? (04 marks)
  - (c) What contributions does the local community give to the business you visited? (04 marks)
  - (d) Describe the activities the business does to ensure cleanliness (04 marks)
  - (e) What activities does the business you visited do to manage personnel? (04 marks)

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