

P230/1  
ENTREPRENEURSHIP  
EDUCATION  
Paper 1  
JULY/AUGUST, 2022  
3 Hours



**MATIGO EXAMINATIONS BOARD**  
***Uganda Advanced Certificate of Education***

**ENTREPRENEURSHIP EDUCATION**

**PAPER 1**

**TIME: 3HOURS**

**INSTRUCTIONS TO CANDIDATES:**

*This paper consists of two sections A and B*

*Answer **five** questions.*

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

*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.*

**Turn Over**

## SECTION A (20 MARKS)

*Answer **all** questions in this section*

1. To achieve full utilization of resources and economic development, there is need to instil a culture that encourages the whole population to take advantage of the abundant opportunities in the environment.
  - (a) (i) Out line any **two** determinants of this aspect. (02 marks)
  - (ii) Mention any **two** ways in which it can be promoted. (02 marks)
  - (b) (i) Outline any **two** types of inventory held in business. (02 marks)
  - (ii) Give **two** costs of maintaining high inventory levels in business. (02 marks)
  - (c) State **four** players of capital markets. (04 marks)
  - (d) (i) Distinguish between **competitive cost advantage** and **sustainable competitive advantage**. (02 marks)
  - (ii) Mention any **two** ways in which firms compete. (02 marks)
  - (e) URA has sent to Amanda an sms reminding her about her tax arrears for the last 18 months.
    - (i) Mention any **two** factors that might have led to Amanda's behavior. (02 marks)
    - (ii) List any **two** strategies that URA can adopt to reserve this behavior. (02 marks)

## SECTION B (80 Marks)

*Answer any four questions form this section.*

2. (a) Identify the steps that an entrepreneur should follow when making ethical decision. (08 marks)
- (b) Explain the factors that influence an entrepreneur while making ethical decisions. (12 marks)
3. The trans-border movement of people, goods, capital and ideas is taking place due economic integration which enhances trade.
  - (a) Examine the determinants of this movement. (10 marks)
  - (b) What is the impact of this movement to entrepreneurship? (10 marks)
4. (a) Why do business exist in varying sizes? (12 marks)
- (b) Explain the factor that necessitate good relationship between family and business. (08 marks)

5. Kitone is drafting a document to act as a management tool to help keep focus on the nature of business in order to achieve the goals.
- (a) Describe the components she can include to make this document complete. (12 marks)
  - (b) Under what circumstances may she draft this document? (08 marks)
6. Blessed hotel is operating on large scale with several braches in various towns of the country serving different customers.
- (a) Explain to the management of blessed Hotel the aspects it should base on when dividing the market in small groups of individuals each with similar wants and needs. (14 marks)
  - (b) What are the aims of creation of such market divisions? (06 marks)
7. (a) Examine the factors that affect the amount of a worker's pay. (10 marks)
- (b) Describe the various methods an entrepreneur can use to pay employees in an enterprise. (10 marks)

END

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