

P230/1

ENTREPRENEURSHIP EDUCATION

Paper 1

July - August, 2023

3 hours.



UGANDA MUSLIM TEACHERS' ASSOCIATION

UMTA JOINT MOCK EXAMINATIONS 2023

UGANDA ADVANCED CERTIFICATE OF EDUCATION

Entrepreneurship Education

Paper 1

3 HOURS

INSTRUCTIONS TO CANDIDATES

- *This paper consists of two section; A and B.*
- *Answer all questions in Section A. Give precise answers for this section*
- *Attempt only four questions in section B.*
- *All questions in section B carry equal marks.*
- *Additional question(s) answered will not be marked.*

Turn over

SECTION A

- 1(a) (i) What is meant by the term achievement motivation? (01 mark)
- (ii) People with a strong need for achievement have common features, what are these features? (03 marks)
- (b) (i) Mention any two contributions of social entrepreneurs to the community. (02 marks)
- (ii) Give any two environmental threats caused by businesses in Uganda. (02 marks)
- (c) (i) What factors should an entrepreneur put into consideration when evaluating a business idea? (02 marks)
- (ii) Mention any two factors that determine sales in a business. (02 marks)
- (d)(i) Distinguish between the pull strategy and push strategy as used in sales promotion. (02 marks)
- (ii) State any two ways in which entrepreneurs in Uganda promote their sales. (02 marks)
- (e) State any four factors considered when analyzing competition. (04 marks)

SECTION B

2. The entrepreneurial environment can operate better when the political environment factors are boosted.
- (a) Explain the political factors that foster entrepreneurial decisions and intentions. (10 marks)
- (b) Of what importance is globalization in the business world today? (10 marks)
- 3(a) Explain the factors that necessitate a good relationship between family and business. (08 marks)
- (b) Many relatives have come together to establish business with hope that they will succeed in operation but they end up failing. What is causing such failure in these businesses? (12 marks)

Turn Over

- 4(a) Describe the components of a financial plan. (10 marks)
- (b) A business can have all the finances to operate but without proper marketing, nothing much can be achieved. Why do businesses design marketing plans? (10 marks)
- 5(a) Explain the factors considered when choosing packaging materials for a business. (10 marks)
- (b) Explain the merits of packaging products in business. (10 marks)
- 6(a) Why do enterprises train employees when they already have their qualifications? (10 marks)
- (b) Advise a big firm on the methods that can be used to carryout performance appraisal for their employees. (10 marks)
- 7(a) Describe the major players in the Uganda capital markets. (10 marks)
- (b) What are the advantages and disadvantages of investing in shares? (10 marks)

END