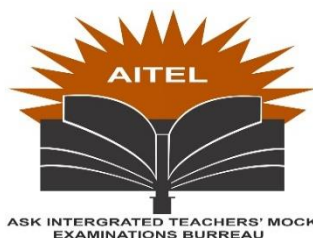


**P230/1**  
**ENTREPRENEURSHIP**  
**EDUCATION**

Paper 1  
**July/Aug. 2022**  
**3 hours**



# **AITEL 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 any **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*

### SECTION A (20 MARKS)

1. (a) (i) Who is an enterprising person? (1 mark)  
(ii) Give any three traits of enterprising people. (3 marks)
- (b) (i) Distinguish between **financial feasibility** and **technical feasibility** study. (2 marks)  
(ii) Mention any two relevance of carrying out feasibility study before starting a business. (2 marks)
- (c) (i) Distinguish between empowerment and affirmative action as used in gender. (2 marks)  
(ii) Mention any two factors that enhance gender partnership. (2 marks)
- (d) (i) Outline any two challenges associated with family business. (2 marks)  
(ii) Give the role of SMES in the development of your country. (2 marks)
- (e) (i) Mention any two tools of monitoring business operations. (2 marks)  
(ii) Give any two objectives of preparing a marketing plan. (2 marks)

### SECTION B (80 MARKS)

2. (a) Describe the principles of effective personal branding. (12 marks)  
(b) What is the purpose of developing a good personal brand for an enterprise? (8 marks)
3. (a) Explain the social cultural and political factors that affect entrepreneurial attitudes and opportunities. (10 marks)  
(b) What is the implication of globalization to your country? (10 marks)
4. (a) What are the indicators of increase in the level of competition. (10marks)  
(b) Explain the factors that influence competition in business. (10 marks)
5. (a) Explain the objectives of pricing business products. (10 marks)  
(b) Explain the factors considered when determining prices for business products. (10 marks)
6. (a) What is the rationale for inventory control in business. (10 marks)  
(b) Explain the controls for better time management. (10 marks)
7. (a) Explain the procedures for recruiting workers in an enterprise. (10 marks)  
(b) Explain the factors that determine employee training and professional development. (10 marks)

END