

**P230/3**  
**ENTREPRENEURSHIP**  
**EDUCATION**  
**July/Aug, 2023**  
**PAPER 3**  
**3HOURS**



**MATIGO MOCK EXAMINATIONS BOARD**

*Uganda Advanced Certificate of Education*

**ENTREPRENEURSHIP EDUCATION**

**PAPER 3 2023**

**TIME: 3HOURS**

**INSTRUCTIONS TO CANDIDATES**

*This paper consists of three sections A, B and C.*

*Answer only four questions*

*Section A is compulsory*

*Choose at least one question from section B and C*

*Any extra question(s) attempted will not be marked*

**Turn Over**

## **SECTION : A CASE STUDY**

### **1 Read the study below and answer the questions that follow.**

Asasira and kusasira were best friends. They were from families with low income . The two were reporting late to school and were always chased out of school for nonpayment of school dues, one day, Asasira and Kusasira decided that they should start their own business of selling packed fruits in Rukungiri town.

With the help of a former student of their school who had completed a bachelor's degree in entrepreneurship and small scale business management, they wrote a well structured formal business plan. Whoever could read through the business plan was very happy with the project. Nevertheless they received financial support from no one.

To raise capital, Asasira and kusasira decided to work extra hard. They dropped out of school before completing senior six. They started selling firewood, they would collect from the forest as well as filling the; land for other people in the suburbs of the town in exchange for money. Many people looked at Asasira and kusasira as written off members of the society. After raising enough initial capital from hard labour they started purchasing, packaging and distributing rare delicious fruits to consumers in various offices in town. Little did kusasira and Asasira know that there were other dealers in the same business.

Asasira and Kusasira did many things to win competition. They saved much of whatever income they earned and decided to invest the income in collective investment scheme thus enabling them to diversify risks and earn more revenue.

As consumers of packaged fruits increased in number more sales agents were recruited, trained and well motivated for easy delivery and to avoid labour turnover. Neither the customers nor the staff registered any complaints about the enterprise.

Asasira and kusasira gained knowledge and skills that enabled them to monitor and maintain a competitive position in the diversified investments. They became wealthy, lived happier life and became role models in entrepreneurship in Rukungiri district.

(a) Present the executive summary of the business plan of Asasira and Kusasira.

(05marks)

(b) Identify the aspects of business operations Asasira and Kusasira could have used to win competition.

(05marks)

- (c) Mention the factors that the proprietors of the business mentioned above might have considered when choosing packaging materials. (03marks)
- (d) What were the benefits Asasira and Kusasira enjoyed by investing in collective investment schemes? (05marks)
- (e) Briefly explain the importance of distribution channel used in the case study. (05marks)
- (f) Outline the costs of labour turnover Asasira and Kusasira avoided by motivating the staff. (02marks)

### **SECTION B: SCHOOL BUSINESS CLUB.**

**2** With reference to a business project owned by your school business club.

- (a) Present the general description of the business project. (04marks)
- (b) Describe any four duties that were performed by the enterprise financial manager. (04marks)
- (c) State the:
- (i) Mission statement of the business project. (01mark)
- (ii) Goals of the project (03marks)
- (iii) Core values of the project. (03marks)
- (d) Show the elements that helped you to create an effective personal brand for your business project. (05marks)
- (e) Present the procedures that were followed to establish the project. (05marks)

**3** With reference to a business project owned by your school business club:

- (a) Describe the project you carried out. (04marks)
- (b) Show the way through which time was wasted in your business activities

(04marks)

(c) Explain the factors that favored the establishment of the business project in your school.

(d) Describe the steps you followed to determine the profitability of your project.

(04marks)

(e)(i) What risks did your business project encounter.

(04marks)

(ii) How did you manage the risks mentioned in e(i) above?

(04marks).

### **SECTION C: FIELD ATTACHMENT/ FIELD TRIP**

4(a) For any field attachment you carried out:

(a) Present the general description of the business you were attached to (04marks)

(b)(i) Describe the target customers of the business you were attached to (03marks)

(ii) Explain any three marketing techniques employed by the business you were attached to

(03marks)

(c) Describe any activities you were involved in while on the field attachment.

(03marks)

(d)(i) Identify the production costs of the business you were attached to.

(ii) Advise the proprietor of the business you were attached to on how to minimize the production costs mentioned in (d)(i) above.

(03marks)

(e) Explain the contribution of the community to the business you were attached to

(06marks)

5. For any one business field trip you made as an individual group:

(a)(i) State any two objectives of the field trip

(02marks)

(ii) Describe the business you visited.

(02marks)

(iii) Draw a lay out of the business you visited.

(02marks)

(b) How does the business you visited manage its cash resources?

(03marks)

- (c) (i) Identify the business opportunities the owner of the business you visited can exploit. (05marks)
- (ii) Advise the proprietor of the business visited about the qualities of a good business opportunity. (04marks)
- (d) How does the business you visited promote quality? (03marks)
- (e) Explain how the business you visited cope with change to overcome business failure. \* (03marks)

**END**