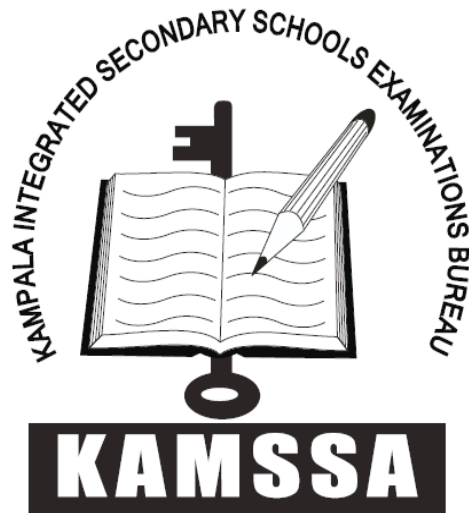


*P230/3*  
*ENTREPRENEURSHIP*  
*EDUCATION*  
*Paper 3*  
*July/Aug 2022*  
*3hours*



**KAMSSA JOINT MOCK EXAMINATIONS**  
**Uganda Advanced Certificate Of Education**

**ENTREPRENEURSHIP EDUCATION**

**Paper 3**

**3hours**

**Instructions to Candidates:**

**INSTRUCTIONS:**

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

*Answer **four** questions.*

*Section A is compulsory.*

*Answer any **three** questions from section B and C.*

*Credit **will be given** for use of relevant diagrams and illustrations.*

*Any additional question(s) answered **will not be marked**.*

## **SECTION A: COMPULSORY (A CASE STUDY)**

**Read the following case study of Tondo Unisex salon and answer the questions that follow.**

After completing his Bachelor's degree in Business administration at Kyambogo University in 2019, Tondo had a dream of getting a well paying job befitting his academic qualifications. However, six months after graduation, the job was still illusive. He had to make a decision whether to continue with what was turning out to be a fruitless search for a job or start a small business.

It was during this moment of indecision that a one day workshop was organized at his home village Busunju, Mityana district by the community Development Officer (C.D.O) advising the jobless youth on different businesses they could start. For Tondo, the salon business struck a chord with him so much that he went ahead to seek guidance from his friends in the business and his parents.

As his parents gave him a market analysis that showed the business was in demand both in town and villages throughout the year and especially during festive seasons, his friends in the same business gave him courage to start with at least Shs.1,000, 000 as capital, for which he raised by selling his local bull and also getting some money from his mother to start the business. Tondo located his unisex salon at Nakwaya town, Mityana district and he obtains the salon inventories from that very town.

The salon offer services like haircuts, hair styling as well as shampooing and, customers started flocking in his salon because of a TV and radio system which entertain them. There are also magazines which show different hair styles that help customers on what kind of hair style to adopt. He offers a variety of payment methods to customers. i.e cash and cheque. The salon opens even on weekends.

Due to heavy work, Tondo brought his young brother and also employed two boys to assist him. However according to Tondo, maintaining the equipments is hard because sometimes those boys don't know how to handle them, and equipments can also be damaged following a small misunderstanding between these two boys. There is also a lot of sabotage as some times the boys intentionally divert customers to the competitors where they work on them cheaply.

Despite of all those challenges, Tondo is prospecting that after one year, the salon will offer pedicures, manicures, skin care and spa treatment on top of the current services provided.

- a) Show the various entrepreneurial characteristics that are portrayed by Tondo. **(05 marks)**
- b) What are the challenges faced by Tondo? **(04 marks)**
- c) Basing on the case study, give different ways in which family involvement helped Tondo in his business. **(03 marks)**
- d) Mention the strategies used by Tondo to promote his sales. **(05 marks)**
- e) What lessons do you learn from the case study? **(04 marks)**
- f) Drawing from your experience, give four business ethics business owners should practice towards their customers. **(04 marks)**

## **SECTION B: (SCHOOL BUSINESS CLUB)**

2. With reference to the business project owned by your school business club;

- a) Give the general description. **(05 marks)**
- b) Mention the sales promotion strategies you used in your business **(05 marks)**
- c) Describe the ways you adopted to maximize your profits **(05 marks)**
- d) Show how inventory was properly managed. **(05 marks)**
- e) Describes the operational activities of your business project. **(05 marks)**

3. With reference to the business project owned by your school business club;

- a) State the objectives and goals of the project. **(04 marks)**
- b) Explain how you raised the start-up capital. **(04 marks)**
- c) How did you market your products? **(06 marks)**
- d) How is gender considered in your project? **(03 marks)**
- e) Give the ways you put in place for proper cash management. **(06 marks)**

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

4 . For any field attachment you carried out;

- a) Give the general description of the business you were attached to. **(05 marks)**
- b) Explain the various forms of communication used in the business you were attached to. **(05marks)**
- c) i) Give any three source documents used in the business you were attached to. **(03 marks)**  
  
ii) What are the uses of the source documents mentioned in c)i) above. **(03 marks)**
- d) What are the measures used by the business to ensure discipline of its employees. **(06 marks)**
- e) What indicators of good time management did you observe from the business you were attached to? **(03 marks)**

5. For any field trip you conducted as a group or individual;
- a)i) State the objectives of the field study. **(02 marks)**
  - ii) Describe the business you visited. **(05 marks)**
  - b) Give reasons why the business you visited should cope up with change. **(03 marks)**
  - c) Describe the production process of the business you visited. **(05 marks)**
  - d)i) State any three marketing challenges faced by the business you visited. **(03 marks)**
  - ii) Advise the business owner on how to overcome the above challenges. **(03 marks)**
  - f) How does the business you visited exhibit good ethics towards the government?  
**(04 marks)**

***END***