

P230/3
ENTREPRENEURSHIP
EDUCATION

Paper 3
26 August 2018
3 hours

ENTEBBE JOINT EXAMINATION BUREAU

Uganda Advanced Certificate of Education

ENTREPRENEURSHIP EDUCATION

Paper 3

3 hours

INSTRUCTIONS TO CANDIDATES

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

*Attempt only **four** questions.*

***All** questions carry equal marks.*

Section **A** is **compulsory**.

*Attempt at least **one** question from each of the Sections **B** and **C**.*

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

Any extra question(s) shall not be assessed.

SECTION A

SECTION A: CASE STUDY

Answer all parts of this Section.

1. Read the case study and answer the questions that follow;

Bisoboka, an orphan, struggled with life because he always desired to be like Mayanja, who owned a poultry farm in Kasanje village, Wakiso district 2 kilometers away from his place of residence.

Most of Bisoboka's friends are also engaged in poultry business. He was always inspired by various literature and magazines entitled, "How to Start Small and become Big."

"In the newspapers, I always look for articles about the entrepreneur," says Bisoboka.

In 2010, Bisoboka acquired government assistance through the *Prosperity for All* program and started a poultry project with about 500 chicks. At the moment, Bisoboka has about 5,000 chickens and supplies eggs to most wholesalers and retailers in Wakiso district.

Unlike the eggs of his competitors, Bisoboka's eggs have a yellow yolk which most consumers prefer. Bisoboka packages his eggs in well-designed woolen trays to protect them from damage. He currently employs a general manager in charge of supervising all the departmental heads of business. Since his business is a medium enterprise, he delivers his products using a delivery van.

Questions

- (a) Prepare a mission statement for Bisoboka's business. (04 marks)
- (b) Identify the sources of business ideas that Bisoboka used to start his business. (04 marks)
- (c) What risks are likely to be experienced by Bisoboka in his business? (05 marks)
- (d) In what ways can he make his business formal? (04 marks)
- (e)
 - (i) Give the types of innovation used in Bisoboka's business. (04 marks)
 - (ii) What other related business opportunities can Bisoboka undertake in his area of operation? (04 marks)

SECTION B

SCHOOL BUSINESS CLUBS

*Answer at least **one** question from this Section*

2. Basing on your school entrepreneurship business project:
- (a) Describe the project. (05 marks)
 - (b) State the objectives of the business. (05 marks)
 - (c) Explain how the capital of the business was raised. (05 marks)
 - (d)
 - (i) Explain how the activities of the business club were carried out. (05 marks)
 - (ii) Give the record books used in the business club. (05 marks)
3. With reference to any business project owned by your school business club.
- (a) Describe the nature of the project. (05 marks)
 - (b) What challenges did you face in negotiating with customers and suppliers? (05 marks)
 - (c)
 - (i) What risks were faced by the business? (05 marks)
 - (ii) State the measures you adopted to minimize the risks in your business. (05 marks)
 - (d) How did you raise the membership in your business club?(05 marks)

SECTION C

FIELD ATTACHMENT /FIELD TRIP

*Answer at least **one** question from this Section*

- 4.** For any business you were attached to;
- (a) Describe the nature of the business. (05 marks)
 - (b) Identify the forms of written communication. (05 marks)
 - (c) How does the business you were attached to ensure sustainability? (05 marks)
 - (d)
 - (i) State the financial activities carried out by the business you were attached to. (05 marks)
 - (ii) Explain the control measures used to ensure proper cash management in your business. (05 marks)
- 5.** With reference to **any one** business field trip you made either as an individual or group.
- (a) Outline any **five** objectives of the trip. (05 marks)
 - (b) Explain the administrative and management plan of the business you visited. (05 marks)
 - (c) How does the business you visited cope with change? (05 marks)
 - (d)
 - (i) Discuss the methods used to determine the pay for the different employees of the business organization. (05 marks)
 - (ii) What are the benefits of motivating the employees to the business visited? (05 marks)