

Students Name:

School Name: Index Number



P230/3
ENTREPRENEURSHIP
EDUCATION
Paper 3
July 2022
3 hours

ENTEBBE JOINT EXAMINATION BUREAU

Advanced Certificate of Education

ENTREPRENEURSHIP EDUCATION

PAPER 3

3 HOURS

INSTRUCTIONS TO CANDIDATES

- *This paper consists of three sections; A, B and C*
- *Answer four (4) questions only. All questions carry equal marks.*
- *Section A is compulsory. Answer any three questions from sections B and C, choosing at least one question from each section.*
- *Any additional question(s) answered will not be marked.*
- *Make a grid and show questions answered in their order.*

SECTION A: CASE STUDY

Answer all parts of this section

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

Atwoki John Bosco grew up as an orphan, he was up brought by his Aunt who educated him up to P.7 at Fortportal Model primary school. After P.7 , he ran away from the aunt and came to Kampala to forge another life because school fees for Secondary wasn't available. He got a friend who was a seller of fruits on a wheel barrow and started helping him.

Later Atwoki separated from the friend and started his own business. Borrowed money from a SACCO . He used part of it to acquire a wheel barrow and the rest for purchases.

He could wake up very early and go to town to meet his customers. He could speak politely to customers, he used to sell high quality fruits to them, he was very kind and cheerful to customers, sometimes could even sing for them.

Every month paid shs 50,000 to KCCA in order to be allowed operate his business without any disturbance. He had plans of renting a room in Nakayiba bus park and also register his business with URSB.

Questions

- a) Explain the entrepreneurial characteristics that made Atwoki successful. 5 mark
- b) Explain the different measures Atwoki undertakes to properly manage the borrowed funds. 5 marks
- c) Explain the business ethics Atwoki exhibits to his customers. 5 marks
- d) Explain the benefits Atwoki enjoys from paying government taxes. 5 marks
- e) Give the advantages Atwoki will enjoy from registering his business 5 marks

SECTION B: SCHOOL BUSINESS CLUB

Answer at least one question from this section

2. In relation to your school entrepreneurship club business project;

- a) Give the general description of the project. 4 marks
- b) Describe how you generated the business idea. 4 marks

- c) Describe the procedures you followed when preparing the business plan for your enterprise. 6 marks
- d) Explain the marketing strategies you used in the business project. 6 marks
- e) Explain the factors that encouraged you to produce high quality products in the business project. 5 marks

3. With reference to a business project owned and operated by your school entrepreneurship Business Club.
- a) State two
- i) Goals for the business club project 2 marks
 - ii) Objectives for the business club project 2 marks
- b) Explain the factors that limited your business club operations. 5 marks
- c) Explain how you ensured proper time management in your business club project. 5 marks
- d) Describe the types of innovation you embraced in your business club project. 5 marks
- e) Explain the benefits of your business club project to the community. 6 marks

SECTION C: FIELD ATTACHMENT/ FIELD TRIP

*Answer at least **one** question from this section.*

4. For any one business enterprises that you were attached to;
- a) Give the profile of the business you were attached. 4 marks
 - b) Describe the tools the business uses to manage its inventory 5 marks
 - c) Describe the record books the business uses 5 marks
 - d) Explain the challenges faced by the business you were attached. 5 marks
 - e) Advise the business on the steps to follow when insuring its vehicles. 6 marks
5. For any one field trip you made as an individual or group;
- a) (i) State the objectives of the field trip. 3 marks
 - (ii) Mention the legal form of the business you visited. 2 marks
 - b) What techniques does the business you visited use to handle difficult customers. 5 marks
 - c) How does the business you visited maintain its competitive advantage over others. 5 marks
 - d) Advise the owner(s) of the business about the need for motivating workers. 5 marks

e) Describe the plant lay out of the business you visited.

5 marks

END