

## ENTREPRENEURSHIP PAPER 3(P230/3) QUESTION APPROACH

### **(A) Guidelines on answering Case study questions (including giving evidence)**

<p><b>1. Case study questions involving:</b></p> <ul style="list-style-type: none"> <li>Advise, suggest, Recommend</li> </ul> <p><b>OR: Question with speculative phrases/words like;</b></p> <ul style="list-style-type: none"> <li>Will, might, could, should, likely, possible, some</li> </ul>	<p><b>Approach:</b></p> <ul style="list-style-type: none"> <li>The responses/answers are got from outside the case study and evidence is not required/ not a must</li> </ul>
<p><b>2. Questions involving direct responses/answers;</b></p> <p>These are questions whose responses/answers are got directly from the case study hence the <b>evidence is implied</b>/the answer is the evidence itself.</p> <p><b><u>The commonly used phrases may include;</u></b></p> <ol style="list-style-type: none"> <li>Questions that involve <b>"Give", "State," "Identify "what"</b>.</li> <li>Questions involving <b>"How"</b>.</li> <li>Questions involving <b>"measures", "Strategies", "ways", controls"</b></li> <li>Questions involving <b>"Justify the view",</b></li> </ol>	<ul style="list-style-type: none"> <li>This means that a Correct response <b>with or without</b> further evidence is awarded a full mark.</li> </ul>
<p><b>3. Questions involving indirect responses:</b></p> <p>They are divided into two;</p> <p><b><u>i). Questions whereby the evidence is provided in the case study</u></b></p> <p>Such are commonly used with questions that involve standard aspects/phrases like;</p>	<p><b>Approach:</b></p> <ul style="list-style-type: none"> <li>The evidence must be interpreted or analyzed well to help in getting the appropriate answer to the question e.g. Identify Amooti's entrepreneurial qualities..</li> </ul>

<ul style="list-style-type: none"> <li>▪ <i>“Characteristics/features/qualities/traits/attributes”</i></li> <li>▪ <i>“Methods/tools/sources/principles/doctrines/laws”.</i></li> <li>▪ <i>Elements/components/contents</i></li> </ul>	
<p><b>ii).</b>  <b>Questions whereby both the evidence and responses required are not provided in the case study.</b></p> <p>e.g. <i>Explain the benefits of the business to the community.</i></p>	<p><b>Approach:</b></p> <ul style="list-style-type: none"> <li>• <i>The response and evidence are obtained from outside the case study from general knowledge of Entrepreneurship or from paper 1 and paper 2 related concepts, areas or aspects.</i></li> </ul>
<p><b>4. Read the case study more than once.</b> On the first reading through the questions, the student should note the topic each sentence or paragraph is about. The second reading is after reading the questions and here the student identifies the answers to the questions.</p>	
<p>5. For questions where evidence is required, the first part of the answer should be the proper statement of the point and the second part should be the evidence.          Its better to give evidence or examples on each answer.  <b>NB: Even if a question requires you to mention or outline, please give evidence, also</b></p>	
<p><b>6. Questions asking for reasons.</b> Evidence is not required since giving evidence means giving reason. But a candidate can give examples</p>	
<p><b>7. Suggestive questions:</b>          These questions ask the learner to advise or give his/her personal opinion thus evidence is not required.</p>	



**c) How did you raise startup capital?**

- ***This requires a student/candidate to give the process not sources of capital.***
- ***i.e*** –Conducting a meeting about how to raise capital
  - Discussing the possible sources of raising capital
  - Agreeing raising capital through membership
  - Agreeing on the amount to be paid by each member
  - Setting a deadline for paying
  - Paying/Receiving payments/contribution

**d)**

- Factors considered/that were considered.
- Factors that affect/that affected/affecting
- Factors that determine/that determined/determining.
- Factors that influence/that influenced/influencing.

**Approach:**

- *State or give a neutral point but the evidence should be one sided and mostly positive/favourable part of the factor.*

***e.g. Availability of market. There was a large market which was provided by students, teachers and parents[evidence; “Mention who provides the market”]***

➤ **Variation of evidence is allowed**

➤ It is advisable to separate the evidence from the main point.

## NATURE OF EVIDENCE FOR COMMONLY USED POINTS IN SECTION B & C

Statement /concept	Expected Evidence
a) Employment	<ul style="list-style-type: none"> <li>• Give number of people</li> <li>• Describe work people are involved in</li> </ul>
b) Market	<ul style="list-style-type: none"> <li>• Mention the (target) customers e.g. the market is provided by the community of Hoima City</li> </ul>
c) Infrastructure	<ul style="list-style-type: none"> <li>• Give examples of infrastructure e.g. Roads, buildings etc.</li> </ul>
d) Raw materials	<ul style="list-style-type: none"> <li>• Mention the raw materials and the source e.g. Sugar from Abooki General Suppliers, Entebbe Depot etc.</li> </ul>
e) Skills e.g. Entrepreneurship skills	<ul style="list-style-type: none"> <li>• Give the examples of the skills like Decision making skills etc.</li> </ul>
f) Capital/ money/finance/loans	<ul style="list-style-type: none"> <li>• Give the amount.</li> </ul>
g) Specified expenses/costs	<ul style="list-style-type: none"> <li>• Give the amount</li> </ul>
h) Documents (source documents, purchasing documents.)	<ul style="list-style-type: none"> <li>• The evidence should bring out the use/purpose.</li> </ul>
i) Books (Books of accounts, Records)	<ul style="list-style-type: none"> <li>• The evidence should bring out the use/purpose.</li> </ul>

j) <b>Tools</b> (monitoring, stores/inventory right).	<ul style="list-style-type: none"> <li>● <i>The evidence should bring out the use/purpose.</i></li> </ul>
<b>k) Products/services</b> N.B: For a point of a variety of products, mention more than one.	<ul style="list-style-type: none"> <li>● <i>Mention the products/services offered.</i></li> </ul>
<b>l) Market Research</b>	<ul style="list-style-type: none"> <li>● <i>Evidence should bring out the tool or method used e.g. use of questionnaires</i></li> </ul>
<b>m) Storing</b>	<ul style="list-style-type: none"> <li>● <i>Mention/describe the place</i></li> </ul>
<b>n) Branding</b>	<ul style="list-style-type: none"> <li>● <i>Mention/give the brand name e.g. the products were branded quality snacks/Delicious cakes.</i></li> </ul>
<b>o) Distributing</b>	<ul style="list-style-type: none"> <li>● <i>Mention the distribution channel e.g. short channel of distribution</i></li> </ul>
<b>p) Advertising</b>	<ul style="list-style-type: none"> <li>● <i>Mention the method or media of advertising</i></li> </ul>
<b>q) Involvement in decision making</b>	<ul style="list-style-type: none"> <li>● <i>Mention the areas where workers are/were involved in decision making for example; marketing decisions, production decisions etc.</i></li> </ul>
<b>r) Job security</b>	<ul style="list-style-type: none"> <li>● <i>E.g. Giving appointment letters</i></li> <li>● <i>(Should indicate how job security is assured/ensured).</i></li> </ul>
<b>s) Fringe benefits</b>	<ul style="list-style-type: none"> <li>● <i>Give examples of fringe benefits</i></li> </ul>
<b>t) Protective equipment</b>	<ul style="list-style-type: none"> <li>● <i>Give examples of equipment</i></li> </ul>

<b>u) Training</b>	<ul style="list-style-type: none"> <li>● Give type of training, when training is done/time</li> <li>● Give training on what and by who e.g. workers were trained how to use an Oven by the production Manager</li> </ul>
<b>v) Skilled labour</b>	<ul style="list-style-type: none"> <li>● Give level of qualifications.</li> </ul>
<b>w) Specialization and division of labour</b>	<ul style="list-style-type: none"> <li>● Mention areas of specialization</li> </ul>
<b>x) Monitoring and supervision</b>	<ul style="list-style-type: none"> <li>● Mention who does the monitoring (give title/name <b>Or</b> Describe how monitoring is carried out</li> <li>● Show tools of monitoring</li> </ul>
<b>y) Production of high quality products</b>	<ul style="list-style-type: none"> <li>● Mention ways of achieving quality products</li> </ul>
<b>z) Customer care</b>	<ul style="list-style-type: none"> <li>● Give examples/ways</li> </ul>
<b>aa) After sales services</b>	<ul style="list-style-type: none"> <li>● Show how you ensured it</li> </ul>
<b>bb) Showing respect</b>	<ul style="list-style-type: none"> <li>● Evidences should bring out how</li> </ul>
<b>cc) Handling customer's complaints</b>	<ul style="list-style-type: none"> <li>● Evidence should bring out how e.g. Apologizing to customers, cash refunds, product refunds</li> </ul>
<b>dd) Discounts</b>	<ul style="list-style-type: none"> <li>● Give the percentage, type of discounts and the reason e.g. 5% cash discount to encourage prompt payment</li> </ul>
<b>ee) Competition</b>	<ul style="list-style-type: none"> <li>● Mention who provides competition</li> </ul>
<b>ff) Providing right quantity of products</b>	<ul style="list-style-type: none"> <li>● Using a weighing scale approved by UNBS</li> </ul>