

P230/1
ENTREPRENEURSHIP
EDUCATION
2024
3 HOURS



JOURNEY OF SUCCESS EXAMINATIONS BOARD.

UGANDA ADVANCED CERTIFICATE OF EDUCATION

ENTREPRENEURSHIP EDUCATION

PAPER ONE

Time ; 3 hours

Instructions to the Candidates:

This paper consists of two (2) sections ; A and B

Answer five (5) questions.

Section A is compulsory. Use precise responses to this question

All four questions from section B.

Additional questions answered will not be marked.

SECTION A (20 marks)

Answer all questions in this section.

1. (a) There are various forms of transforming existing business resources to new ones using peoples 'creativity'.
 - i. Mention any two of these forms [02 marks]
 - ii. Outline any two traits that should be possessed by those involved in the transformation [02marks]
- (b)
 - i. State any two qualities of entrepreneurs. [02 marks]
 - ii Outline any two ethical behaviors that business men practice towards the government [02 marks]
- (c) Mention any four characteristics of an entrepreneurial environment [04 marks]
- (d)
 - (i) Distinguish between marketing mix and marketing strategy [02 marks]
 - (ii) List any two tools adopted for effective marketing strategy [02 marks]
- (e) URA always reminds their clients about the tax arrears for the especially when they delay
 - i. Mention any two factors that may lead to this act [02 marks]
 - ii. List any two strategies that URA can adopt to reverse this behavior [02 marks]

SECTION B. (80 marks)

Answer only four(4) questions from this section.

- 2 a) Explain why direct taxes are levied on entrepreneurs in Uganda. [10marks]
- b) Discuss the challenges faced by tax authorities in enforcing tax compliance among entrepreneurs in Uganda. [10 marks]

- 3 a) What are the features associated with effective communication? [10 marks]
b) Suggest the measures to overcome the communication barrier among entrepreneurs [10 marks]
- 4 a) Describe the purchasing process followed by entrepreneurs [14marks]
b) What are the dangers of poor inventory management? [06 marks]
- 5 a) Explain the types of sustainability as a regards social entrepreneurship [8marks]
b) What strategies can be undertaken to measure the sustainability of social enterprise. [12marks]
- 6 a) Point out the contribution of stock exchange market to the economic development of the country. [10marks]
b) Explain the main components of a prospectus. [10marks]
- 7 a) Describe the recruitment process as regards human resource management [14marks]
b) Analyze the needs for recruiting workers in an enterprise. [06marks]

END