

P230/3
ENTREPRENEURSHIP
EDUCATION
Paper 3
Nov./Dec. 2023
3 hours



UGANDA NATIONAL EXAMINATIONS BOARD

Uganda 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** questions only. All questions carry equal marks*

*Section **A** is compulsory. Answer any **three** questions from Section **B** and **C**, choosing at least **one** question from each Section.*

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

*Any additional question answered will **not** be marked.*

SECTION A (20 MARKS)

CASE STUDY

Answer all the parts of this question.

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

Naluwali bought a mixed farm from Musafu who had been making losses for the past three years. She named the farm Mupya Mixed Farm.

Through research, she discovered that the farm had failed to recover debts and was poorly managed. Naluwali sought advice from veterinary experts and successful people in mixed farming among others. She also visited agricultural exhibitions, watched television programs and read newspaper articles on agri-businesses for more information about mixed farming.

She decided to revamp the farm by re-stocking it with better animal breeds, and engaged in beans and rice growing to take advantage of the high demand from educational institutions in the area. She recruited a new farm manager who effectively implemented the new policies aimed at increasing productivity, sales and profits.

She regularly conducted meetings with her employees during which she kept reminding them about the new policies, customer care, time management and focus on action targets. Eventually, Naluwali improved the welfare and working conditions of the employees. This increased their commitment and productivity. To avoid Musafu's scenario, Naluwali decided to insure her farm.

Questions:

- (a) Identify the sources of business ideas for Naluwali. (05marks)
- (b) Give reasons why Musafu could have failed to continue with the mixed farming business. (05 marks)
- (c) What ways were used by Naluwali to motivate her employees? (05 marks)
- (d)
 - (i) List the risks faced by Mupya Mixed farm. (05 marks)
 - (ii) Advise Naluwali on the insurance policies that she should take to minimise the risks in (d)(i). (05 marks)

SECTION B: SCHOOL BUSINESS CLUB

Answer at least one question from this section.

2. With reference to your School Business Club;
- (a) give a description of the business project. (04 marks)
 - (b) (i) draw the organisational structure of your business. (05 marks)
(ii) describe the duties that were performed by the Financial Manager of your business. (05 marks)
 - (c) identify and state the purpose of the business documents that were used in your business. (08 marks)
 - (d) what entrepreneurial skills were practiced by members of the business club? (03 marks)
3. In relation to your School Business Club Project;
- (a) describe the business. (04 marks)
 - (b) what factors influenced the choice of the business? (06 marks)
 - (c) (i) name the different categories of customers of the business. (04 marks)
(ii) outline measures that were taken to ensure good customer care in the business. (06 marks)
 - (d) describe steps that were followed when winding up the business project. (05 marks)

SECTION C: FIELD ATTACHMENT/ FIELD TRIP

Answer at least one question from this section.

4. For any business enterprise you were attached to;
- (a) give the general description of the business. (04 marks)
 - (b) describe the procedure the business should follow when recruiting its employees. (08 marks)
 - (c) what factors should the business consider when determining wages for its employees? (06 marks)
 - (d) advise the business on ways of identifying training needs of the employees. (07 marks)

5. For any **one** business trip you made as an individual or group;

- (a) describe the business you visited. (04 marks)
- (b) what factors were considered by the entrepreneur when evaluating the business opportunity? (08 marks)
- (c) suggest measures the entrepreneur should take to sustain the business. (08 marks)
- (d) advise the business you visited on ways of enhancing business ethics towards its customers. (05 marks)