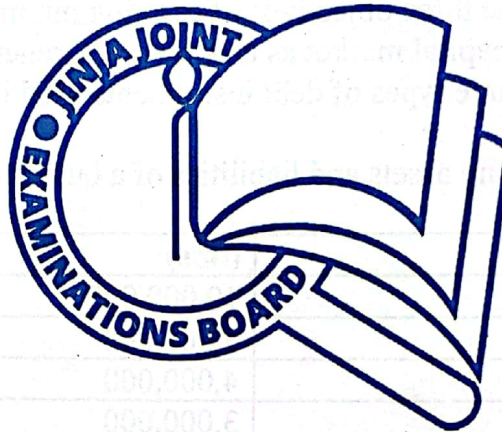


**P230/1**  
**ENTREPRENEURSHIP**  
**EDUCATION**  
**Paper 1**  
**AUGUST, 2024**  
**3 hours**



## **JINJA JOINT EXAMINATIONS BOARD**

*Uganda Advanced Certificate of Education*

**MOCK EXAMINATIONS – AUGUST, 2024**

**ENTREPRENEURSHIP**

**EDUCATION**

**Paper 1**

**3 hours**

### **INSTRUCTIONS:**

- a) This paper consists of **two** sections **A** and **B**.
- b) Section **A** is compulsory and answers to this section must be precise
- c) Answer any **four** questions from section **B**.
- d) All questions in section **B** carry equal marks.
- e) Any additional question(s) done will **not** be marked.



2

**SECTION A (20 MARKS)**  
**Answer all questions in this section**

1. (a) Outline any two; (02 marks)  
(i) Types of business opportunities. (02 marks)  
(ii) Tools for carrying out business idea survey. (04 marks)
- (b) Identify any four constraints to gender partnership. (01 mark)
- (c) (i) Define the term market assessment as used in entrepreneurship. (03 marks)  
(ii) State three objectives of carrying out market assessment. (01 mark)
- (d) (i) What is a capital market as used in entrepreneurship? (01 mark)  
(ii) List any three types of debt instruments used in Uganda capital markets. (03 marks)
- (e) Given the following assets and liabilities of a business.

	(Shs)
Land	10,000,000
Furniture	5,000,000
Stock	4,000,000
Creditors	3,000,000
5 Year loan	6,800,000
Debtors	2,000,000

Calculate the value of the:

- (i) Capital, (02 marks)  
(ii) Total current assets of the business. (02 marks)

**SECTION B: 80 MARKS**

2. (a) Describe the laws that help to develop a lucrative and effective personal brand. (12 marks)
- (b) What is the significance of developing a personal brand in a business? (08 marks)
3. (a) Why are indirect taxes preferred to direct taxes? (10 marks)
- (b) Assess the impact of taxation on entrepreneurial activities. (10 marks)
4. (a) Examine the political factors that impact on entrepreneurial intentions and opportunity orientation. (12 marks)
- (b) How can the political environment be improved? (08 marks)
5. (a) Explain the significance of preparing an executive summary for a business. (08 marks)
- (b) How do entrepreneurs monitor their business operation? (12 marks)
6. (a) Discuss the rationale for recruiting personnel in an organization. (12 marks)
- (b) Suggest possible strategies for retaining an enterprise's Human Resources. (08 marks)
7. (a) Examine the factors that lead to production of poor quality goods. (12 marks)
- (b) In what ways can entrepreneurs increase business profits? (08 marks)