

P230/3
ENTREPRENEURSHIP
Paper 3
July 2024
3 hours



ACEITEKA JOINT MOCK EXAMINATIONS 2024

Uganda Advanced Certificate of Education

ENTREPRENEURSHIP

Paper Three

Time: 3 hours

INSTRUCTIONS:

- *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 (3)** questions from Sections B and C, choosing at least one question from each section.*
- *Any additional question(s) answered will **not** be marked.*

SECTION A: CASE STUDY.

Answer all parts of this section

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

Mr. Mambo Bado is a veteran businessman operating New Generations, a shop in industrial zone, Namanve where traders mainly deal in old items.

He has had a bad beginning as he battles with challenges of family and an inefficient business as a result of dealing in similar merchandise. The business at first had few customers, resources became scarce and expensive which led to low sales and profits as prices reach the rock bottom, thus forcing Mr. Mambo Bado to lay off some workers while a good number of the others voluntarily joined competing firms for better pay. To survive, the enterprise is sometimes involved in unethical business practices.

The enormous challenges the business faced awakened the creativity and innovation spirit of Mr. Mambo Bado who overhauled the entire enterprise, and formulated a sound marketing strategy. He has insured the business and diversified it by turning the shop into a pub at night where colleagues come to neutralize the day's fatigue by taking cold drinks till past midnight.

He provides extensive training for self and staff, employs skilled personnel, maintains and upgrades technology and ensures good working environment. He also properly maintains and audits business records and motivates the staff. All the business premises are wired by professional electricians, and have fire extinguishers installed in them.

Due to organisation and systematic planning skills exhibited by Mr. Mambo Bado, the sales and profits of the business are increasing rapidly, costs are declining, majority of customers have been retained and competition continues to intensify which breeds efficiency.

- (a) Explain the ways of minimizing business risks New Generations employs. (05mks)
- (b) What are the likely challenges of family New Generations faces? (05mks)
- (c) Justify the view that New Generations is at the growth stage of product life cycle. (05mks)
- (d) Advise Mr. Mambo Bado about unethical business practices to avoid. (05mks)
- (e) Explain some of the adverse effects of competition on New Generations. (05mks)

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. (04mks)
 - (b) What contributions were made by the community to the business? (08mks)
 - (c) Why was there need to train the Club members. (07mks)
 - (d) Explain the innovations that were adopted to make the business competitive. (06mks)
3. In relation to your School Business Club project;
- (a) Describe the business. (04mks)
 - (b) What elements of human resource management did you implement in the project? (10mks)
 - (c) Mention the factors that affected production decisions of your enterprise. (06mks)
 - (d) What marketing activities did you carry out? (05mks)

SECTION C: FIELD ATTACHMENT / FIELD TRIP

Answer at least one question from this question.

4. For any business enterprise you were attached to;
- (a) Present the general description of the business. (04mks)
 - (b) How is customer satisfaction ensured in the business? (07mks)
 - (c) Advise the entrepreneur on ways of maintaining the market share of the business. (08mks)
 - (d) Describe the potential customers of the business. (06mks)
5. For any one business trip you made as an individual or group;
- (a) Describe the;
 - (i) Nature of the business. (04mks)
 - (ii) Organisational structure of the business. (06mks)
 - (b) State the objectives of the field trip. (03mks)
 - (c) Based on SWOT analysis, what are the threats to the business? (05mks)
 - (d) Advise the entrepreneur about some of the challenges associated with family business. (07mks)

END