

P230/1

ENTREPRENEURSHIP EDUCATION

Paper 1

July/August 2024

3 hours



ERETA EDUCATION CONSULTS LTD

JOINT MOCK EXAMINATIONS 2024

Uganda advanced Certificate of Education

ENTREPRENEURSHIP EDUCATION

PAPER 1

3 HOURS 30 MINUTES

in case - use

Expe

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INSTRUCTIONS TO CANDIDATES:

This paper consists of two sections; A and B.

Answer five questions only.

Section A is compulsory. Answers to section should be precise.

Answer four questions from section B.

Any additional question (s) answered will not be marked.

SECTION A (20 MARKS)

This section is compulsory

1. Ritah is in the process of starting a juice processing factory

(a) Mention any two

(i) Economic factors that may influence her entrepreneurial attitude.

(02 Marks)

(ii) business laws she should observe.

(b) (i) Differentiate a social enterprise from a business enterprise. (02 Marks)

(ii) Mention any two contents of a social enterprise plan.

(02 Marks)

(c) (i) Distinguish between cash selling and credit selling.

(02 Marks)

(ii) Give any two techniques for managing credit sales.

(02 Marks)

(b) Abdul is a production manager who is ignorant about production of goods and services that meet customer needs.

Advise him on any four ways of handling the situation.

(04 Marks)

(c) The government of Uganda has advised URA to concentrate on imposing taxes on goods and services coming from abroad.

(04 Marks)

State any four reasons for imposing such taxes.

Language

in an open market.

competition

like, good

SECTION B (80 MARKS)

Answer only four questions from this section

2. (a) Under what circumstances may communication be ineffective in an enterprise. (10 Marks)

(b) Explain benefits of providing feedback in the communication process. (10 Marks)

3. (a) Justify the need for analysing the viability of an idea. (10 Marks)

(b) Describe the process of turning the business idea into a product (10 Marks)

4. (a) Examine the factors considered by an insurer when determining premium. (12 Marks)

(b) Account for the unpopularity of insurance companies in Uganda. (08 Marks)

5. (a) Why is it necessary for an entrepreneur to prepare a production plan. (10 Marks)

(b) Explain the factors that limit effective implementation of a production plan. (10Marks)

6. (a) Explain the significance of training workers in an enterprise. (10Marks)

(b) Discuss the constraints of training workers in an enterprise. (10 Marks)

7. Businesses are always in battles of winning customer acceptance and loyalty.

(a) Suggest the techniques for sustaining this battle. (08 Marks)

(b) Examine the implications of this situation in business. (12 Marks)