

P230/3
ENTREPRENEURSHIP
EDUCATION
Paper 3
Jul./Aug. 2024
3 hours



BRIGHT EXAMINATIONS BOARD
Uganda Advanced Certificate of Education
ENTREPRENEURSHIP EDUCATION
Paper 3
3 hours

Instructions to Candidates;

*The paper consists of **three** Sections **A**, **B** and **C**.*

*Answer any **four** questions only.*

***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(s) answered will not be marked.

All questions carry equal marks.

SECTION A: CASE STUDY

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

Nakintu is the last born in a family of eight girls. She attended her 'O' level education at a school where teacher attendance was very poor no wonder she scored division four. Just as he did to his other daughters, Mr. Kintu refused to pay for Nakintu, claiming that after all she would also soon get married off. Nakintu also claims that her poor performance was worsened by her continued absenteeism from school during rainy seasons as she would always remain home helping in garden work, The trend was not so much different from the rest of the girls on the village, whose parents claimed low salaries for educated ladies as they took on simple jobs of office messengers and receptionist.

Recalling the district woman councilor's advice when she visited her for a career talk, Nakintu remembered that she advised them to always stand up for their rights especially the right to education. Mobilising her other colleagues who had dropped out of school earlier, they stormed the councilor's office, who promised to assist them in whichever way possible. The councilor later on gave them five sewing machines, advising them to form a group. Nakintu and her friends formed STILL HOPEFUL, a group she heads. They mobilized financial resources and hired a professional trainer who assisted them to acquire tailoring skills.

They now have tenders for most of the schools in the area, they also do guidance and counseling in schools to youths especially girls and their rights. They employ three permanent workers who assist them in the distribution of their finished products. The members of the group now live a descent life and they are now role models to the rest.

- a) What characteristics of social entrepreneurs does Nakintu possess? (5marks)
- b) Describe the stages that Nakintu underwent to form STILL HOPEFUL group. (8marks)
- c) Explain the contributions of the group to the community. (4marks)
- d) i) What gender based challenges are responsible for the high dropout as indicated in the Case Study? (4marks)
ii) Suggest solutions to the above challenges. (4marks)

SECTION B SCHOOL BUSINESS CLUB

2. With reference to your Entrepreneurship Club Business Project;

- a) Describe the business project carried out. (5marks)
- b) What factors did you consider when preparing a production plan? (7marks)

- c) Explain the importance of effective cash management to your business. (5marks)
- d) i) Identify the operational expenses incurred by your business. (4marks)
 ii) What measures did you take to minimize the above expenses in (d)(i)? (4marks)
- 3. In relation to the school business project carried out by your Entrepreneurship project;**
- a) i) State the name and nature of the business. (2marks)
 ii) Describe steps you followed when starting your business. (6marks)
- b) What factors did you consider when purchasing raw materials? (6marks)
- c) What features were carefully observed to ensure effective communication in your business project? (6marks)
- d) How did your business positively impact on the community? (5marks)

SECTION C FIELD ATTACHMENT / FIELD TRIP

- 4. For any field attachment in which you were involved.**
- a) Describe the business. (5marks)
- b) Why should the business you were attached to train its employees? (6marks)
- c) Describe the marketing mix of the business you were attached to. (8marks)
- d) i) Mention any two channels of distribution used by the business. (2marks)
 ii) What factors did the business owner(s) consider when choosing the above channels? (4marks)
- 5. For any field trip you made either as an individual or a group;**
- a) Describe the business you visited. (5marks)
- b) What political factors promote the activities of the business you visited? (6marks)
- c) With evidence, suggest any four insurance policies that the proprietor(s) should acquire. (8marks)
- d) How does the business motivate the workers? (6marks)