



## ACEITEKA JOINT MOCK EXAMINATIONS 2023

Uganda Advanced Certificate of Education

ENTREPRENEURSHIP EDUCATION

Paper 3

3 hours

### INSTRUCTIONS:

- a) *This paper consists of three sections: A, B and C.*
- b) *Answer four (4) questions only. All questions carry equal marks.*
- c) *Section A is compulsory. Answer any three (3) questions from Sections B and C, choosing at least one question from each section.*
- d) *Any additional question(s) answered will not be marked.*

## SECTION A: CASE STUDY

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

Malaika, a graduate of Entrepreneurship and Small Business Management, did not risk looking for paid employment. During her studies she gathered a set of information necessary for starting and managing an enterprise which she later applied well in her business activities. Her being confident and determined systematic planner, she developed a feasible and viable business idea of mushroom growing which she noted has a wide market within and outside the country.

In order to succeed, Malaika set up a strong management team and recruited experienced and reliable workers with minimum qualification of a diploma in Agriculture. She also developed an action plan which she implemented immediately. However, Malaika and management lack enough hands – on experience in business operations. As a result, there is lack of clear innovative objectives, poor operational management, use of incompetent labour, limited financial resources, lack of effective communication and commitment from the staff leading to indiscipline among staff members. She also has no idea of the areas under which to exercise business controls. Malaika has been advised not to engage in unethical business practices.

- (a) What competences does Malaika have for successful operation of the enterprise?  
(03 marks)
- (b) Advise Malaika about unethical business practices she should avoid. (06 marks)
- (c) Outline factors leading to failure of innovative business ideas in the enterprise.  
(05 marks)
- (d) Describe the areas under which business control should be exercised by Malaika.  
(05 marks)
- (e) How should Malaika maintain discipline of her staff?  
(06 marks)



**SECTION B: SCHOOL BUSINESS CLUB**  
*Answer at least one question from this section.*

2. Using your School Entrepreneurship Club Business Project:
- (a) Describe the business. (04 marks)
  - (b) Explain the communication strategies you employed when bargaining with customers. (05 marks)
  - (c) What techniques did you employ so as to carry out marketing effectively? (06 marks)
  - (d) Outline the factors that influenced quality standards in the business. (10 marks)
3. With reference to a business project owned and operated by your School Entrepreneurship Business Club.
- (a) Give the background of the business. (04 marks)
  - (b) Mention the social responsibilities of your business. (05 marks)
  - (c) Describe the procedures you followed when purchasing inputs. (06 marks)
  - (d) What administrative costs were incurred by your enterprise? (05 marks)
  - (e) Explain the benefits of the marketing plan to the business. (05 marks)

**SECTION C: FIELD ATTACHMENT / FIELD TRIP**  
*Answer at least one question from this Section.*

4. With reference to the business enterprise you were attached to;
- (a) Present the general description of the business enterprise. (05 marks)
  - (b) Outline the measures that should be taken to motivate the business employees. (05 marks)
  - (c) What factors help the business owner in the development of personal brand for the enterprise? (05 marks)
  - (d) Describe the characteristics of the customers of the business. (05 marks)
  - (e) Advise the business owner about ways through which time is wasted in the enterprise. (05 marks)

5. For any one field trip you made either as an individual or group;
- (a) Describe the nature of the business. (05 marks)
  - (b) Outline the steps the entrepreneur can follow in preparing operational budgets for the business. (05 marks)
  - (c) What factors influence decision making in the enterprise? (05 marks)
  - (d) How is customer satisfaction ensured in the business? (05 marks)
  - (e) Advise the proprietor on the need for market segmentation in the business. (05 marks)

**END**