

UACE ENTREPRENEURSHIP EDUCATION PAPER ONE (P230/1) QUESTION APPROACH

Consider the following when answering paper one questions and especially section B

- I. There is no past tense in paper one
- II. Provide opening statements for all parts of the questions being answered
- III. STEM/TECHNIQUE
- IV. APPROACH
- V. EXPLANATION
- VI. POINTS/CONTENT

WAYS OF ANSWER PRESENTATIONS AND EXPLANATIONS

1. QUESTIONS WHOSE STEM IS RELATED TO:

Purpose, Objectives, Justify, Targets, Reasons, Rationale, Aims, Goals, Why is it necessary, Why is it important, Why should, Why do, Account for the need to.....

STEM: These are **REASONS** questions

APPROACH:

- Begin all points with “To”
- These are SMART and therefore do not use: To know, To understand
- To is followed with positive words: To generate, To provide, To show, To realize, To increase

EXPLANATION: When explaining **Reasons**, give **how that reason is to be achieved and lastly give the advantage.** i.e

Tobyadvantage. e.g

- *To increase the sales of the business products. This is done by/through improving the quality of the products and this attracts customers to come and buy the products.*
- OR
- *To increase the sales of the business products by/through improving the quality of the products and this attracts customers to come and buy the products.*

2. QUESTIONS WHOSE STEM IS RELATED TO:

Measures, Methods, Ways, Way forward, Techniques, Strategies, Controls, Remedies, Solutions Mechanisms, Means, Advise, How can, How may, How should, How is it important, Suggest ways, Suggest measures that can be taken

STEM: These are **SOLUTIONS** questions

APPROACH: Begin all the points using:

- | | |
|-----------------|------------------------|
| i)ing | iii) Through ing |
| i) By ing | iv)ion |

NB; Do not use speculative words in the presentation of the above e.g *should, can, may, if, could, will, might* even if they appear in the question

EXPLANATION: When explaining SOLUTIONS points provide the **reason** and the **advantage** i.e

Byin order to/toadvantage

e.g: *By employing skilled workers. This is done in order to produce high quality products and this increases the sales of the business products.*

3. **QUESTIONS WHOSE STEM IS RELATED TO:**

Importance, Significance, Account for the popularity, Relevance, Advantages/Merits, Benefits, Uses, Relevance.

STEM: These are IMPORTANCE questions

APPROACH: These are presented in present simple tense not past tense.

- When presenting importance points, take into account;

i) **Singular concept**

Explain the significance of social
entrepreneurship to your communities

e.g *It creates....*

ii) **Plural concept**

Describe the importance of social
enterprises to our communities today

They create

EXPLANATION: When explaining IMPORTANCE questions and points, continually give the advantage towards the following:

- i) Entrepreneur
- ii) Enterprise
- iii) Customer
- iv) Community/public
- v) Government

4. QUESTIONS WHOSE STEM IS RELATED TO:

Disadvantages, Costs, Account for the unpopularity of, Demerits, Irrelevance

STEM: These are **disadvantage** questions

APPROACH: These are presented using negative words and in simple present tense NOT past tense

These are presented taking into account Singular or Plural concepts e.g

Singular

It discourages, It destroys ...etc

Plural

They discourage, They destroy... etc

EXPLANATION: When explaining disadvantages questions and points present the disadvantage continuously to:

- i) Entrepreneur
- ii) Enterprise
- iii) Customer
- iv) Community/public
- v) Government

5. QUESTIONS WHOSE STEM IS RELATED TO:

Effects, Consequences, Implications, Outcomes, Results, Benefits and Costs, Arguments for and against, Advantages and Disadvantages, Case for and against

STEM: These are TWO IN ONE questions

APPROACH: These two in one questions imply that there are positive and negative areas to be answered i.e provide an opening statement for positives and provide an opening statement for negatives

- These are all presented in present simple tense not past tense.
- These are presented taking into account singular or plural concepts.

EXPLANATION: When explaining these two in one questions, apply the explanations positively or negatively to:

- i) Entrepreneur
- ii) Enterprise
- iii) Customer
- iv) Community/public
- v) Government

Example: *Assess the impact of business activities on the environment*

The following are the positive impacts of business activities on the environment

They provide goods and services. (Continue explaining positively)

The following are the negative effects of business on the environment

They pollute the environment. (Continue explaining negatively)

NB: Two in one questions are the simplest and don't demand a lot of points

6. QUESTIONS WHOSE STEM IS RELATED TO:

Roles/Role, Contributions, Responsibilities, Tasks, Functions, Activities to be done

STEM: These are ROLE questions

APPROACH: Begin all the points using: i)ing,ion,ion

EXPLANATION: When explaining ROLE questions and points, give the advantage that is driven towards the;

- i) Entrepreneur
- ii) Enterprise
- iii) Customer
- iv) Community/public
- v) Government

NB: *In the explanation of the points, there is no speculation at any time*

Qn: *Describe the role or contributions of SMEs in the economic development of your country;*

- *Providing employment opportunities*
- *Development of infrastructure such as roads, schools etc*

7. QUESTIONS WHOSE STEM IS REALTED TO:

Circumstances, situations, Terms and Conditions, Instances

STEM: Circumstantial questions.

NB: This is the only cluster or area that allows speculation and use of all the speculative words like:

Will, can, in case, when, should, might, if

APPROACH: Begin all the points with only any of the following speculative words; If, When, In case.

EXPLANATION: In the explanations, give the benefits in a speculative way

NB: The points here arise or come from reasons and advantages

e.g Under what circumstances may an entrepreneur promote sales in the business

NOTE:

The table below shows the relationship between the reasons, advantages, roles and circumstances

REASONS	ADVANTAGES	ROLE	CIRCUMSTANCES
To increase sales of the business products	It increases sales of the business products	Increasing sales of business products	In case the entrepreneur wants to increase sales of the business products

8. QUESTIONS WHOSE STEM IS RELATED TO:

- *Steps - Process - Stages - Cycles - Procedure - Programme - Activities to be followed*

STEM: These are PROCEDURE questions

APPROACH: Begin all the responses/points usinging,ion

- All the steps are in chronological order i.e they follow one after the other
- All the steps are numbered in the right position

NB: Candidates must know the number of steps involved in each subtopic and determine the position of each

e.g - Describe the steps involved in turning a business idea into a business opportunity

- Describe the production process

EXPLANATION: There is no specific format of explaining the steps but these steps are described as per requirements of the topic

9. QUESTIONS WHOSE STEM IS RELATED TO:

Challenges, Barriers, Obstacles, Limitations, Hindrances, Constraints, Distractions, threats, bottlenecks, Account for failure of

STEM: These are **CHALLENGES**. They are not problems

APPROACH:

- Begin each point using the words like; *Limited, Low, High, Small, Large, Stiff, Unfavorable, Inadequate, Insufficient, Under Developed, Shortage, Inappropriate.*
- Use key words you can easily spell not lose a mark
- Do not use ; Poor, Lack of, problem of.

EXPLANATION: When explaining these challenges, drive the negative part of the point continuously towards the cause of failure of an activity or business to take place

10. QUESTIONS WHOSE STEM IS RELATED TO:

Qualities, what shows, characteristics, features, traits, attributes

Indicators, signs, manifestations (these are presented in a Movement way i.e Increase, Decrease, Rise, Reduction, Fall)

STEM: These are characteristic questions

APPROACH: These are presented in two formats

i) **Simple present tense:**

Singular

Plural

QN: Explain the characteristics of

QN: Describe the attributes of social

Appropriate technology

entrepreneurs in your community

It is simple

They are empowering

It is flexible

They are hardworking

ii) **Future/Speculative tense:**

QN: *What should be the characteristics of good innovators?*

They should be inner directed

They should be extra ordinarily persistent

EXPLANATION: When explaining the characteristic questions and points, present the advantage of such a characteristic.

11. DEFINITION QUESTIONS:

APPROACH: When defining a concept, give all the key words in the definition because the definition is either correct or wrong.

The definition questions present themselves in the following ways:

What is meant by

Define the term

What.....

Give the definitions of the following or define the following;

Define the following

NB: (i) In the definition, identify whether the concept is a 1. Process 2. Ability 3. Practice 4. Activity 5. Situation

(ii) Get to know the definitions of all concepts because some questions come using the definition of the concepts

12. QUESTIONS WHOSE STEM IS RELATED TO:

Principles, Canons, Doctrines, Essentials, Laws, Rules, Policies, Sources, Tools, Bases, Forms, Components, Structure, Chapters, Sections, Aspects, Items, Elements

APPROACH: State the points the way they are without putting any word before or after

EXPLANATION:

Explaining by giving a statement:

- *Principles of taxation*
- *Principles of insurance*

Explaining by giving an advantage:

- *Essentials of communication*
- *Principles or laws of personal selling*
- *Principles of negotiation*
- *Principles of business ethics*

Explaining by giving methods of carrying out the activity

- *Sources of business ideas*
- *Sources of resistance*
- *Bases of market segmentation*

Explaining by giving a definition

- *Tools of inventory management*
- *Components of the business plan*

Explaining by giving relevant examples

- *Components of the business plan*
- *Elements of the components of the business plan*

13. QUESTIONS WHOSE STEM IS RELATED TO THE FOLLOWING:

- Distinguish
- Differentiate

APPROACH:

SECTION A: When differentiating/distinguishing in section A, use the definitions of the concepts and separate the concepts being distinguished using **“WHILE”**

SECTION B: When distinguishing/differentiating in section B, use the definitions plus other features or elements and join the sentences being differentiated using **“WHILE”**

QN: Explain the differences between social enterprises and business enterprises

14. **QUESTIONS WHOSE STEM IS RELATED TO: Comparison;** such as

What are the advantages over social enterprises over business enterprises?

OR

Why are social enterprises preferred to business enterprises?

APPROACH:

- When comparing concepts, join the sentences being compared using; **unlike**
- Bring out the whole sides of the comparisons e.g
*Social entrepreneurs aim at creating a positive and sustainable impact to/on the society **unlike** business enterprises that aim at generating profits from the community*

NB: Take note of the distinguishing and comparison conjunctions

Distinguishing (use WHILE)

Comparison (use UNLIKE)

15. QUESTIONS WHOSE STEM IS RELATED TO:

- | | |
|------|--|
| i) | Factors that are considered when; analyzing/evaluating/assessing |
| ii) | Factors considered when; selecting/choosing |
| iii) | Factors that influence the choice/selection |
| iv) | Factors; that influence/influencing |
| v) | Factors; that affect/affecting |
| vi) | Factors that determine/determining |
| vii) | Determinants |

APPROACH: These factors are stated neutrally.

Points are neutralized as shown below;

- *Level of..... Degree of Rate of*
- *Size of Quality of..... Cost of*
- *Availability of Nature of.....*

These are followed by points

NB: Do not use ; Presence of

EXPLANATIONS:

When explaining neutrally stated factors, give the positive side comparing with the negative side of that factor.

Do not use any speculative words in explaining the points.

16. QUESTIONS WHOSE STEM IS RELATED TO:

- Account for the difference/differences/differentials.....
- Account for variation/variations.....
- Account for change/changes.....
- Factors that lead to/cause difference/differences.....
- Factors that does not lead to/ cause change/changes.....
- Factors that lead/cause variations.....

QN: Explain the factors that cause change in business

APPROACH:

- Present the points or begin the points with any of the following or followed by neutrally stated point;

Difference in the level of Change in the level of

Variation in the level of

EXPLANATION: All the points are explained on two sides i.e the positive side and the negative side as per the requirements of the question.

E.g: Account for the difference in workers' payments in an organization

- Difference in the level of education. Workers with high levels of education are paid higher wages and salaries **while** workers with low levels of education are paid lower salaries and wages.

NB: The table below shows the relationship between neutrally stated points, positively biased points and negatively biased points;

	Negatively biased	Neutral	Positively biased
Political	Unstable political climate	Political climate	Stable political climate
Economic	High cost of business	Cost of business	Low cost of business
Social	Unfavorable religious practices	Religion	religious practices
Demographic	Small size of population	Size of population	Large size of population
Global	Unfavorable export policy	Export policy	Favorable export policy

17. QUESTION WHOSE STEM IS RELATED TO:

- Factors that limit.....
- Factors that hinder
- Factors that are a barrier....
- Factors that are a constraint

APPROACH: State the factors negatively and explain them only on the negative side to show cause of failure of an activity to take place

18. QUESTIONS WHOSE STEM IS RELATED TO:

- Factors that promote.....
- Factors that encourage
- Factors that foster.....
- Factors that enhance.....

APPROACH: State the factors positively and explain them only on the positive side to show cause of success to an activity to take place.

Wishing you all the best