



SECTION A (20 MARKS)

Answer all questions in this section

1. (a) (i) What is meant by business ethics? *values/behaviours/virtues.*  
Business ethics are acceptable ways in which businesses should conduct themselves towards different parties. (01 mark)

- (ii) Identify any three unethical conducts of businesses towards customers.

- Overcharging customers. *charging high price*
  - Selling sub-standard / inferior goods. *poor quality / duplicated*
  - Abusing / harassing them. *bullying / harassment*
  - Hoarding goods. *black marketing*
  - Failure to respond to their questions or concerns. *complaints*
  - Denying them credit. *use of wrong weights and measures*
  - Discriminating them. *misleading measurements*
  - conducting business in unhygienic environment.
  - selling expired goods. *giving wrong info.*
  - Misleading customers / giving wrong information.
  - failure to honour contracts / agreements.
- (Any 3x1 = 3 marks)

- (b) (i) Distinguish between prototype and patent. (02 marks)

Prototype is a model of the invention that puts into practice all things one has written in the inventors' journal. (01 mark)

While *whereas / yet.*

Patent is a grant from the government to the inventor of the product giving him an exclusive right to make use or sell the invention for a given period of time. (01 mark)

- (ii) Outline any two examples of trade secrets that can be preserved by entrepreneurs. (02 marks)

- customers' lists
  - sources of cheaper raw material sources.
  - spices / ingredients
  - production methods used. *techniques of production*
  - Mixing formulae for ingredients. *recipe*
  - sources of cheaper / scarce raw materials.
  - Source of supply with faster delivery.
  - source of funds with no / low interest.
  - Pricing techniques
  - marketing strategies / marketing techniques
- (Any 2 x 1 = 2 marks)

- (c) Mention any two indicators

- (i) A formalized business

- Certificate of incorporation. *it is registered / Trade name.*
- Specialization and division of labour
- Rules and regulations. *complies with social regulatory policies / procedures / defined system.*
- Defined system, policies and procedures
- Defined inter-relationships.

- Has Tax – Identification Number. *Pays taxes*
- *Its a legal entity / have a separate legal entity.*
- *Proper record keeping.*

(ii) **A successful business**

(Any 2 x 1 = 2 marks)  
(02 marks)

- Increase in business assets. *1st row*
- Increase in business profits with in a given period.
- Good image or reputation of the business by the community. *reggation*
- Increase in level of output produced. *Increased prod.*
- Provision of variety of goods.
- Increase in social responsibilities of the business.
- Increase in sales. *customers*
- Reduced operational costs
- Attainment of self-satisfaction by the owners.
- Better working conditions of the workers.
- Provision of quality goods to customers.
- *Large market share.*
- *↑ in number of employees.*
- *Expansion of the business.*

(d) **Give any two;**

(Any 2 x 1 = 2 marks)

(i) **Factors considered for capacity planning and design.**

(02 marks)

- The physical space required.
- The physical capacity needed.
- The equipment and tools required for production. *Technology used*
- Amount of labour needed.
- The time projected to produce the number of goods.
- Amount of raw materials and supplies needed.
- Product variety / Product lines.
- Government safety regulations.
- Amount of utilities needed for production. *eg water and power*

(Any 2 x 1 = 2 marks)

(ii) **Outcomes of increased production costs.**

(02 marks)

- Compromised ~~of~~ product quality.
- Delayed supply / prolonged finish up time.
- Corporate irresponsibility e.g dodging taxes.
- Possibility of halt in production. *reduces prodn output.*
- Possibility of being out competed. *Increases competition.*
- Can compromise employee welfare.
- *↑ cost force of a commodity.*
- *↑ cost demand*
- *↑ cost resources.*
- *↑ cost profits.*

(Any 2 x 1 = 2 marks)



(e) There is need for entrepreneurs to meet their tax obligations as set out in the appropriate legal provisions.

(i) State any **two** aims of this practice. (02 marks)

- To enable smooth business operations. ie. more efficient fear of being chased*
- *To raise government revenue so as to provide social services. (to create a sense of social responsibility)*
  - *To attract government support. (sympathetic / protection)*
  - *To enable him / her acquire government tenders and contracts.*
  - *To enable business registration.*
  - *To easily acquire funding in form of bank loans. (banking resources)*
  - *To create / improve the business image in the community.*

(Any 2x1= 2 marks)

(ii) Rights of a tax payer. (02 marks)

- Right to*
- Confidentiality. *(privacy)*
  - Equity *(fairness)*
  - Objections and appeals
  - Customer care *(Excellent customer care)*
  - Prior Notices
  - Accountability
  - Tax refunds
  - Processing returns, custom entries.
  - *Echo on tax matters*
- emphasize on statement*

(Any 2x1=2 marks)

### SECTION B (80 MARKS)

Answer any four questions from this section.

2. (a) Discuss the political and social-cultural determinants of entrepreneurial intentions and attitudes. (14 marks)

- Political climate.
- Government policy of taxation and subsidization.
- Government expenditure. *(biased on sectors / emphasize sectors)*
- Government institutions and departments.
- Political and religious refugees.
- Legal environment.
- Existence of pressure groups influencing entrepreneurship. *(govt vs. regards)*

(Any 4 x 2= 8 marks)

1 mark – mentioning point, Explain 2 sides – 1 mark

Social – cultural determinants to entrepreneurial intentions and attitudes.

- Culture as regards entrepreneurship .
- Religion.
- Availability of role models.
- Social financial support.

- Social identification.
- Level of education.
- Family setting
- 
- 
- 
- 

(Any 3x2= 6 marks)

Starting neutral point – 1 mark

Explaining 2 sides - 1 mark

(b) **The family variables that influence entrepreneurial intentions.** (06 marks)

- Family background. *structure*
- Family size
- Family succession / inheritance
- Changing roles and responsibilities
- Family assets.
- *Family financial status*
- *Education levels*
- *Religious beliefs*
- *Attitude / abilities of family in doing business / commitment of family members* (Any 3x2 = 6 marks)

(a) **Why are formal businesses preferred to informal businesses?** (12 marks)

- Formal businesses are legally recognized thus can operate without fear of government interference unlike informal businesses which operate illegally.
- Formal businesses have properly organized terms in leadership structure, activities and mode of operation unlike informal businesses which are disorganized.
- It is easy for formal businesses to obtain loans from financial institutions than informal businesses which are not trusted by lenders.
- Formal businesses are reliable and permanent thus attract human resource and community support compared to informal businesses which are unreliable.
- Formal businesses have a sound base for growth and development due to possession of clear vision, mission, goals and objectives unlike informal businesses which have a weak base for growth and research due to lack of clear directions.
- Formal business can easily benefit from government services unlike informal businesses that are denied government services.



- Formal business can easily benefit from government services unlike informal businesses that are denied government services.
- Formal businesses enjoy legal liability protection since they have legal entities unlike informal businesses that have no employee security considerations.
- Formal businesses attract continuous monitoring by the government which improves efficiency unlike informal businesses which are not monitored and thus operate inefficiently.

Use – unlike , than, compared to, which is not case.  
(Any 6x2 = 12 marks)

(b) Analyze the factors that provide a base for establishment of family businesses. (06 marks)

- Joint family funding. *Start up capital*
- Inheritance of the enterprise
- Source of employment to family labour.
- Fear of hired management.
- Managerial decision making.
- Early involvement of children in business. *Family mentoring of young family members*
- Enforcement of effective communication in the family.
- Ensuring complete commitment from family members. *Positive attitude towards business.*
- Collective family participation in business activities.
- High level of trust of each other.
- *Equal benefit sharing in line with the agreement*
- *Trained family management*

(Any 8x1=8 marks)

4. (a) Account for the large numbers of female entrepreneurs in your country. (10 marks)

- Access to finance by women.
- Presence of role models and career counselors.
- Presence of funds. *credit facilities*
- Limited levels of domestic violence.
- Presence of child care facilities.
- Parental perception on the benefit of educating a girl – child.
- Positive women attitude towards entrepreneurs.
- High levels of education given to girls/ women.
- Limited discrimination of women in labour market.
- Balanced curriculum on gender issues.
- Favourable government policies towards women involvement in business.
- Favourable / supportive business occupations e.g secretary work, accounting etc.
- Reduced marital / domestic roles.
- Increased sensitization on value of women doing business.
- *Elimination of early marriages*
- *Political stability*
- *Continuous career counselling*
- *Positive media influence.*
- *Personality mostly*

© WAKISSHA Joint Mock Examinations 2023

Page 5 of 8

(b) What strategies can be adopted to enhance gender partnership? (10 marks)

- Rewarding each member for their success. *services*
- Enhancing development of each member.
- Eliminating threats of exploitation or victimization.
- Ensuring that each member gets satisfied with different activities taking place.
- Ensuring that member strives to communicate his / her feelings and ideas. *no clearly as possible*
- Training women in skills and knowledge of business management.
- Making women direct beneficial members of businesses.
- Making women belong to businesses.

- *Practicing a two-way communication*
- *Practicing participants to be aware of their own membership and that of others.*
- *Practicing a sense of belonging and identity to all members.*
- *Building mutual respect for one another*
- *Recognising roles of all partners*
- *Creating awareness / sensitisation about gender partnership*

(Any 10 x 1) = 10 marks

(a) Kirabo is in the process of establishing another branch for her restaurant and has drawn a lay out for the sequenced activities to achieve the set goal.

What elements must not miss in her document?

(10 marks)

- Analysis of the enterprise.
- Business implementation planning. *Activity / Time frame / resources*
- Personal challenges and how they can be overcome. *Personal challenges*
- Possible assistance expected, its source and nature of support. *person in charge*
- Information required and how it can be got. *resources needed*
- Expected help, source of help and who to provide it.
- Confidence level of the entrepreneur.
- *Success indicators / indicators of success*

*note: Also more with and explanation!*

(Any 5 x 2 = 10 marks)

mentioning 1 mark, Explaining 1 mark

(b) Why does the implementation of most business plans fail?

(10 marks)

- Inconsistencies in business plan preparation.
- Incompleteness of unrealistic / unfeasible business plan. *firm's feasibility / business of the entrepreneur*
- Personal weaknesses of the entrepreneur.
- Excessive competition in the targeted area.
- Natural calamities that may hinder movements and supply of required materials.
- Inadequate resources for example capital. *limited funds*
- Under developed infrastructure / utilities.
- Resistance from potential competitors.
- Unreliable priorities. *unrealistic targets / unfeasible business plans*
- Unreliable sources of raw materials.
- Low levels of technology.
- Laziness of the entrepreneur.
- Inadequate data / information about the business. *inadequate research / failure to carry out research*



- Political instabilities.
- Failure to involve stakeholders.
- Corruption and embezzlement by some employees.
- Inconsistence in the flow of aid.
- Limited skilled personnel.
- Limited financial products.
- Gov't interference.
- Unfavourable gov't policies on business.
- Economic instabilities (inflation)

(Any 10x 1 = 10 marks)

6. (a) Describe the tools adopted by entrepreneurs to increase their turn over.

(10 marks)

- Free samples
- Premium or bonus offer.
- Price off offers.
- Coupons.
- Trade fairs and exhibitions.
- Trading stamps.
- Scratch and win offer.
- Money back offer.
- Window display.
- Selling goods on credit.
- Offering discounts.
- Giving donations.
- Organizing games and competitions.
- Creating right attitudes among employees.
- Maintaining links with others/Networking
- Providing after sales services.
- Exchange schemes.

(Any 10 explained x 1 = 10 marks)

(b) Under what circumstances may entrepreneurs carry out market segmentation.

(10 marks)

- When there is need to retain more customers.
- When there is need to gain share of the market segment.
- When there is need to target market communications.
- In case there is need to increase opportunities for growth.
- When there is need to enhance profits for the business.
- When there is need to boost sales.
- When there is need to match customer's needs in a better way.
- In case there is need for the entrepreneur to position each brand within the portfolio against a distinct set of consumer needs.

- a particular market segment when he wants to target
- If the entrepreneur wants to perfectly deliver marketing message to target audience
- If the entrepreneur wants to determine the level of competition
- In case the entrepreneur wants to

(Any 10 x 1 = 10 marks)

Candidate must use when / incase / If /where.

7. The C.E.O of Apaana Bakery introduced the new financial manager to the rest of the workers in a mini-meeting at the start of the week and assigned other supervisors to take him through other company aspects.

(a) What is the rationale of doing this?

(08 marks)

- To enable employees remain competitive for a long period of time.
- To enable new employees learn about company policies.
- To reduce labour turn over.
- To promote team work.
- To enable employees develop a sense a sense of belonging to the organization.
- To enable new employees understand the organizational culture.
- To minimize errors and damage to production machines.
- To motivate new employees as they feel welcomed. *To improve employee morale.*
- To spell out duties to the new workers so as to avoid role confusion.
- To show employees the organizational hierarchy.
- *To minimize supervision*
- *To eliminate accidents*
- *To employee-employer relations*
- *To instill a sense of discipline among workers*
- *To evaluate workers' ability to perform*
- *To evaluate workers' adapt to work*
- *To evaluate workers' adapt to work*

(Any 8x1= 08marks)

NB: Begin with To..., In order to....., For....., PCT.....

(b) What factors should be considered to make this programme successful?

(12 marks)

- Know the job. *Knowledge of the job.*
- Have the current employee serve as a mentor.
- Prepare a simple job break down.
- Set a training time table.
- Arrange the work area.
- Evaluate new employees work on a daily basis.
- Treat employees with disabilities as other employees but provide specific equipment to enable them perform their job effectively.
- 
- 
- 
- 
- 
- 

(Any 6x2 = 12 marks)

END