

- ii) Describe the business that you visited. (04 marks)
- b) Describe the physical layout of the business you visited. (05 marks)
- c). How does the business visited manage time so as to promote efficiency. (04 marks)
- d). Describe the ways in which the business you visited reduces staff turnover. (06 marks)
- e). Suggest measures under taken by the business to control flow of funds. (04 marks)

END

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P230/3

ENTREPRENEURSHIP

EDUCATION

PAPER 3

MOCK 2024

AUGUST

2 HRS:30 MIN



MEBU EXAMINATIONS CONSULT
UGANDA ADVANCED CERTIFICATE OF EDUCATION
MOCK EXAMINATIONS 2024
ENTREPRENEURSHIP EDUCATION

PAPER 3

TIME: 3 HRS

INSTRUCTIONS TO CANDIDATES

- This paper consists of **THREE** sections: **A, B** and **C**.
- Answer only **FOUR** questions in all.
- **ALL** questions carry marks.
- Credit will be given for the use of relevant diagrams and illustrations.
- Any additional question(s) answered shall **NOT** be marked.
- Begin answers to each question on fresh page.

SECTION A: CASE STUDY (25 MARKS)

1. Read the case study of Nkabahizi and answer the questions that follow.

Having graduated from Makerere University, Nkabahizi realized need for starting up her own income generating project. She analysed the environment around her home village and decided to establish a fish farming project.

Nkabahizi secured space in a nearby swamp where he set up a fish pond. She borrowed shs. 500000 from her grandfather which she used to acquire Tilapia and Nile perch fishing. Nkabahizi's project has expanded, she supplies fish to restaurants and traders in the nearby markets.

Nkabahizi does not set fixed prices for her products but negotiates with customers to arrive to the selling price for her products.

Due to her busy schedule, she has decided to employ a project manager to whom she delegates most responsibilities.

Basing on the success of Nkabahizi's project, other people have established fish farms in the area. She has therefore embarked on advertising her products on a local radio station to attract more customers.

The project is greatly supported by existing natural resources like adequate water, availability of water, support from the community members who provide advice and buy her products and technical skills obtained by Nkabahizi from various seminars on fish farming which she keeps attending. Nkabahizi is considered one of the most successful entrepreneurs in the area.

Questions.

- What shows that Nkabahizi's fish project is a good business opportunity? (4 marks)
- How does Nkabahizi benefit from delegating responsibility to the project manager? (3 marks)
- Which challenges is Nkabahizi likely to face while negotiating with customers. (5 marks)
- Advise Nkabahizi on methods she can use to set prices for his products. (6 marks)
- Apart from advertising, suggest other ways Nkabahizi can overcome competition. (4 marks)
- How has Nkabahizi benefited from starting up her own income generating project? (3 marks)

SECTION B: SCHOOL BUSINESS CLUB

Answer at least one question from this section.

2. With reference to a business project operated by your entrepreneurship club:

- Describe the nature of the business project you carried out. (04 marks)
- How did you sustain your business project? (04 marks)
- Describe the production activities of your project. (06 marks)
- Explain the basis for setting prices of your product. (05 marks)
- State how you planned to dissolve the club project. (06 marks)

3. Based on your school entrepreneurship club business project.

- Present any four factors that favoured the establishment of your business project. (04 marks)
- state the criteria for becoming a member in the business project. (03 marks)
- Explain the measures under taken to ensure environmental friendliness of your project. (05 marks)
- Describe the entrepreneurial skills that were applied in the business project. (06 marks)
- i) What challenges were faced in the business project. (04 marks)
ii) How were the challenges mentioned above managed? (03 marks)

SECTION C: field attachment/ field trip

Answer at least one question from this section

4. For any business enterprise you were attached to:

- Give the general description of the business. (04 marks)
- Describe the internal control systems the business uses for quality production. (06 marks)
- How is cash managed in the business that you were attached to. (05 marks)
- How does the community benefit from the enterprise you were attached to. (05 marks)
- Identify the marketing activities of the enterprise. (05 marks)

5. For any business field trip you made as a group or an individual:

- State any two objectives of the field trip. (02 marks)