

SECTION A

Case Study

1. **Answer all parts of this question.**

Juliana is a single mother of two children who started a juice processing business. Her aim was to start a real factory and thus made a lot of consultations from both small and large scale processors. Her mother had taught her how to process juice from local fruits. She had done a certificate course in food science thus had the technical background and saw the gap in market.

Due to a growing local market demand, she generated sales of Shs. 1,300,000. Juliana was among the first Ugandan business lady to take advantage of the South Sudan market after the war and now around 40% of her exports go there. She also acquired fixtures and fittings for her proper business operations. The following were also registered from her records, accounts receivable Shs. 8,000, account payable Shs. 3,000, business premises worth Shs. 1,200,000, electricity in arrears were Shs. 6,000 and rent income owing Shs. 4,000.

Because of the additional constraints women face such as denial for job opportunities and sexual harassment, Juliana was proud to be part of the solutions which was more beneficial for women entrepreneurial empowerment. She was inspired by many successful business women such as Dr. Magie Kigozi.

As she reflects back on her success, Juliana emphasizes that her most satisfaction is being able to create jobs for other Ugandans especially women. Ironically, she says losing everything in those early days turned out to be her best lesson. Her advice to other women who want to succeed in business is not to put all their eggs in one basket.

Questions

- (a) What factors aroused Juliana's participation in business? (06 marks)
- (b) What entrepreneur characteristics surrounded Juliana's success in business? (06 marks)
- (c) Suggest the marketing gaps which Juliana fixed. (04 marks)
- (d) Identify the attributes that justifies Juliana's business, a good opportunity. (05 marks)
- (e) From the case study, determine Juliana's
 - (i) Working capital. (02 marks)
 - (ii) Capital employed. (02 marks)

SECTION B
SCHOOL BUSINESS CLUB

Attempt at least one question from this section.

2. With reference to any business project owned and operated by your school Business club. (04 marks)
- (a) Describe the business. (08 marks)
 - (b) Explain the ways in which you used the SWOT analysis. (05 marks)
 - (c) What were the consequences of selling goods on credit in your business club? (08 marks)
 - (d) How did you present your products to the customers? (05 marks)
3. In relation to a business project started and managed by your school entrepreneurship club. (02 marks)
- (a) State the type and the brand name of your business. (05 marks)
 - (b) What components of financial feasibility study did you put into consideration? (08 marks)
 - (c) What contribution were made by the community to your project? (05 marks)
 - (d) (i) Explain the measures you took to properly manage your inventory. (05 marks)
 - (ii) What challenges did you face while managing your inventory? (05 marks)

SECTION C
FIELD TRIP AND ATTACHMENT

Answer at least one question from this section.

4. For any enterprise you were attached to:
- (a) Mention the nature of business organization and its product or service brand. (02 marks)
 - (b) Discuss the factors the business considered when analyzing the business competition. (05 marks)
 - (c) How did the business benefit from being tax compliant? (05 marks)
 - (d) Explain the steps the business took when receiving its supplies. (08 marks)
 - (e) Mention the business records that were kept. (05 marks)
5. With reference to a business field trip you made as an individual or a group.
- (a) Present the business background. (04 marks)
 - (b) What forms of employee training were the workers subjected to? (05 marks)
 - (c) How did the different business support organizations benefit that business? (05 marks)
 - (d) Give the different ways the business attracted its customers. (07 marks)
 - (e) Advise the owner on the benefits of delegation in business. (04 marks)

END