

**P230/3**  
**ENTREPRENEURSHIP EDUCATION**  
**PAPER 3**  
**JULY/AUGUST 2024**  
**3 HOURS**



**NATIONAL EDUCATION RESEARCH & EXAMINATIONS BUREAU**  
**UACE NEREB NATIONAL MOCKS 2024**

**ENTREPRENEURSHIP EDUCATION**

**PAPER 3**

**3 HOURS**

***INSTRUCTIONS TO CANDIDATES:***

- Answer four questions in this paper.
- Section **A** is compulsory
- Choose at least **one** question from each section **B** and **C**.
- All questions carry equal marks
- Any extra question(s) attempted will not be marked.

## SECTION A : (CASE STUDY)

*Read the case study below and answer the questions that follow.*

1. Mr. Nyarwa is a graduate of B.Com from Mbarara University. After his studies, he analysed community where he was living and identified that it had all the characteristics of the entrepreneurship. He decided to establish a general merchandise business in his home area.

He personally involved himself in the negotiation process with customers' suppliers and government. While he is negotiating he makes sure that the outcomes are win-win for both parties, both parties are satisfied with the results, he is not emotional, minds about resolving the disputes, he is flexible, he is a good listener and he is ready to compromise. This has made him benefit from almost all the business negotiations he has involved himself in

Nyarwa employed a procurement and logistics manager and tasked him with the responsibility of procuring merchandise for the business. The manager ensures that the merchandise purchased is timely, the quality and quantity are right and that the price and source are good.

The entrepreneur is law abiding. He employs six workers from the community, helps society in case of emergency, shares in society needs and conserves the environment.

### Questions

- (a) Point out the features of the entrepreneurship culture that the entrepreneur analysed. (5 marks)
- (b) What keys of successful negotiations does the entrepreneur put into consideration during negotiation? (5 marks)
- (c) Give the principles of purchasing a manager observes when purchasing merchandise. (5 marks)
- (d) What ethics does the entrepreneur show to the community? (5 marks)
- (e) Advise the entrepreneur on the merits of managing inventory. (5 marks)

## **SECTION B: (BUSINESS PROJECT)**

2. For any business project that was operated by your school business club
- (a) Describe the business project carried out. (4 marks)
  - (b) What marketing activities were carried out in your business project? (5 marks)
  - (c)(i) Explain different entrepreneurial skills which were practiced in the business (5 marks)
  - (ii) Describe different forms of non verbal communication used in the business competition. (5 marks)
  - (d)(i) What ways were used by the business to achieve quality products? (3 marks)
  - (ii) Show how the production costs were minimised. (3 marks)
3. With reference to a business project owned by your school business club;
- (a) Present a Swot analysis for the business project. (4 marks)
  - (b) Draw an organizational chart for the school business club. (5 marks)
  - (c) Explain why your project was a good business opportunity. (4 marks)
  - (d)(i) What factors did you consider when determining price for your products? (6 marks)
  - (ii) Explain the factors considered by the business when choosing technology. (6 marks)

## **SECTION C: (FIELD ATTACHMENT YOU CARRIED OUT)**

4. For any field attachment you carried out;
- (a) Describe the business you were attached to. (5 marks)
  - (b) How innovative is the business you were attached to? (5 marks)
  - (c)(i) Mention any three social costs of the business you were attached to. (3 marks)
  - (ii) Describe the measures being employed by the business to overcome the social costs stated in c (i) above. (3 marks)
  - (d)(i) Describe the entrepreneurial skills that you acquired from the business of attachment. (5 marks)
  - (ii) Explain the economic factors that influenced the entrepreneurial attitudes and opportunity identification. (4 marks)
5. Basing on any one field trip you carried out as an individual or as a group;
- (a)(i) State the objectives of the field trip. (4 marks)
  - (ii) What is the nature of the business you visited? (4 marks)
  - (b) Describe the business lay out. (5 marks)
  - (c) Advise the entrepreneur on the importance of performance appraisal. (6 marks)
  - (d) Explain the factors considered by the business you visited when analyzing competition. (6 marks)

**END.**