

P230/1
Entrepreneurship Education
Paper 1
July /August 2024
3 hours



**KAYUNGA SECONDARY SCHOOLS EXAMINATIONS COMMITTEE (KASSEC)
JOINT MOCK EXAMINATION 2024**

Uganda Advanced Certificate of Education

ENTREPRENEURSHIP EDUCATION

PAPER ONE

3 HOURS

INSTRUCTIONS TO CANDIDATES.

- This paper consists of **two** sections **A** and **B**.
- Answer **Five** questions
- Section **A** is compulsory. Answers to this section should be precise.
- Answer **Four** questions from section **B**
- Credit will be given for use of relevant diagrams and illustrations.
- Any additional question (s) answered **will not** be marked.

Turn Over

SECTION A (20 MARKS)

Answer **all** questions in this section.

1. (a) (i) Distinguish between **social entrepreneurship and social innovation**. (2marks)
(ii) Mention any **two** elements of a social enterprise plan. (2marks)
- (b) (i) Define the term **target market population**. (1mark)
(ii) Mention any **three** factors which affect the target market population. (3marks)
- (c) List any **four** constraints to gender partnership. (4marks)
- (d) (i) Distinguish between **feasibility** and **viability** of a business idea. (2marks)
(ii) Outline any **two** factors for evaluating business competition. (2marks)
- (e) Musenero has a flat in Kampala city, where she earns shs 72,000,000 as rental income in a year. Given that the rental tax rate is 20%, provision for expenditure and loss incurred to earn the income is 20% and threshold is shs 1,560,000.
Compute;
(i) Musenero's rental tax. (2marks)
(ii) Her net rental income (2marks)

SECTION B (80MARKS)

Answer any **four** questions from this section.

2. (a) Explain the forms of entrepreneurial environment. (10marks)
(b) Discuss the social-cultural factors that influence entrepreneurial attitudes. (10marks)
3. (a) Account for the high rate of failure of small and medium enterprises in Uganda. (10marks)
(b) Suggest solutions to the high rate of failure of small and medium enterprises in Uganda. (10 marks)
4. (a) Explain the various components of a marketing plan. (14marks)
(b) What factors limit effective business planning? (06marks)
5. (a) Why is it necessary to motivate employees? (10marks)
(b) Explain the various ways of motivating employees in an organization. (10 marks)
6. (a) Justify the need for carrying out personal selling by an entrepreneur. (12marks)
(b) Describe the steps involved in the creative selling process. (8marks)
7. (a) Discuss the key players in the capital markets industry in Uganda. (12marks)
(b) What is the role of capital markets Authority in an economy? (08marks)

END