

P230/1
ENTREPRENEURSHIP
EDUCATION
Paper 1
Nov./Dec. 2020
3 hours



UGANDA NATIONAL EXAMINATIONS BOARD
Uganda Advanced Certificate of Education
ENTREPRENEURSHIP EDUCATION
Paper 1
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.*

SECTION A (20 MARKS)

Answer all questions in this section.

1. (a) Mention any **four** sources of business ideas for an entrepreneur. (04 marks)
- (b) (i) State **two** elements of a business plan. (02 marks)
- (ii) Give **two** reasons why an entrepreneur should prepare a business plan. (02 marks)
- (c) (i) Distinguish between **product promotion** and **product distribution**. (02 marks)
- (ii) Give **two** benefits of an effective channel of distribution to an entrepreneur. (02 marks)
- (d) (i) What is meant by **induction of employees** in entrepreneurship? (01 mark)
- (ii) List any **three** factors that should be considered by an entrepreneur when preparing an induction programme for employees. (03 marks)
- (e) (i) Distinguish between a **corporation tax** and **Value Added Tax**. (02 marks)
- (ii) Outline any **two** demerits of Value Added Tax. (02 marks)

SECTION B (80 MARKS)

Answer any four questions from this section.

2. (a) Explain the importance of effective communication to entrepreneurs. (10 marks)
- (b) What are the barriers to effective communication in business? (10 marks)
3. (a) What are the differences between **business enterprises** and **social enterprises**? (06 marks)
- (b) Assess the impact of social entrepreneurship in your community. (14 marks)
4. (a) Explain the various types of insurance policies that can be undertaken by entrepreneurs in Uganda. (10 marks)
- (b) Describe the procedure that should be followed by an entrepreneur when taking out an insurance cover. (10 marks)

5. (a) Examine the factors that influence entrepreneurs when designing a plant layout. (14 marks)
(b) What is the importance of an efficient plant layout to an entrepreneur? (06 marks)
6. (a) Explain the various forms of customer care used by entrepreneurs in Uganda. (08 marks)
(b) Describe the indicators of satisfied customers of a business. (12 marks)
7. (a) Explain the functions of a stock exchange market. (10 marks)
(b) Account for the poor performance of the stock exchange market in Uganda. (10 marks)