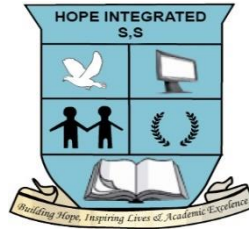


P230/1
Entrepreneurship
Education
Paper 1
2024
AUGUST
3 hours



HOPE INTEGRATED SECONDARY SCHOOL

Uganda Advanced Certificate of Education

ENTREPRENEURSHIP EDUCATION

END OF TERM II EXAMS

SENIOR FIVE

Paper 1

3 Hours

INSTRUCTIONS TO CANDIDATES

*This paper consists of sections **A** and **B***

*Attempt **all** questions in Section **A** and only **four** questions in section **B***

*Answer **five examination** questions in all.*

*Any additional question(s) answered will **not** be scored.*

*All answers **must** be written in the answer booklet(s) provided.*

SECTION A (20 Marks)

1. (a) (i) Distinguish between “developmental” and “transitional” change. **(02 marks)**
(ii) Mention any two causes of resistance to change at the workplace **(02 marks)**

(b) i) What is meant by the term “business ethics”? **(01 mark)**
ii) Mention any three signs of unethical business conduct **(03 marks)**

(c) i) Distinguish between a brand and personal branding **(02 marks)**
ii) What is the relationship between a product brand and its value **(02 marks)**

(d) (i) State the principle of indemnity as used in insurance **(01 mark)**
(ii) Give any three importance of insurance to business **(03 marks)**

(e) (i) Define the term gender stereotyping as used in entrepreneurship. **(01 mark)**
(ii) Give any three examples of gender myths. **(03 marks)**

SECTION B (80 Marks)

2. a) Describe the essentials of effective communication **(10 marks)**
b) What is the role of communication in business? **(10 marks)**
3. (a) Account for popularity family businesses in your country. **(08 marks)**
(b) Explain the challenges facing family businesses in your country. **(12 marks)**
4. (a) Examine the factors that affect women ‘s participation in entrepreneurial activities **(12 marks)**
(b) Suggest the measures that should be taken to promote gender balance in entrepreneurial activities in Uganda **(08 marks)**
5. (a) Distinguish between a business Plan and business planning. **(04 marks)**
(b) Describe the structure of an executive summary of a business plan. **(16 marks)**
6. (a) Explain the principles of insurance **(10 marks)**
(b) Explain the factors considered by the insurer when determining premium to be paid **(10 marks)**
7. (a) Explain the challenges of small and medium enterprises **(10 marks)**
(b) Suggest measures government of Uganda can undertake to promote SMES. **(10 marks)**

END