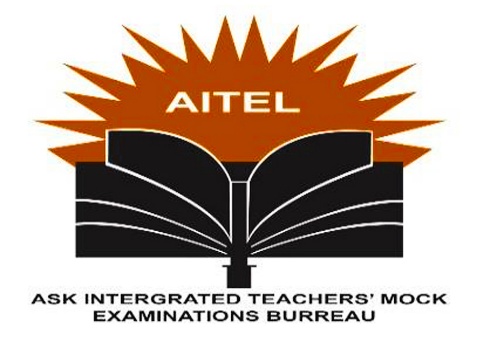
**P230/1**

**ENTREPRENEURSHIP**

**EDUCATION**

**Paper 1**

**3 Hours**

**END OF TERM ONE EXAMINATIONS 2024**

**Uganda Advanced Certificate of Education**

ENTREPRENEURSHIP EDUCATION

**Paper 1**

**3Hours**

**INSTRUCTIONS TO CANDIDATES**

* *This paper consists of* ***two*** *sections,* ***A*** *and* ***B****.*
* *Answer* ***five*** *questions only.*
* *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 parts of this section.**

**1.** a(i) Distinguish between *effective communication* and *effective listening* (2marks)

(ii) List any two forms of visual communication in an enterprise. (2marks)

(b) (i). What is meant by *economic environment*? (1 mark)

(ii). Mention any *three* economic environmental obstacles to entrepreneurial opportunity identification. (3 marks)

c Give four bases upon which *market segments* may be done. (4 marks)

d(i) State any two features of a cash flow statement. (2 marks)

(ii) Outline two causes of cash flow problems in an enterprise. (2 marks)

(e)(i) Identify any two characteristics of growth stage. (2 marks)

(ii) Give any two characteristics of maturity stage. (2 marks)

**SECTION B (80MARKS)**

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

2. (a) What factors in Uganda, may limit the successful operation of family business? (10marks)

(b) Examine the factors that provide a base for establishment of family business (10marks)

3. (a) Explain the determinants of entrepreneurial motivation. (10marks)

(b) What are the strategies for boosting the development of entrepreneurial skills among Ugandan entrepreneurs. (10marks)

4. (a) Describe the steps for transforming a business idea into a business opportunity. (10marks)

(b) Explain the procedure of determining the viability of a business. (10marks)

5. (a) Explain the various strategies used by entrepreneurs to maintain consumer acceptance and loyalty in Uganda. (10 marks)

(b) Assess the impact of competition in entrepreneurship. (10 marks)

6. (a) Analyze the human resource management factors that influence the quality of products. (10 marks)

(b) Why is it necessary for an enterprise to recruit workers. (10marks)

7. (a) Describe the process an entrepreneur should follow when investing in shares in a capital market. (10marks)

(b) Explain the merits and demerits of investing in shares to an entrepreneur. (10marks)

**END**