**ENTREPRENEURSHIP PAPER 1**

**SECTION A**

1. a) Gender identity refers to the subjective awareness that one is a member of the male or female sex with a consequence that one conforms to culturally determined expectations of appropriate masculaine or feminist behavior

**While**

Gender roles are culturally determined patterns of behavior that are expected of males and females

ii) Factors that enhances gender behavior

* Each member is justly rewarded for his/her services
* There are no threats of exploitation/victimization
* Participants are aware of their own membership and that of others.
* Each member gets satisfaction from participating in any activities taking place.
* There is a two way communication
* Each member strives to communicate his/her feeling as clearly as possible
* Development of each member is enhanced (any 2x1 = 2mks)

b) Indicators of good customer relations in business

* Honesty to customers
* Handling customer’s complaints
* Prompt service
* Good business language
* Sound knowledge a soul business
* Factful

c))i) Decision making is a process of consciously choosing the course of action from a number of alternatives to achieve a desired result.

ii) Characteristics of good decision making

* It is a process of selection from many alternatives causes of action
* It aims at finding out the best possible cause of actions
* It is an intellectual process, it is proceeded by reasoning and judgment
* It involves a certain degree of commitment i.e funds and time
* It is always related to environment
* It is a human and social process based on intelligence experience and judgment
* It is not certain about the final outcome of action taken.

d. Performance appraised is judgment of an employee’s performance in his/her job based on certain considerations other than productivity alone.

ii) Elements of an effective performance appraised system

* Reflection of objectives of the appraisal system in a clear way
* Training of employees and evaluators
* Face to face interaction
* Rewarding employees
* Communication and giving feedback
* Security in the position of appraiser
* Evaluation of the appraisal system
* Facilitation of employees to work to their best
* Maintenance of performance records of all appraisal events
* Involvement of all the relevant stakeholders
* Cordial relationship between the employee and appraisal
* Maintaining of the appraisal system

Taxable capacity refers to the ability of a tax paying entity to pay tax assess on it and remain with a substantial income to earn a descent living.

While

Tax base refers to a way item or economic activity that is subject to tax.

Farida’s monthly income = shs. 650,000/=

Tax payable = shs. 25,000+ 30 x (650,000 – 40,000)\

100

= 25000 + 30 x 190,000

100

= 25000 + 57000

Tax payable = shs. 82,000/=

**SECTION B**

2.a) Principles of effective personal branding

* Specialization
* Leadership
* Personality
* Distinctiveness
* Visibility
* Persistence
* Good will

**b) Importance of developing a personal brand**

* Helps an entrepreneur to compete with already established brands
* Increase the entrepreneur’s confidence by understanding himself better
* It saves the entrepreneur’s time and energy by selecting goals aligned with his unique values and reach them
* Provides a road map to success
* \helps an entrepreneur to achieve more sales from customers.
* Helps an entrepreneur to raise his brand visibility and presence
* It builds reputation for the business amongst customers
* Creates focus for the entrepreneur’s career
* Helps an entrepreneur implementing his new business plans
* Creates a sense of individuality and uniqueness in the minds of the customers.
* Attracts right people and opportunities to the business.

1. **A) Steps followed when taking out an insurance policy**

* Inquiry about the insurance company
* Deciding on which insurance company and type to get along with
* Filling and signing an insurance application form called a proposal form.
* Calculating the premiums
* Issuing a career bonder/cover policy
* Issuing an insurance policy.

b)

* Machinery breakdown and consequential loss.
* Loss of money in transit and at bluers premises
* Workman’s compensation policy
* Motor insurance
* Theft and burglary
* Fire policy
* Loss of profits policy
* All risks office equipment policy
* Fire outbreak and consequential
* Bad debts, consequential loss
* Injury to members of the public as a result of factory operation

4. a)

* Techniques of time management
* Identifying goals
* Ensuring self-motivation
* Establishing a deadline
* Taking notes
* Being goal oriented
* Working in blocks of time
* Being action oriented
* Being reflective
* Planning the next day’s activity at the end of each day
* Questioning yourself on time usage

b)

* Activity involved in time management
* Having alternative plans
* Choosing the quickest and most convenient time
* Making decisions quickly
* Keeping diaries
* Selecting priorities
* Delegating duties
* Avoiding unnecessary interruptions
* Conducting meetings properly
* Reducing paper work
* choosing useful reading materials
* Avoiding long quests

**5. a) Reasons for carrying out proper budgeting**

* To enable the entrepreneur price his foods appropriately to male desired profits
* To enable the entrepreneur know how to priorities his expenditure of income
* To encouraging hard work and innovativeness among workers
* To promote planning for the future in line with the objectives of the bluers
* To form a yardstick with which to compare actual performance with the targets
* To ensure discipline in managing bluers resources
* To enable the entrepreneur evaluate performance of his blues.
* To use it as a tool for mobilizing resources
* To coordinate the activities into a common plan.
* To control the activities and manage all the business programmes.
* To motivate employees by making them part of the team that sets objectives in the budget
* To optimize the use of the firm’s resources

**b) Steps followed when preparing an operational budget**

* Setting the bluers goals for the period to be budgeted for.
* Setting the objectives
* Setting the activities to be performed and their time table
* Establishing sales to be made
* Estimating the costs of food/services to be sold
* Calculating the gross profit
* Estimating selling and general administrative expenses
* Estimating the net profits
* Applying the tax rate to establish the tax payable if the profits are taxed
* Reducing the tax payable from the net profits to estimate net profit after tax

**6. a) Reasons for high rate of failure of SMEs**

* Unsuitable location of the bluers
* Limited market for the bluers products
* Improper management of the customers
* Limited market research
* Over expansion of the bluers
* Inadequate financing
* Low quality of the products for sale
* Inadequate support services
* Inadequate skilled labour
* Use of inappropriate technology
* Unreliable sources of supply for raw materials
* Improper product pricing
* Shortage of storage facilities
* Failure to anticipate or react to competition, technology, changes in market trends etc

**b) Beating bluers in areas where they can easily access support services, market, and raw materials**

* Undertaking research and development
* Ensuring good business management
* Establishing good relation with customers
* Conducting thorough market surveys
* Avoiding over expansion
* Saving and re-investing bluers profits
* Keeping and using up to date information and data on suppliers, consumer’s tastes and preferences.
* Forming and being active members of the relevant bluers associations
* Monitoring the competition’s bluers closely.
* Regular training of staff to ensure that they are good enough to manage bluers.

7. a) Methods used in paying workers in Uganda.

* Piece rate
* Time rate
* Orientive pay
* Contract based payment
* Profit share rate \shift pay
* Cost of living allowance
* Special wage additions
* Commission payment

**b) Causes of differences in wages**

* Differences in the nature of jobs
* Differences in the level of education and timing
* Differences in the cost of living
* Differences in the entrepreneurs ability to pay
* Differences in trade union ability to pay
* Government policy on wages
* Differences in efficiency of workers
* Differences in working conditions
* Differences in the level of experience expertise
* Demand and supply of labour