**DEPARTMENT OF ENTEPRENEURSHIP EDUCATION**

**ENT. PAPER ONE P230/1**

**WAY OF ANSWER PRESENTATION**

1. *Reasons questions*
2. *Way forward questions*
3. *Important questions*
4. *Cost questions*
5. *Two in one questions*
6. *Chronological questions*
7. *Responsibility questions*
8. *Factors that influence/influencing, that affect/affecting, determine/determine the choice of /considered.*
9. *Factors that limit/hinder/limiting/hindering/challenges*
10. *Factors that foster/increase/promote/ encourage.*
11. *Circumstances*
12. *Principles/essentials*
13. *Characteristics/attributes*
14. *Comparisons/comparative questions*
15. *Distinguishing questions*
16. *Definition questions (section A)*
17. **REASONS QUESTIONS:**

* ***Reasons/Justify the need for/Why is there need for……***
* ***Mission/objectives/aims/goal/Why…..***

**Approach:**

* *Begin answers using* ***To…………….***
* ***Avoid****:* ***In order to …..,so as, in case*** *(because a candidate may misspell*
* *“In order to” as* ***“Inorder to”..*** *“ So as, as* ***“Soas”*** *, “In case” as* ***“Incase”…..***

**However DON’T USE “To” on;**

* **Why**- COMPARISON: ***Join sentences/comparison using while, whereas, and, compared to, yet…….etc.***
* e.g. ***Why is self-employment preferred to paid employment***

*e.g. In self-employment, one earns unlimited income which changes with level of sales or profits compared to paid employment in which one’s income is fixed/the same every month, daily or weekly*

* **Why**- CHALLENGES e.g. *Why do people resist change*…(**Open question)**.e.g
* *Fear of failure*
* *Limited competence*
* **Why may**- CIRCUMSTANCES: Begin with: ***When …..If….Where….,*** etc.

**E**.g. ***Why may an entrepreneur sell goods on credit?***

* *When he is wants to get rid of stock which is about to expire*
* *If the quality of the goods is low*

**Avoid**: ***To know……., To understand****.*

*Avoid being stylish, use the simplest language.*

When explaining **REASONS** in section **B**, give a **way forward** or the **merit** or **advantage of the reason** e.g.:

* To *increase sales* ***by producing quality products*** *(way forward)*
* *To increase sales* ***and these increase profits/leads to increase in profits*** *(Advantage).*
* *To increase sales* ***which leads to increase in profit*** *(advantage)*

1. **WAY FORWARD QUESTIONS:**

* ***Ways, Measures, Strategies, Techniques, Controls, Solutions, Remedies, How, Why may.***
* ***Approach:***
* *Begin responses using …….****ing e.g Providing……….***

***By ….ing e.g By encouraging……..***

***Through …..ing e.g By promoting………***

When explaining, give the ***reason*** or ***advantage****.* e.g

* *By motivating workers* ***in order to produce quality products****. (reason)*
* *By motivating workers* ***and this leads to production of quality products*** *(Advantage)*

***Do not speculate; e.g. may, can, will if might.***

1. **IMPORTANCE QUESTIONS: (Are only positive)**

* ***Importance/Uses/Significance/Advantages/Merits/Rewards***
* ***Arguments for/Benefits***
* ***Positive effects/impacts/ implication/consequences.***
* *These are presented in simple present tense not* ***PAST TENSE e****.g.* ***It leads to, …. They promote……etc*.**

**Take into account;**

Singular; **It………………………**

Plural; **They……………………….**

* *Use positive statements only* ***e.g. Increase(s), Promote(s)***
* *No speculation*

**Continue explaining in advantageous form e.g**

It leads to creation of employment opportunities which increases people’s income hence improving their standards of living.

1. **COSTS/DISADVANTAGES/DEMERITS/ARGUMENTS AGAINST/IRRELEVANCE.**

* Use simple present tense.
* Use negative statements only
* *Consider whether* ***singular*** *(It………..) or* ***plural*** *(They………………….)*
* ***Continue explaining in the negative side;***

e.g: ***They discourage………………………………………***

***It discourages………………………………………….***

***It pollutes………………………………………………***

***They limit…*……………………………………………**

1. **TWO IN ONE QUESTIONS**

* ***Effects, Consequences, Impacts, Implications***
* ***Advantages and disadvantages, contributions, outcomes***
* ***Are two sided questions i.e*** *Positive side and Negative side****.***
* ***Answers are given separately; e.g.***

*The following are the positive effects /advantages of……………………*

***(THEN LATER);***

*The following are the negative effects/disadvantages of…………………….*

**NB**: **Such question should never be left out**. “***Use simple present tense”***

***When presenting/giving responses. E.g. It/They Leads/Lead, promotes/promote***

1. **CHRONOLOGICAL QUESTIONS.**

* ***Steps/process Procedures/Strategies/Cycle/Activities to be followed/Programme.***
* *Present points in* ***present continuous tense or actions verb i.e.***

***…………..ing***

***…………..ion***

**NB:** *They should be numbered such that the step a candidate has forgotten is left out numbered and if remembered can be filled in later but helps one to get all the marks for the orders steps instead of mixing up steps and loos marks.*

1. **RESPONSIBILITIES/ CONTRIBUTIONS/ ROLE/ROLES/ DUTIES AND RESPONSIBILITIES/TASKS**.

**Use; ………..ing**

**………..ion**

* *For development of roles, give only positive roles e.g role of URA………*
* *Other roles give both positive and negative e.g role of taxation………….*

**Note:**

**HOW TO DERIVE POINTS FOR A QEUSTION FROM OTHER POINTS.**

*Taxation, social entrepreneurship, Business enterprises, insurance* etc.

|  |  |  |
| --- | --- | --- |
| **Role (……..ing, …ion)** | **Reason (To…….)** | **Advantage/importance**  **(It/They /eg Taxation.** |
| Generating government revenue | To generate government revenue | It helps to generate government revenue. |

**NB:** **Same point (Government revenue) but different statements of the point (Generating) (To generate) (It generates)**

*When not sure of what they need e.g. reasons or importance in a question give both e.g.* ***10 reasons, then 10 importances.***

**E.g** To……………… (**10+ of them)**

It……………… (**10+ of them)**

1. **FACTORS**

*[****Each caries 2 marks i.e. stating the point 1mark and explaining 1 mark (especially Neutral factors)but give many to cater for the wrongs].***

**Neutral factors:**

* ***Factors that affect/ affecting***
* ***Factors that determine/determining***
* ***Factors influencing***
* ***Factors that determine the choice***
* ***Factors considered***

**State neutral factors with the preposition “of” i.***e level of, Nature of, size of*……***put a full stop, then explain 2 sides*** *i.e +ve Vs –ve, High Vs low, favorable Vs unfavorable.*

**E.g; Entrepreneurship environment:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Positive factors/side** | | **Neutral factors** | **Negative factors/side** |
|  | ***Factors that promote/ encourage/encouraging….***  ***(continue explaining in the positive side)*** | | ***(Factors affecting /influencing/that affect/considered… etc)***  ***- State a neutral point THEN***  ***- Explain two sides +ve(s), -ve(s), High Vs low*** | ***(Factors that hinder/hindering/limit/***  ***Limiting/discouraging..)***  ***(continue explaining the negative side).*** |
| **Political factors** | | Favorable political climate | Political climate | Unfavorable political climate |
| Favorable government policy | Gov’t policy regards entrepreneurship | Unfavorable gov’t policy. |
| High government expenditure | Gov’t expenditure | Low government expenditure |
| **Economic factors** | | Low costs of business | Cost of business | High cost of business |
| **Social factors** | | Favorable nature of religions | Nature of religions | Unfavorable nature of religions |
| **Demographic** | | Big size of /High population etc. | Size of population | Small size of /Low population |
| **Global factors** | | Free /open markets | Market openness | Restriction markets |

*e.g. (Nature of)Political climate. A favourable political climate characterized by no riots, no wars among others, promotes/encourages entrepreneurial development than an unfavourable political climate which discourages/limits entrepreneurial development*

***HOW TO WRITE NEAUTRAL POINTS***

**POINT STATEMENT OF APOINT**

Government policy *Nature of government policy*

Raw material *Availability of raw materials*

Capital *Size of capital*

Income *Level of income*

*Degree of …….*

*When explaining conjunctions like;* ***while, whereas, than, compared to, unlike, and yet.*** *to join the comparisons in every paragraph.*

***To explain;***

|  |  |  |
| --- | --- | --- |
| **Nature of ;** | use; | Favorable nature of….. ..***and/while*** unfavourable nature of……. |
| **Size of ;** | Use; | Small size…….***compared to/than*** large size………….. |
| **Degree of ;** | Use; | High degree of…….…***and/yet a*** low degree………leads to…… |
| **Availability of** | Use; | Presence of …………..***On the other hand*** absence of ……. |
| **Level of** | Use; | High level of …………..***and***  low level of………… |

*Explain positive Vs negative without using speculative words.*

1. **FACTORS THAT HINDER/CHALLENGES/LIMIT/BLOCK/BARRIERS**

Begin points with: ***Unfavorable………..***

***Limited ……………***

***High……………….***

***Insufficient……….***

***Inadequate……..***

Then continue explaining negatively.

Don’t use; “ poor”, “ lack of”,

“***Challenge of is also not advised since some students follow it with another negative word e.g “ challenge of unfavourable” is wrong***.

e.g Challenge of capital

Challenge of limited capital X

1. **FACTORS THAT FOSTER/ENCOURAGE/PROMOTE**

* Give positive factors while beginning the point with;
* **Presence of……………………..**
* **Sufficient……………………….**
* **Low……………………………..**
* **High…………………………….**

1. **FACTORS THAT LEAD TO INCREASE/IMPROVEMENT IN/DECREASE IN…..**

**Begin every point with…..**

*Increase in……..*

*Improvement in…………….*

*Decrease in……..*

*Decline in…………*

1. **CIRCUMSTANCES/CONDITIONS**

Here speculation is allowed

***Begin with: If/where/when………………………***

e.g. ***Circumstances under which an entrepreneur may sell goods on credit***

* *If goods are about to expire*
* *When the customer the customer is well known to the entrepreneur*
* *In case the entrepreneur gets goods on credit*

1. **PRINCINPLES/DOCTORINES/ESSENTIALS/TOOLS/COMPONENTS/**

**ELEMENTS/LAWS.**

***State them the way they are e.g. Certainty, Convenience etc. OR***

***BEGIN WITH;***

It is…………………………………

It should be…………………..

They are…………………………..

They should be……………….

* When explaining TOOLS = ***Define each of them***
* When explaining PRINCIPLES = ***Write a statement***
* When explaining DOCTRINES = ***Write a statement***
* When explaining CANONS = ***Write a statement***
* When explaining ESSENTIALS = ***Describe each of them***
* When explaining LAWS = ***Define each of them***
* When explaining COMPONENTS = ***Define each of them***
* When explaining ELEMENTS = ***Define each of them/Give an example***
* When explaining ASPECTS = ***Define each of them/Give an example***

**Essential/principle Characteristic**

Clarity It should be clear

Completeness It is complete

Hard working They are hard working

Persistence They are persistent.

1. **COMPARISON (SECTION B)** **DISTINGUISHING (SECTION A)**

***(JOIN THE SENTENCES Using****;****)*  (*SEPARATE THE SENTENCES using****;****)***

***Unlike while***

***Than whereas***

***Compared to, while, and yet***

1. **DEFINITION QUESTIONS**

* *These are section* ***A*** *questions*
* *Be brief*
* *Do not explain*
* *Must be absolute i.e. all the key words must be mentioned/provided*.