Students Name: ………………………………………………………………………………

School Name: …………………………………… Index Number ……………….

**P230/1**

**ENTREPRENEURSHIP** 

**EDUCATION**

**Paper 1**

July 2022

**3 hours**

*ENTEBBE*

**ENTEBBE JOINT EXAMINATION BUREAU**

**Uganda Advanced Certificate of Education**

**ENTREPRENUERSHIP EDUCATION**

**PAPER 1**

**3 HOURS**

**INSTRUCTIONS**:

*This paper consists of two sections; A and B.*

*Answer any 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)**

1ai) Who is an enterprising person? 1 mark

ii) Give any three traits of enterprising people. 3 marks

*b)i) Distinguish between financial feasibility and techni*cal feasibility study. 2 marks

ii) Mention any two relevance of carrying out feasibility study before starting a business. 2 marks

ci) Distinguish between empowerment and affirmative action as used in gender. 2 marks

ii) Mention any two factors that enhance gender partnership. 2 marks

di) Outline any two challenges associated with family business. 2 marks

ii) Give the role of SMES in the development of your country. 2marks

ei) Mention any two tools of monitoring business operations. 2 marks

ii) Give any two objectives of preparing a marketing plan. 2 marks

**SECTION B (80 MARKS)**

2a) Describe the principles of effective personal branding. 12 marks

b) What is the purpose of developing a good personal brand for an enterprise. 8 marks

3a) Explain the social cultural and political factors that affect entrepreneurial attitudes and opportunities.

10 marks

b) What is the implication of globalization to your country ? 10 marks

4a) What are the indicators of increase in the level of competition. 10 marks

b) Explain the factors that influence competition in business. 10 marks

5a) Explain the objectives of pricing business products. 10 marks

b) Explain the factors considered when determining prices for business products. 10 marks

6a) What is the rationale for inventory control in business. 10 marks

b)Explain the controls for better time management. 10 marks

7a) Explain the procedures for recruiting workers in an enterprise. 10 marks

b) Explain the factors that determine employee training and professional development. 10 marks