**P230/1**

**ENTREPRENEURSHIP**

**EDUCATION**

**Paper 1**

**Nov 2020**

**3 hours**

**ST. MARYS’ KITENDE**

**Uganda Advanced Certificate of Education**

**RESOURCEFUL MOCK EXAMINATIONS 2020**

**ENTREPRENEURSHIP EDUCATION**

**Paper 1**

**3 hours**

**INSTRUCTIONS TO CANDIDATES:**

* This question 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 shall be given for use of relevant diagrams and illustrations.
* Any additional question(s) attempted shall not be marked.

**SECTION A (20 marks)**

1. (a) (i) What is meant by a mission statement. ***1mk***

(ii) Give any three benefits of developing a mission statement to the business. ***3mks***

(b)(i) What is meant by a feasibility study? ***1mk***

(ii) State any three reasons for carrying out a feasibility study before starting a business. ***3mks***.

(c) Mention any four effects of climate change on business activities. ***4mks***

(d) (i) Distinguish between lead time and re order level. ***2mks***

(ii) Give any two ways of managing inventory in a business. ***2mks***

(e) (i) Define the term prototype. ***1mk***

(ii) Mention any three factors that influence the level of sales of a business. ***3mks***

**SECTION B (80 marks)**

1. (a) Explain the principles that govern development of a lucrative personal brand. ***10mks***

(b) What benefits do entrepreneurs get from developing a personal brand. ***10mks***

1. (a) Why should entrepreneurs observe quality during the production process. ***10mks***

(b) Examine the strategies that can be used by entrepreneurs to increase profits. ***12mks***

1. (a) Describe the process of effective creative selling. ***10mks***

(b) What is the basis for dividing the market into the different submarkets ***10mks***

1. (a) What is the contribution of Uganda Securities Exchange (USE) to the development of Uganda. ***10mks***

(b) What factors limit effective performance of capital markets in Uganda. ***10mks***

1. (a) Explain factors that affect the amount of wages paid to workers in a business. ***10mks***
2. Explain the conditions when the wages of employees may be increased in an organization. ***10mks***
3. (a) Explain the role of taxation in Uganda. ***10mks***
4. How can the rampant tax Evasion be reduced in Uganda?  ***10mks***

**END**

**“ Where there is a will, there are a thousand ways, where there is no will, there are a thousand excuses.”**