**MARKING GUIDE**

**ENTREPRENEURSHIP EDUCATION P230/3 – UACE 2023**

**SET 2**

**SECTION A**

1a) Activities Ayugi was involved into to ensure better management of time:

* Having alternative plans
* Choosing the quickest, safest and most convenient time and mode of travel
* Making decisions quickly
* Keeping diaries
* Selecting priorities
* Delegating duties
* Avoiding unnecessary interruptions
* Conducting meetings properly
* Reducing paper work
* Choosing useful reading materials
* Avoiding queues ie long lines

Any 6 x 1 = 6 Marks

b) Attributes of creative sales person Ayugi possesses

* Good judgement
* Tactful
* Positive attitude towards customers
* Selected physical attributes ie personal appearance
* Personal hygiene

Any 5 x 1 = 5 Marks

c. How Ayugi manages labour turn over

* Provision of training to workers at the company’s cost
* Providing fringe benefits to workers eg medical care
* Good retirement packages
* Objectively promoting workers
* Through open communication with and among employees
* Ensuring prompt/timely and fair pay for the workers
* Ensuring job security to workers
* Showing concern to workers problems or conflicts
* Carrying out objective employee performance appraisal
* Ensuring and appreciating worker’s efforts or performance
* Respecting workers especially through non monetary means
* Involving workers in decision making
* Empowering the employees to access eg through delegation
* Allowing employee to access knowledge about the enterprise
* Sharing information with the employees
* Through work force optimization eg establishing work schedules
* Setting favourable working conditions for workers
* Involving workers on the job eg giving them tasks to accomplish in the preferred departments
* Designing the job appropriately to the satisfaction of the employee
* Ensuring the recruitment of the result oriented experienced, competent and skilled workers

Any 6 x 1 = 6 Marks

d. Elements of financial management in the Enterprise:

- In-service training of workers

- Budgetary controls leading to good work relations

- Enough funding at the right time.

- meets the needs of the business.

- Monitors and supervises business operations.

Any 3 x 1 = 3 Marks

e. Costs of being an entrepreneur Ayugi might have faced

* One works for long hours
* One is always concerned about the business
* One needs high energy
* The entrepreneur sacrifices other important aspects of life
* One has a limited social life
* One does not have much time with family and friends
* An entrepreneur needs financial investment
* One receives unstable income.

Any 5 x 1 = 5 Marks

**SECTION B**

2a) Description of the business includes:

* Business name and address
* Business location
* Purpose of the business ie vision, mission, goals, and objectives
* Goods or services offered
* Customers of the business
* Nature of the ownership of the business/Type of business
* SWOT analysis
* Uniqueness of the business
* Sources of funds
* Date of establishment
* Description of assets

Any 5 x 1 = 5 Marks

b) Factors that influenced the choice of technology employed:

* Plant capacity
* Principle inputs/inputs constraints
* Investment costs/out lay/initial costs of technology/price
* Production costs/overhead costs
* Ability to use other inputs/co-operant
* Productivity and efficiency of technology
* Market conditions/market trends/size of market demand
* Resources of the business
* Government policy in relation to technology
* Ability to spare parts/complimentary components
* Ease of maintenance and repair
* Availability of skilled manpower
* Objectives of the business
* Adaptability/flexibility of the technology
* Impact that the technology has on the environment
* Simplicity and ease to use the technology/complexity
* Durability/lifespan/useful of technology
* Power consumption
* Guarantee given by the manufacturer
* Terms and conditions of payment
* Source/origin of technology/nature of suppliers
* Nature of technology used by competitors/level of competition
* Nature of the product to be produced
* Availability or accessibility of technology

Any 6 x 1 = 6 Marks

Evidence is a must

c) Characteristics of potential customers:

* Age
* Sex
* Location of the customers
* Occupation/ employment
* Income level
* Leisure activities
* Product usage

Any 6 x 1 = 6 Marks

Evidence is a must

1. Measures to manage business’ weaknesses:

- Training of workers

- Mobilizing capital

- Hiring security guards

- Punishing un cooperative members

- Production of quality products

- Ensuring proper funds accountability

- Organizing more distribution channels

- Increasing on production quantities

- Emphasizing time management techniques

etc

Any 4 x 2 = 8 Marks

A measure must be attached to a weakness

Evidence is a must

3a) Purpose of the business:

* vision
* Mission
* Goal-
* Objectives

Any 4 x 1 = 4 Marks

All should be well stated.

b) What inspired members to engage in business:

* Availability of market
* Acceptance from the school administrators,
* Cheap labour,
* Security,
* Availability of raw materials
* Availability of space/premises,
* Availability of utilities like water, electricity,
* Less time required for operation,
* Relevant training obtained

Any 5 x 1 = 5 Marks

Evidence is a must

c) Ways club members became successful negotiators:

* Integrity,
* Empathy.
* Patience
* Flexibility
* Self-confidence.
* Ingenuity.
* Self-assurance
* Stamina
* Tenacity
* Clear communication

Any 4 x 2 = 8 Marks

Evidence is a must

1. Constraints met while carrying out the entrepreneurial activities

* Limited skills
* Limited raw materials
* Poor packaging materials
* Limited storage room
* Limited distribution channels
* Limited skills
* Limited tools for carrying out market research

Any 4 x 2 = 8 Marks

An entrepreneurial activity must be attached to a constraint as it is being given

Evidence is a must

**SECTION C**

4a) 4a) Nature of the business:

* Business name and address
* Business location
* Purpose of the business ie vision, mission, goals, and objectives
* Goods or services offered
* Customers of the business
* Nature of the ownership of the business/Type of business
* SWOT analysis
* Uniqueness of the business
* Sources of funds
* Date of establishment
* Description of assets

Any 4 x 1 = 4 Marks

Bi) Personal challenges encountered during field attachment:

* Long distance
* Sexual harassment
* Language barrier
* Hunger
* Uncooperative employees
* Violet acts like fighting
* Disrespect

Any 5 x 1 = 5 Marks

Evidence is a must

ii) How challenges encountered during field attachment were overcome:

* Shorter routes
* Reporting the indiscipline workers to their superiors
* Buying of eats
* Motivated the uncooperative workers

Etc

Any 5 x 1 = 5 Marks

Evidence is a must

A solution must be attached to a challenge

c) The factors the owner of the business attached to put in mind the following when developing the sales promotion strategies:

* Nature of target customer target of customers;
* Availability of a strategy
* Cost of the strategy
* Coverage of the medium
* Urgency and speed of the strategy
* Nature of the product being advertised
* Channel of distribution to be used by the entrepreneur
* Impact created by the strategy
* The strategy used by the competitors
* Sales promotion policies of the enterprise

Any 6 x 1 = 6 Marks

Evidence is a must

d) Actions the owner took to increase level of tax compliance included:

* Maintenance of up do date proper business records
* Promptly(timely) remitting tax to the authorities
* Obtaining tax education eg attending workshops on taxes
* Resisting corrupt tax officers
* Reporting corrupt tax assessors to relevant tax authorities
* Attending tax education/training
* Voluntarily register with URA
* Filling monthly tax returns to relevant tax authorities

Any 5 x 1 = 5 Marks

Evidence is a must

5a) i) Objectives of the field trip:

* To relate theory to practical work
* To see/visualize what takes place in an enterprise
* To introduce myself/ourselves to field research
* To expose myself/ourselves to the real business world/environment

Any 2 x 1 = 2 Marks

ii) Describe the layout of the business:

* Entrance/Exit
* Security room
* Processing room
* Toilet block
* Generator room
* Waste disposal pit
* Administration block
* Changing room

NB: Bring out the importance of each element

Any 4 x 1 = 4 Marks

b) Examples of oral communication used in the business:

* face to face interactions
* Telephone talks
* Periodic meetings
* Conference/workshops/seminars
* Video conferencing
* conducting oral interviews
* Making radio broadcasts
* Television telecasts
* Voice over the internet
* Radio calls

Any 6 x 1 = 6 Marks

Evidence is a must.

c) The different t ways in which proper business planning led to success of the business included:

* It guides the company’s operations by charting its future course and devising a strategy for success
* It forces potential entrepreneurs to look at their business ideas in the harsh light of reality ie reality, competitive and value test
* It is a tool for communication – gaining stakeholders’ support
* It helps to get investment funds from financial institutions
* It is used to test the feasibility of the business idea by reflecting the required and available resources
* It gives a new business the best possible chance of success
* It makes business implementation manageable and effective
* It is used to attracting investors by showing the business profitability
* It helps businesses to benchmark against which the business future performance is measured
* It act as a management tool during implementation
* It helps the entrepreneur to define specific objectives and goals
* It acts as a timetable for implementing business activities especially the action plan
* It highlights challenges before the solutions are provided for in advance
* It reveals the gaps for further research
* Acts as the basis of obtaining permission to start business
* Helps to assess the SWOT of the business
* Helps the entrepreneur to establish the expected production targets
* Helps to dispel doubts on liquidity and credibility of a business obtaining a large customer base
* It assesses the viability and feasibility of the business

Any 6 x 1 = 6 Marks

Evidence is a must

A candidate must show how a point leads to success.

d. Strategies which were employed by the owner to do away with unhappy workers:

* Provision of good working condition
* Offering fringe benefits
* Ensuring job security
* Offering adequate and prompt payments to workers
* Provision of on and off job training to workers
* Promotion of hard working employees objectively
* Provision of social gatherings to employees
* Recognizing the best performers in the company
* Conducting performance appraisal on regular basis
* Ensuring transparency in the business operations
* Giving necessary respect to workers by employers
* Encouraging team work and good relation by the manager in order to achieve these goals.
* Ensuring proper management of discipline at workplace
* Organizing contests among employees
* Showing concern to workers’ problems
* Using open/proper communication
* Through management of discipline
* By respecting gender balance and religious affiliations

Any 7 x 1 = 7 Marks

Evidence is a must

**END**