

KITGUM COMPREHENSIVE COLLEGE

P.O.BOX 110, KITGUM

S.6 END OF TERM 1 EXAMINATION 2023

ENTREPRENEURSHIP EDUCATION

PAPER 1 (P230/1)

3 HOURS

Instructions to candidates.

- Attempt all questions from this section

SECTION A (20 marks)

- Answer all the questions in this section.

1. a). Define the term business ethics. (01 mark)
ii). Give any three principles of a good business ethics. (03 marks)
b). i). Distinguish between social enterprises and sustainable development. (02 mark)
ii). Give any two traits of a successful entrepreneur in Uganda. (02 marks)
c). i). Define the term organizational plan. (01 marks)
ii). Outline any three ^{components} ~~compliments~~ of an organizational plan. (03 marks)
d). i). What is capacity planning as used in production management? (01 mark)
ii). Outline any three activities carried out in production process of a manufacturing business. (03 marks)
e). i). Define the term premium as used in insurance. (01 mark)

ii). Outline any three determinants of amount of insurance premium.

(03 marks)

SECTION B (80 MARKS)

Answer **four questions** only in this section.

2. a).Describe the attributes of innovative enterprises in Uganda. (10 marks)

b).Explain factors that limit the level of creativity in business today.

(10 marks)

3. a).Describe the components of a social enterprises plan. (10 marks)

b). What are social responsibilities of business in Uganda. (10 marks)

4. a).Examine the factors that influence the level of success of small and middle enterprises (**SMES**) in Uganda today. (10 marks)

b). Explain the contributions of insurance companies in the (**SMES**) in Uganda today. (10 marks)

5. a).Generate the marketing strategies used by entrepreneurs in Uganda?

(10 marks)

b). Describe the basis of market segmentation. (10 marks)

6. a).Assess the factors that affect the choice of raw material to be used in the manufacturing business . (10 marks)

b).What measures should be taken to minimize production costs. (10 marks)

7. a).Describe the key players in Uganda capital markets. (10 marks)

b). Examine the contribution of collective investment scheme in Uganda capital markets. (10 marks)

THE END

H.O.D BUSINESS