

**230/3 ENTREPRENEURSHIP EDUCATION  
DRAFT MARKING GUIDE FOR  
MOCK EXAMINATION UACE 2022**

The various entrepreneurial characteristics portrayed by Tondo should include.

**Hardworking** as he opens even on weekend.

**Profit oriented** as he involved himself in running the business and brought his young boys to assist him in order to reduce on operating costs.

**Self confidence.** He believed in himself to start the business and left job searching.

**Persistent.** Despite of the challenges Tondo encountered in the business and has a desire to offer more services like pedicures, manicures, skin care and spa treatment.

(i) **Goal oriented** due to his desire to provide more services after one year.

(ii) **Innovation & creativity.** He provides Tv watching, music system radio and magazines which show a variety of hair styles to customers.

He also accepts variety of payments from customers.

(iii) **Risk taking** as he decided to sell his bull to start a salon.

(iii) **Coping with uncertainties.** He did not 9 we..... become of completion and challenges bull he looked for ways to overcome them (provision of more services after one year) Any 5x1

**Evidence is needed.**

**(b) The challenge faced by Tondo should include;**

(i) Limited capital to fulfill his dream of more services.

(ii) Low skills possessed by his staff.

(iii) Sabotage from his ...../staff p..... of customers

(iv) High cost of maintaining equipments and especially chairs.

(v) Damaging the equipments by the staff due to misunderstandings.

Any 2x2 = (4 marks)

**Evidence is needed**

The ways in which family involvement helps Tondo in his business should include.

By through.

(i) Providing start up capital (mother contributed)

(ii) Providing guidance / advice

(iii) Providing human resource / labour (young brother)

3x1 = (3mks)

**Evidence is crucial**

**The strategies used by Tondo to promote his sales should include;**

(i) Offering a variety payment methods

(ii) Working also on weekend

(iii) Provision of a TV in the salon

(iv) Strategic location (at Nakwaya town) where customers are many.

(v) Provision of magazines that show various hair styles.

(vi) Provision of Radio system in the salon

Any 5x1= (5marks)

**Evidence is paramount.**

**e. The lesson a candidate learn from the case study should include;**

(i) Good to locate the business near source in puts to reduce on costs.

(ii) Hardworking is important in the business.

(iii) One should always be persistent amidst challenges.

(iv) Sometimes family involvement in the business is very important.

(v) There is no problem with starting a small as long as you are thinking big

(vi) Seeking advice is always god before starting a business.

(vii) Self employment is the best way to succeed than seeking for a job.

(viii) etc Any 4x1=(4 marks)

- All points should be connected to the case study

**The business ethics business owners should practice towards their customers should include;**

- (i) Provision of quality services / goods
- (ii) Being kind when handling customers
- (iii) Treating customers equally.
- (iv) Fair pricing of goods / services
- (v) etc

Any 4 x 1 (4 marks) No evidence needed

Spellings errors to be considered

**2(a) General description of the business project may include the following;**

- (i) Business name, address and contacts
- (ii) Business location
- (iii) Goods / services offered
- (iv) Source of funds for the business
- (v) Target customers / nature of customers
- (vi) Sources of funds for the business
- (vii) Nature of the business / ownership / legal form / duration or date the business started.
- (ix) SWOT analysis
- (x) Description of business premises & other assets. ect

Any 5x1 = (5mks)

**Evidence should be emphasized.**

**The techniques used to promote sales of the business should include;**

- (i) Providing quality products
- (ii) Having knowledge of the product
- (iii) Offer credit service
- (iv) Giving free samples
- (v) Use of proper and attractive packaging
- (vi) Being polite to customers
- (vii) Offering discounts
- (viii) Advertising the products
- (ix) Providing after sale services
- (x) Giving gifts
- (xi) Organizing competitions & winning prizes
- (xii) Opening new sales points / outlets/added convenience
- (xiii) Branding the products
- (xiv) Personal selling
- (xv) Giving special price offers
- (xvi) Proper / attractive displays
- (xvii) Renovation of premises
- (xviii) Giving guarantees money back offers etc

Any 5 x1 = (5mks) State ½ mark Evidence ½ marks

**c) Measures candidates adopted to maximize profits may include, By / through.**

- (i) Buying raw materials from cheap source.
- (ii) Involving students themselves in doing the work than employing paid labour.
- (iii) Reducing advertising costs by announcing ..... the products on assembly.
- (iv) Using school free facilities e.g security premises etc.
- (v) Using cheap packaging materials
- (vi) Charging high prices
- (vii) Producing a variety of products e.t.c

Any 5 x 1 = (5marks)

State ½

Evidence ½

**Evidence should be emphasized**

**d) The measures put in place to ensure proper inventory management may include By / through**

- (i) Carrying out stock reconciliation
- (ii) Regular stock taking
- (iii) Ensuring tight security
- (iv) Determining re-order level
- (v) Proper storage & retrieval of available stock
- (vi) Monitoring the flow of stock
- (vii) Determining / settling lead time
- (viii) Proper keeping of business records

**Any 5 x 1 = (5marks)**

**State ½**

**Evidence is needed**

**Evidence ½**

**The operational activities of the business project may include the following.**

- (i) Purchasing / acquiring inputs e.g raw materials, labour etc
- (ii) Carrying out actual production
- (iii) Installation of machinery & equipments
- (iv) Packaging of products
- (v) Branding
- (vi) Advertising & sales promotion
- (vii) Selling of products
- (viii) Storing
- (ix) Financial management
- (x) Organizing meetings / workshops etc

**Any 5x1 = (5marks)**

Depending on the business project, evidence should be emphasized.

**3(a) Objective and goals of the project**

- (i) Objective should not exceed a period of one **Any 2x1 (2 marks)**
- (ii) Goals should be above one year but not exceeding two years time **Any 2x1 (2 marks)**

**b. Ways how candidates raised the start -up capital may include the following.**

- (i) Selling shares
- (ii) Membership fee
- (iii) Fund raising ceremonies
- (iv) Fines and penalties
- (v) Borrowing / acquiring a loan from school administration / teachers/ friends etc.
- (vi) Donations / gifts / grants
- (vii) Contribution from parents/ guardians
- (viii) Contribution from school
- (ix) Contribution from well wishers
- (x) Suppliers credit / credit purchases etc.

**Any 4x1 (4 marks)**

**Evidence should be emphasized.**

**The marketing strategies used may include the following By / through.**

- (i) Writing in school magazines or news paper
- (ii) Offering guarantees
- (iii) Giving free information to intended clients
- (iv) Referrals
- (v) Appropriate pricing policies / strategies
- (vi) Advertising
- (vii) Net working
- (viii) Effective communication
- (ix) Cold calling

- (x) Displays
- (xi) Quality improvement

Any 5x1 (5 marks)

**Evidence should be emphasized.**

**Ways on which gender was considered may include, By / through**

- (i) Ensuring both girls & boys equal capital contribution
- (ii) Maintaining both girls & boys equal sharing of profits & losses
- (iii) Ensuring both girls & boys equal rights to all members
- (iv) Ensuring equal responsibilities

Any 3x1 (3 marks)

**Evidence is needed**

**e) Ways put in place for proper cash management may include the following; By/ Although**

- (i) Authorizing one person to receive cash and effect payments
- (ii) Keeping cash in a lockable safe.
- (iii) Banking cash every weekend/ day /month.
- (iv) Proper checking of cash received before keeping it by use of money detectors/ eyes etc.
- (v) Recording all cash transaction.
- (vi) Physical counting of cash received from customers
- (vii) Use of fake money detectors e.t.c

**Evidence should be emphasized.**

**4a) The general description of the business a candidate was attached to**

As in 2(a) above

Any 5x1=5marks

**Evidence should be emphasized while marking.**

**The forms of communication used in the business a candidate was attached to may include;**

- (i) Oral (word of mouth/telephone etc) communication
- (ii) Written communication
- (iii) Audio communication e.g. Radio
- (iv) Visual communication e.g. posters, bill boards, maps e.c.t.
- (v) Audio-visual communication e.g. TV
- (vi) Gestures/ sign language to clients who cannot hear (deafs)

Any 5x1=5marks

**Evidence in form of examples or brief explanation must be given**

**When a candidate give only example, no mark**

**(i) Some documents used y the business may include;**

- (i) Receipts
- (ii) Delivery note
- (iii) Purchase orders
- (iv) Requisition forms
- (v) Payment vouchers
- (vi) Bank slips i.e. deposit & withdrawal
- (vii) Bank statements
- (viii) Invoices
- (ix) Cheque leys
- (x) Debit notes
- (xi) Credit notes

Any 3x1=3marks

**Evidence of how they were used should be shown.**

**(ii) The uses of some documents given in c i) above may include To/For**

- (i) For preparing the books of accounts
- (ii) For ascertaining cash flows
- (iii) For verification of transactions
- (iv) For determining the level of errors

(v) For ascertaining the number of debtors and creditors

(vi) For tax assessment

Any 3x1=3marks

**Evidence is needed**

**d) The measures used by the business to ensure discipline of its workers may include:**

By/Although

(i) Treating workers with respect

(ii) Assigning a supervisor to each worker.

(iii) Tactful handling of workers grievances

(iv) Punishing disciplined workers e.g. supervision/pay cuts e.t.c

(v) Allocating tasks to each particular worker.

(vi) Recording the reporting and departure time for each worker.

(vii) Setting deadline /time lines for the given tasks

(viii) Issuing warning letters to in disciplined workers.

(ix) Conducting regular meetings.

(x) Regular appraisal e.t.c.

Any 6x1=6marks

**Mentioning ½ mark**

**Evidence ½ mark**

**e) Indicators of poor time management a candidate observed from the business attached to management;**

(i) No gossiping among workers/talking about personal matter.

(ii) Being punctual or present or learning early

(iii) Un bureaucratic procurement procedures

(iv) Having limited group meetings

(v) Minimising many interruptions at work e.g. babies, phone calls e.t.c.

(vi) Being organized

Any 3x1=3marks

**Evidence is needed**

**5a)i) The objectives of field study include;**

(i) To relate theory to practical work

(ii) To expose my/ ourselves to the business world

(iii) To introduce my/ourselves to the field of research

(iv) To see what takes place in enterprises

Any 2x1=2marks

No evidence needed here

(ii) Description of the business a candidate visited.

As in 2(a) above

Any 5x1=5marks

Evidence should be emphasized

**b) The reason why the business a candidate visited should come up with change should include;**

(i) To adopt new technology

(ii) To cope with competition

(iii) To promote new ideas and innovations

(iv) To respond to customers' needs

(v) To promote growth opportunities

(vi) To determine the direction of the economy

Any 3x1=3marks

**No evidence needed**

**A description of the production process of the business a candidate visited should include;**

(i) Carrying out market research

(ii) Developing a product idea

(iii) **Inconsilating** a product idea into a product design

(iv) Acquiring raw materials / inputs/ requirements

(v) Carrying out actual production while serving quality standards

(vi) Packaging the product

(vii) Branding the product

- (viii) Storing the product
  - (ix) Distribution of the product
  - (x) Making a follow up with customers to finding how the product is performing in the market
  - (xi) Making any desired improvements
- Any 5x1=5marks

**Order must be observed**

**Evidence should be emphasized.**

**c) Marketing challenges faced by the business a candidate visited may include;**

- (i) Stiff competition
- (ii) High costs involved in marketing eg hiring sales persons
- (iii) Increasing number of bad debts
- (iv) Damage of products especially during transit
- (v) Un expected market trends due to completion\
- (vi) Language barrier to some customers
- (vii) Difficulty in handling difficult customers e.t.c

Any 3x1=3marks

**Evidence should be given**

**Any challenges referred to as a problem should not be marked**

(ii) Advise to the business owner on how to overcome the above challenges should include;

- (i) Using cheaper ways of marketing like posters
  - (ii) Training the sales fore on how to handle different customers
  - (iii) Using better packaging materials that can protect the goods in transit eg boxes (depending on product)
  - (iv) Conducting market research analyse market trench
  - (v) Carrying out massive advertisement to capture and retain the market share. Any 3x1=3marks
- The advice must be connected/ related to a challenge guide in d....
- i) Above by a candidate

**c) The ways in which the business a candidate visited exhibit good ethics towards the government may include;**

By/Through

- (i) Paying tax obligations as required eg
- (ii) Meeting production standards in terms of quality weight etc
- (iii) Complying with occupational hygiene, environmental regulations as required by the government
- (iv) Following government policies during operation
- (v) Complying with the laws that govern the business eg (labour laws etc.)

Any 2x2=4marks

**Evidence should be emphasized.**