

MID OF TERM I EXAMS 2019
S.2 ENTREPRENEURSHIP EDUCATION

TIME: 1 1/2 HOUR

INSTRUCTIONS:

- ***Attempt all questions in section A and any three from section B, Qn2 is compulsory..***
- ***Full marks will only be awarded to correct answers given followed with relevant explanations.***

1. a) What is Income? (1MK)
- ii) State any three types of income. (3 MK)
- b) Distinguish between retail trade and wholesale trade (2 MK)
- ii) Mention any two services retailer offered to a customer. (2 MK)
- c. Define the term "Price". (1 MK)
- ii) Distinguish Between Savings and Investment (2 MKS)
- d. Define the following terms
 - (i) Partnership Deed
 - (ii) Utilities
 - (iii) SWOT analysis
 - (iv) Goods
 - (v) Services (5 Mks)
- e. Define the term Market as used in entrepreneurship? (1 Mk)
- ii) Mention two factors you should consider when assessing the market potential. (2 Mks)
- f. Define the term Market potential. (1 Mk)

SECTION B

2. You plan to start a canteen in your school
- (a) Identify your customers and competitors. (5mks)
 - (a) List down the five sources of your business Idea. (5Mk)
 - (b) Use the SWOT Analysis to determine the competitive Advantage you have over your competitors. (10 Mks)
3. a) Define the term Natural Environment . (2 Mks)
- b) Show how the businesses depend on the natural environment.(5 mks)
 - c) Explain the benefits of a business to the community. (5 Mks)
 - d) Discuss the positive and negative effects of the business to the natural environment. (8 Mks)
4. What is success in business? (2 marks)
- (b)Clearly explain the indicators of a business that is not doing well.(12 marks)
 - (c)Give the factors that can be applied in business in order to make it successful. (6 marks)
5. What is meant by transport? (2 Marks)
- (ii) Discuss the importance of transport to the business. (18 Marks)

END