

NAME: _____ CLASS: _____

DATE: _____ SIGNATURE: _____

MID OF TERM I EXAMS 2019
S.3 ENTREPRENEURSHIP EDUCATION
TIME: 2 HOURS

INSTRUCTIONS:

- **Section A is compulsory.**
- **Section B, answer only three questions.**

SECTION A:

- A) i) Define the term "Income". (01 mark)
- ii) Outline any three types of income (3marks)
- b) List any four challenges faced by entrepreneurs. (04 marks)
- c) i) What is paid employment? (01 mark)
- ii) Mention any three disadvantages of paid employment. (03 marks)
- d) Give three indicators of a failing business. (03 marks)
- ii) Explain two causes of business failure in Uganda
- e) i) Define the term decision making. (01 mark)
- ii) Outline any three factors that influence decision making. (03 marks)
- f) Define the term product positioning. (01 mark)

SECTION B

2. You have started a manufacturing business dealing in the production of plastic containers in your local area.
- (a) What were the requirements of your business? (5mks)
 - (b) Explain the benefits of your business to the community members where your business is located. (5mks)
 - (c) State the risks your business is facing in its operations. (5mks)
 - (d) Explain the negative effects your business is causing to the environment. (5mks)
- 3.(a) What is market research? (2mks)
- ii. mention three forms of market research (3 mks)
- (b) Give and explain the advantages of carrying out market research for a business. (15mks)
- 4.(a) Distinguish between sales promotion and advertising. (4mks)
- (b) Explain the factors considered when selecting a given advertising media. (8mks)
 - (c) Explain the methods of promoting business products. (8mks)
- 5.(a) Explain the steps which should be followed by an entrepreneur in a starting up a new business. (14mks)
- (b) Why is it necessary to follow these steps? (6mks)
- 6.(a) What is meant by "marketing mix"? (4mks)
- (b) State the 5 pc of marketing mix. (5Mks)
 - (c) What are the factors considered when developing a product? (11mks)