SECTION A (20 MARKS)

Answer **all** *questions in this section.*

1. (a) State any **four** personal attributes that should be displayed by an entrepreneur during negotiations. *(04 marks)*

   (b) (i) Mention any **two** types of social enterprises in Uganda. *(02 marks)*

   (ii) Outline any **two** indicators of a positive impact of social entrepreneurship on the community. *(02 marks)*

   (c) (i) List any **two** examples of fringe benefits that entrepreneurs should offer to their employees. *(02 marks)*

   (ii) Give any **two** reasons why an entrepreneur should offer fringe benefits to the employees. *(02 marks)*

   (d) (i) Differentiate between **profitability ratio** and **liquidity ratio** in relation to financial management of a business. *(02 marks)*

   (ii) Suggest any **two** tools that can be used by an entrepreneur to determine the liquidity ratio of a business. *(02 marks)*

   (e) (i) Distinguish between **gender stereo-typing** and **gender mainstreaming** as used in entrepreneurship. *(02 marks)*

   (ii) Suggest **two** ways of minimising gender stereo-typing in business. *(02 marks)*

SECTION B

Answer any **four** *questions from this section.*

2. (a) Describe the characteristics of innovators in entrepreneurship. *(06 marks)*

   (b) Advise entrepreneurs in your community on ways of promoting innovation in their businesses. *(14 marks)*

3. (a) Examine the influence of economic environmental factors on entrepreneurial activities in Uganda. *(12 marks)*

   (b) Guide entrepreneurs in your society on organisations in Uganda that can offer them the various entrepreneurial support services. *(08 marks)*

4. (a) Other than the Capital Markets Authority, describe the key players on Uganda's Capital Markets. *(12 marks)*

   (b) Explain the role of the Capital Markets Authority in Uganda. *(08 marks)*

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5. (a) Why is it necessary for an entrepreneur to prepare a business plan? (*06 marks*)

   (b) Examine the factors that should be considered by an entrepreneur when preparing a marketing plan. (*14 marks*)

6. (a) Account for the production of low quality goods by entrepreneurs in Uganda. (*08 marks*)

   (b) Explain the dangers entrepreneurs face when they provide low quality goods. (*12 marks*)

7. (a) Justify the need for entrepreneurs to pay taxes in Uganda. (*12 marks*)

   (b) Account for the low level of tax revenue collection in Uganda. (*08 marks*)

END

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