

P230/1

ENTREPRENEURSHIP

EDUCATION

Paper 1

Jul/Aug 2017

3 Hours

RESOURCEFUL MOCK 2017

Uganda Advanced Certificate of Education

ENTREPRENEURSHIP EDUCATION

Paper 1

3 Hours

INSTRUCTIONS TO CANDIDATES

- ✓ *Section A is Compulsory. Answers to this section should be concise*
- ✓ *Answer **Four** questions from Section B.*
- ✓ *Any additional question(s) answered will **not** be marked.*

SECTION A

1. a) (i) What is meant by a Business idea? **(01mark)**
(ii) State any three factors considered when Evaluating a Business Idea **(03marks)**

- b)(i) What is meant by Feasibility study? **(01marks)**
(ii) Give any three rewards of carrying out a feasibility study before starting a business

- c) (i) Define the term time management. (03marks)
(ii) Suggest any three benefits of proper time management in business. (01mark)
(03marks)
- d) (i) Differentiate between Marketing and Sales promotion (01mark)
(ii) Give any three conditions for carrying out sales promotion (03marks)
- e) (i) What is meant by the term TIN? (01marks)
(ii) Mention any three purposes of allocating a TIN to a Tax Payer (03marks)

SECTION B

2. (a) Describe the features of an informal business (10marks)
(b) Explain the challenges associated with family business (10marks)
3. (a) Describe the process of effective communication (10marks)
(b) How can effective communication be promoted in an enterprise? (10marks)
4. (a) Explain the different tasks of a Human Resource Manager of an Organization (10marks)
(b) How can a Human Resource Manager reduce labour turn over in business? (10marks)
5. (a) Explain the Social cultural environment factors that limit entrepreneurship in Uganda (10marks)
(b) Suggest strategies that an entrepreneur can employ to improve an entrepreneurial environment (10marks)
6. (a) Describe the aspects that should be included in the Marketing plan of a business plan (10marks)
(b) Why is it necessary to include a Production plan when preparing a business plan? (10marks)
7. (a) Explain the significance of carrying out Impact Assessment of a social Enterprise Project. (10marks)
(b) How can a Social Entrepreneur sustain a Social Enterprise Project? (10 marks)

END