

ENTREPRENEURSHIP PAPER 3

SECTION A: CASE STUDY

Answer all parts of this section.

1. Read the case study below and answer the questions that follow.

Maligumu whose ambition to take up business as a career materialized when he developed growing self confidence, analysed and scanned the environment to create chance for achievement rather than wait for it to come his way, and established Achievers' confectionaries (U) Ltd.

Maligumu Ventured into business in 1970s when the economy of Uganda had enormous unexpected business risks coupled with limited resources like finance, skills etc. He was able to identify, analyse market opportunities and took advantage of them. Because he took personal responsibility for the outcome, he formulated concrete goals which were neither too high nor too low. He developed a strong internal commitment and involvement with the goals and sought help from business experts to overcome personal limitations.

Focusing on high quality output to capture a large market share and evaluating business opportunities are his priorities. He studies production orders and level of sales to ascertain the market trend. He ensures that the workplace and storage facilities are cleaned regularly and are well organized. He observes flow of customers and cash to project performance of the business. His major role in the enterprise is monitoring and supervision to ensure that high quality inputs and packaging materials are used and technical specification regarding quality and quantity are followed. He keenly observes the number and strength of competitors as well as price charged to formulate marketing and sales promotions strategies. He also ensures that appropriate technology and skills are employed to produce output conforming to customers' needs in order to have an upper hand in the market.

Although, Maligumu has a humble background, he has managed to use entrepreneurial competencies and characteristics to be successful in business and build an empire of business and live a luxurious life.

Questions

- (a) What characteristics associated with strong need for achievement does Maligumu possess? (05 mks)
- (b) Describe the nature of entrepreneurial environment in which the business operates. (03 mks)
- (c) Explain the factors influencing quality standards in the enterprise. (05 mks)
- (d) Why do you think Maligumu trains employees? (06 mks)
- (e) Advise Maligumu on how to manage any future credit sales. (06 mks)

SECTION B: SCHOOL BUSINESS CLUB

Answer at least **one** question from this section.

- 2. Basing on your school business club project,
 - (a) Give the general description of the business project. (04mks)
 - (b) What techniques of communicating with customers did you employ when presenting the products? (05 Marks)
 - (c) On what factors did the project members base the assessment of business risks? (06mks)
 - (d) Describe the basic rules you followed during group brainstorming to generate business ideas. (06mks)
 - (e) Identify the challenges faced while raising start-up capital for your enterprise. (04mks)
- 3. In relation to the School Business Project carried out by your Entrepreneurship club;
 - (a) Present the general description of the business. (04mks)
 - (b) State the objectives of the business. (03mks)
 - (c) Explain the marketing mix of your enterprise. (06mks)
 - (d) What strategies were used to develop positive mental attitudes of the club members? (08mks)

(e) How was the project sustained?

(04mks)

SECTION C:

Field attachments / field trip

Answer at least **one** question from this section

4. For any field attachment in which you were involved;
- (a) Describe the nature of the business. (04mks)
 - (b) Explain the marketing activities of the enterprise. (05mks)
 - (c) (i) What personal challenges did you face while on field attachment? (04mks)
(ii) Outline the measures you took to overcome the challenges mentioned in (c)(i) above.
 - (d) Describe the resources available in the local community that favoured establishment of the enterprise you were attached to. (04mks)
 - (e) Advise the owner of the business about the importance of turning it into a social enterprise. (04mks)
5. For any business field trip you made as a group or an individual;
- (a) Give the general description of the business. (04mks)
 - (b) How does the enterprise visited ensure customers' satisfaction? (06mks)
 - (c) Outline the indicators of success for the business. (05mks)
 - (d) What techniques does the business employ for coping with change? (05mks)
 - (e) Advise the proprietor of the business about the benefits of investing in collective investment schemes. (05mks)

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