

P230/1
ENTREPRENEURSHIP
EDUCATION
Paper 1
: 2019 3 hours

MMM JOINT MOCK EXAMINATIONS BOARD

Uganda Advanced Certificate of Education

ENTREPRENEURSHIP EDUCATION

Paper 1

3 hours

INSTRUCTIONS TO CANDIDATES:

*This paper consists of **two** sections; **A** and **B**.*

*Answer **five** questions only.*

*Section **A** is compulsory. Answers to this section should be precise.*

*Answer **four** questions from section **B**.*

Credit will be given for use of relevant diagrams and illustrations.

*Any additional(s) answered will **not** be marked*

SECTION A: (20 MARKS)

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

1. (a) (i) Distinguish between **competition** and **competitive advantage**. (02 marks)
(ii) State any **two** ways in which business maintain a competitive advantage. (02 marks)
- (b) (i) Give any **two** elements of a social enterprise plan. (02 marks)
(ii) State any **two** benefits of social entrepreneurship. (02 marks)
- (c) Identify any **four** essentials of effective communication. (04 marks)
- (d) (i) What is meant by the term inventory? (01 mark)
(ii) Outline any **three** tools for managing inventory in business. (03 marks)
- (e) Given that;

Opening stock	Shs. 400,000
Average stock	Shs. 500,000
Gross profit	Shs. 820,000
Inventory turn	8 times

Determine;

 - (i) Cost of sales (02 marks)
 - (ii) Closing stock (02 marks)

SECTION B: (80 MARKS)

*Answer any **four** questions in this section*

2. (a) Explain any **five** insurance policies that a maize milling firm can take under accident insurance. (10 marks)
(b) What is the role of insurance to traders in your country? (10 marks)
3. (a) Describe any **five** securities sold on the stock exchange in Uganda. (10 marks)
(b) Explain the challenges faced by the stock exchange market in Uganda. (10 marks)
4. (a) Explain the elements of a marketing mix. (10 marks)
(b) Examine the factors that influence market segmentation by entrepreneurs in your country. (10 marks)
5. (a) Describe the personnel requirements of a large enterprise. (12 marks)

- (b) Justify the need for performance appraisal in an organization. *(08 marks)*
6. (a) Explain the services offered by the different support organizations to entrepreneurs in Uganda. *(10 marks)*
- (b) Examine the demographic factors that limit entrepreneurs' business opportunities in Uganda. *(10 marks)*
7. (a) Distinguish between a marketing plan and a production plan. *(04 marks)*
- (b) Explain the aspects considered when developing a marketing plan. *(16 marks)*

END