**845/2**

**ENTREPRENEURSHIP**

**EDUCATION**

**Paper 2**

**Uganda Certificate of Education**

ENTREPRENEURSHIP EDUCATION

**Paper 2**

2 hours 30 minutes

**INSTRUCTIONS TO CANDIDATES:**

* *This paper consists of* ***two*** *sections A and B.*
* *Answer only* ***four*** *questions.*
* *Section* ***A*** *is* ***compulsory****. Answers to this section should be* ***precise****.*
* *Answer* ***three*** *questions from section* ***B****.*
* ***All*** *questions carry equal marks.*
* *Any additional question(s) answered will* ***not*** *be marked.*

**Turn Over**

**SECTION A (40 MARKS)**

*(Answer* ***all*** *questions in this section)*

1. (a) (i) Define the term “myth” as used in entrepreneurship. (01 mark)

(ii) State any three myths held about work and business in Uganda.

(03 marks)

(b) Mention any four competences required in the job market. (04 marks)

(c) Give any two;

(i) sources of business ideas. (02 marks)

(ii) characteristics of a good business opportunity. (02 marks)

(d) Mention any four sources of capital for business investment. (04 marks)

(e) (i) Define the term “inventory.” (01 mark)

(ii) Give any three factors considered when choosing a supplier for materials.

(03 marks)

(f) (i) Define the term “Dignity of work”. (01 mark)

(ii) Mention any three factors that promote status in society. (03 marks)

(g) Mention any four ways in which businesses benefit the society. (04 marks)

(h) Give any four characteristics of sole proprietorship business. (04 marks)

(i) (i) Define a channel of distribution. (01 mark)

(ii) Give any three channels of distribution used by entrepreneurs in Uganda.  
 (03 marks)

(j) Mention any four importance of packaging in business. (04 marks)

**SECTION B (60 MARKS)**

*Answer* ***three*** *questions from this section*

2. (a) Explain the business laws used to govern businesses in Uganda. (10 marks)

(b) What are the benefits of business law in your country? (10 marks)

3. (a) What are the elements of a business plan? (14 marks)

(b) Outline the importance of a business plan. (06 marks)

4. (a) Explain the benefits of a successful business. (10 marks)

(b) Explain the indicators of a successful business. (10 marks)

5. (a) Describe the different forms of long term business funds. (10 marks)

(b) Explain the role of capital markets in business. (10 marks)

6. (a) Explain the factors considered when choosing an advertising medium.

(10 marks)

(b) Give and explain the ways through which an entrepreneur can promote business sales. (10 marks)

***END***