**P230/1**

**ENTREPRENEURSHIP**

**EDUCATION**

**Paper 1**

**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.*
* *Section* ***A*** *is compulsory. Answers to this section should be precise.*
* *Answer* ***four*** *questions from section* ***B****.*
* ***All*** *questions in section B carry equal marks.*
* *Any additional question(s) answered will* ***not*** *be marked.*

**Turn Over**

**SECTION A (20 MARKS)**

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

1. (a) (i) Distinguish between debt financing and Equity financing. (02 marks)

 (ii) Give any two examples of debt instruments. (02 marks)

 (b) (i) Define the term “Patriarchy” as used in gender. (01 mark)

 (ii) Mention any three measures undertaken to promote women participation in entrepreneurial activities. (03 marks)

 (c) State any four social responsibilities of a business. (04 marks)

 (d) (i) What is meant by financial feasibility study? (01 mark)

 (ii) List any three components of a financial feasibility study. (03 marks)

 (e) State any two;

 (i) importances of family savings in establishing a business. (02 marks)

 (ii) challenges associated with family businesses. (02 marks)

**SECTION B (80 MARKS)**

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

2. (a) Describe the steps followed when preparing a business plan. (08 marks)

 (b) Of what significance is a business plan to an entrepreneur? (12 marks)

3. (a) Examine the factors that influence choice of packaging material. (10 marks)

 (b) What are the benefits of packaging to an entrepreneur? (10 marks)

4. (a) Describe the components of a social enterprise plan. (12 marks)

 (b) Explain the importance of a social enterprise plan. (08 marks)

5. (a) Explain the types of distribution channels used by entrepreneurs in Uganda.

 (08 marks)

 (b) Examine the factors considered when choosing distribution channels.
 (12 marks)

6. (a) Explain the competencies that should be displayed by an applicant during a job interview. (10 marks)

 (b) What are the causes of the high rate of labour turnover in your country?

 (10 marks)

7. (a) Explain the strategies used by entrepreneurs to maintain consumer acceptance and loyalty in Uganda. (10 marks)

 (b) Assess the impact of competition in business. (10 marks)

***END***