**Paper 1**

1. (a) (i) What is meant by a mission statement. ***1mk***

(ii) Give any three benefits of developing a mission statement to the business. ***3mks***

(b)(i) What is meant by a feasibility study? ***1mk***

(ii) State any three reasons for carrying out a feasibility study before starting a business. ***3mks***.

(c) Mention any four effects of climate change on business activities. ***4mks***

(d) (i) Distinguish between lead time and re order level. ***2mks***

(ii) Give any two ways of managing inventory in a business. ***2mks***

(e) (i) Define the term prototype. ***1mk***

(ii) Mention any three factors that influence the level of sales of a business. ***3mks***

1. (a) Explain the principles that govern development of a lucrative personal brand. ***10mks***

(b) What benefits do entrepreneurs get from developing a personal brand. ***10mks***

1. (a) Why should entrepreneurs observe quality during the production process. ***10mks***

(b) Examine the strategies that can be used by entrepreneurs to increase profits. ***12mks***

1. (a) Describe the process of effective creative selling. ***10mks***

(b) What is the basis for dividing the market into the different submarkets ***10mks***

1. (a) What is the contribution of Uganda Securities Exchange (USE) to the development of Uganda. ***10mks***

(b) What factors limit effective performance of capital markets in Uganda. ***10mks***

1. (a) Explain factors that affect the amount of wages paid to workers in a business. ***10mks***
2. Explain the conditions when the wages of employees may be increased in an organization. ***10mks***
3. (a) Explain the role of taxation in Uganda. ***10mks***
4. How can the rampant tax Evasion be reduced in Uganda?  ***10mks***

**END**

**“ Where there is a will, there are a thousand ways, where there is no will, there are a thousand excuses.”**

PAPER 1

1(a)(i) Define the term conscientisation as used in gender and entrepreneurship. (01 mark)

(ii) List any three factors that influence women participation in entrepreneurship.

(03 marks)

(b) Give any four benefits of globalization to entrepreneurs in Uganda. (04 marks)

(c)(i) Distinguish between a business idea and a business opportunity. (02 marks)

(ii) Identify any two indicators of market growth for a product. (02 marks)

(d) List any four tools used by entrepreneurs when carrying out sales promotion.

(04 marks)

(e)(i) What is meant by quality as used in entrepreneurship? (01 mark)

(ii) Give any three attributes of a good supplier of inputs. (03 marks)

**SECTION B (80 Marks)**

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

2(a) Explain the characteristics of a creative person. (10 marks)

(b) What limits people from being creative? (10 marks)

3(a) Explain the factors considered when developing a social enterprise plan. (10 marks)

(b) What are the characteristics of social entrepreneurs? (10 marks)

(10 marks)

4(a) Explain the factors that necessitate good relationships between family and business

(10 marks)

(b) How can family businesses be successfully operated. (10 marks)

6(a) Mention the differences between marketing and selling? (06 marks)

(b) What are the market decision areas considered by entrepreneurs in the marketing of their goods and services? (14marks)

6(a) Describe the procedure of employee recruitment for an organization. (10 marks)

(b) What instances may lead to an increase in a worker’s pay. (10 marks)

7(a) Explain the factors that affect competition in business. (10 marks)

(b) Examine the effects of competition in business. (10 marks)

1. a) i) Distinguish between creativity and innovation. **(02 marks)**

ii) Outline any two features of innovative employees in an enterprise.

**(02 marks)**

b) i) Distinguish between risk taking and risk assessment. (**02 marks)**

ii) Mention any two factors influencing risk assessment in an enterprise.

c) State any four indicators of stiff competition in the business sector.

d) i) Distinguish between a tax base and taxable capacity. **(02 marks)** ii) Give any two factors affecting the tax base in your country. **(02 marks)**

e) Study the table below and answer questions that follow. **(02 marks)**

|  |  |
| --- | --- |
| **PARTICULARS** | **AMOUNT (SHS)** |
| Wages given to teachers | 5,000,000 |
| Scholastic materials | 10,000,000 |
| Total direct costs | 17,200,000 |

1. Compute the firm’s direct expenses.  **(02 marks)**
2. Give two examples of the firm’s direct expenses.  **(02 marks)**

2 a) Distinguish between entrepreneurial motivation and employee motivation.

b) Examine the factors that affect the level of entrepreneurial motivation in

your community.

3 a) Describe the structure of a social enterprise plan.  **(10 marks)**

b) Explain the benefits of social entrepreneurship in your country. **(10 marks)** 4 a) Explain the methods used by entrepreneurs to achieve the set quality objectives.  **(08 marks)**

b) What is the purpose of quality control in an enterprise?  **(12 marks)**

5 a) Distinguish between debt financing and equity financing.  **(05 marks)** b) Explain the long term sources of business finance. **(16 marks)**

6 a) State four levels of tax compliance. **(04 marks)**

b) Account for the high non-tax compliance in your country. **(16 marks)**

7 a) How do businesses compete in your country? **(08 marks)**

b) Explain the indicators of increased competition in the business sector.

**(12 marks)**

Paper 2

1. You are operating a bookshop that also offers secretarial services. You offer both cash and credit sales.
2. Draw a programme for taking an insurance policy for your business machinery.

***(07 marks)***

1. Prepare an inquiry for the required stock. ***(06 marks)***
2. Design a service schedule for the business machines. ***(06 marks)***
3. Develop a credit policy for your business. ***(06 marks)***
4. You own a maize milling plant and you have noted with great concern the need to stock more raw materials. Due to inadequate funds, you have decided to acquire a loan of shs 10,000,000.
5. Prepare a programme for purchasing raw materials for the business. ***(07 marks)***
6. Draft a fixed capital expenditure budget for the business. ***(06 marks)***
7. Formulate guidelines to ensure proper management of the loan in the business.

***(06 marks)***

1. Design a cash payment voucher to be used in the business. ***(06 marks)***
2. You are engaged in the production of liquid soap in your home area.

a) Prepare a production plan for your business. ***(07 marks)***

b) Draft policy guidelines for maintaining high quality products in your business.

c) Draw a daily distribution schedule for your products. ***(06 marks)***

d) Write an appreciation letter to one of the outstanding employees in your business.

1. You have been hired as a human resource manager of BLESSED RESTAURANT which is experiencing a high labour turnover.

a) Identify the causes of the high labour turn over in the business. ***(07 marks)***

b) Prepare a job description for an accountant of the business. ***(06 marks)***

c) Design a procedure that should be followed by management when handling indisciplined

employees of the business. ***(04 marks)***

d) Advise management on strategies that should be adopted for managing workers’

discipline. ***(08 marks***

1. The following information relates to UNIQUE TRADERS LTD for the year ended 31. 12. 2018.

|  |  |
| --- | --- |
| **Details** | **Shs (000)** |
| Bank | 12,000 |
| Cash | 18,000 |
| Capital | 157,000 |
| Opening inventory | 10,000 |
| Furniture | 30,000 |
| Bad debts written off | 4,000 |
| Machinery | 15,000 |
| Accounts receivable | 20,000 |
| Returns inwards | 2,000 |
| Purchases discount | 33,300 |
| Carriage on sales | 1,000 |
| Purchases | 75,000 |
| Sales | 90,000 |
| Accounts payable | 13,000 |
| Returns outwards | 4,000 |
| Carriage on purchases | 1,500 |
| Bad debts recovered | 8,000 |
| Sales discount | 2,000 |
| Closing inventory | 1,000 |
| Bank overdraft | 2,000 |

**Required:**

a) Compute the:

(i) Average stock ***(02 marks)***

(ii) Cost of sales ***(02 marks)***

(iii) Gross profit ***(02 marks)***

(iv) Net profit ***(03 marks)***

b) Calculate the following ratios;

(i) Cash ratio ***(03 marks)***

(ii) Net profit to sales ***(03 marks)***

(iii) Rate of return on capital employed. ***(03 marks)***

(iv) Stock turnover ***(03 marks)***

c) Interpret the following ratios in relation to 5(b) above.

(i) Cash ratio ***(02 marks)***

(ii) Stock turn over ***(02 marks)***

1. The following information was obtained from the books of BABA INVESTMENTS LTD for the months of January, February, March and April 2016.
2. On 1st January 2016, the business started with shs 4,000,000
3. It expected cash sales of shs 6,000,000 per month. However, it is expected to reduce by 10% in March.
4. The expected credit sales were shs 1,600,000 per month but payment would be made the following month.
5. The business expected a donation of shs 800,000 in cash per month, but this was to reduce by 12% after the first two months.
6. The monthly rent income was shs 200,000, however,, it is expected to increase by 25% after the first two months.
7. The expected income from other sources was projected at shs 2,000,000 per month, effective the month of February.
8. The business planned to purchase a delivery van in January at shs 14,000,000 on hire purchase. The down payment is shs 6,000,000 and balanced was to be paid in installments of 4:3:1 respectively in the following months.
9. The business expected to acquire a loan from finance Trust Bank Ltd in February of shs 4,000,000. The loan was payable in four equal monthly installments at an interest rate of 5% per month on reducing balance, with effect from march 2016.
10. The expected monthly cash purchases were shs 3,000,000. It is expected to reduce by 20% after two months.
11. The business expected to issue a debenture certificate worth shs 5,000,000 in March 2016 (cash from debenture).
12. Monthly payment for hired labour was shs 1,500,000.
13. The electricity bill expected to be cleared at the end of every month was shs 1,200,000.

**Required:**

a) Prepare a cash budget for the months of January, February, March and April 2016.

***(20 marks)***

b) Comment on the net cash position of BABA INVESTMENTS LTD for four months.

***(05 marks)***

**Paper 2**

1. You have established a beverage processing plant.

(a) Write a marketing plan of the project. (07 marks)

(b) Propose policies for workers to follow to manage inventory. (06 marks)

(c) Make a brand label to be placed on your 2 litre bottle of juice. (07 marks)

(d) Develop a bid notice for the weekly supply of fruits. (05 marks)

2. Your agricultural produce store is involved in the processing and marketing of a variety of agricultural products. You have allocated shs.10,000,000 to be used to improve on marketing operations.

(a) Prepare a marketing expenses budget for the business. (07 marks)

(b) Design a stock requisition form the business uses. (06 marks)

(c) Present guidelines for ensuring business success. (06 marks)

(d) Draft a programme for determining the profitability of your business.

(06 marks)

3. You have taken over the ownership of a liquid soap making business. The business has been experiencing high labour turnover and delays in delivery of products to customers.

1. Perform a root cause analysis for high labour turnover. (06 marks)
2. Write a package sheet to accompany customer products . (07 marks)
3. Design an application form to use in the recruitment exercise. (07 marks)
4. Write a production plan for your business. (05 marks)

4. You have opened up a social enterprise supplying tree seedlings to encourage tree planting in your home area to overcome drought.

(a) Present a theory of change for your social enterprise. (05 marks)

(b) Draw a programme for becoming a social entrepreneur. (07 marks)

(c) Prepare an Action plan for implementing the planned business activities.

(d) Write a memo inviting the volunteers in your social enterprise to discuss the causes of drought. (06 marks)

5. The following balances were extracted from the books of Ssonsomola at the end of his trading period on 31st Dec 2018.

|  |  |
| --- | --- |
|  | Shs ‘000’ |
| Turnover | 6,000,000 |
| Net purchases | 1,950,000 |
| Debtors | 920,000 |
| Accounts payable | 300,000 |
| Opening inventory | 570,000 |
| Closing inventory | 200,000 |
| Over heads | 2,600,000 |
| Total not current assets | 12,200,000 |
| Cash | 460,000 |
| Bank | 2,000,000 |
| Bank loan | 1,000,000 |
| Unpaid rent | 6,000 |
| Interest receivable due | 40,000 |

(a) Required: compute and interpret

(i) Average markup (04 marks)

(ii) Net profit margin (04 marks)

(iii) Credit payment period in weeks (04 marks)

(iv) Inventory turnover ratio (04 marks)

(v) Cash ratio (04 marks)

(vi) Gearing ratio (04 marks)

6. The following projections relate to Fabiola traders for the month of May, June, July and August 2016.

(i) Cash in hand shs.50,000,000 and overdraft of shs.60,000,000.

(ii) The business offers both cash and credit sales. Cash sales are projected at shs.25,000,000 monthly. Credit sales are 75% of the cash sales and the debtors are to pay 80% in the moth of sale and the balance in the next month less 10% cash discount.

(iii) The business intends to acquire two loans in the 1st and 3rd months for shs.12,000,000 and 16,000,000 respectively payable in four equal monthly installments with effect from the months of acquisition at an interest rate of 5% monthly on straight line method for each loan.

(iv) The business employees both fulltime earning twice the pay of part-time workers. The business has 40 part-timers ad 15 full time workers. The part-time workers are paid shs.200,000 per month. The business plans to buy a vehicle at shs.40,000,000 on credit, is to depreciate at shs.4,000,000 per month.

(vi) The business intends to install a machine in the first month on different payment basis. The machine costs shs.30,000,000, shs.6,000,000is to be deposited as down payment and the balance to be paid in the ratio 4:3:1.

(vii) Cash purchases are projected at shs.10,000,000 while credit purchases are estimated at 80% of the total monthly sales whose payment is effected in the following month.

(viii) Donation of shs.5,000,000 is expected in the 2nd month. This is to increase by 15% monthly.

(ix) Payments for utilities in may are estimated at shs.4,000,000. This is to reduce by 10% monthly.

(x) A corporation tax of 30% is o be paid on each months total sales revenue.

Required:

(a) Prepare Fabiola traders cash flow plan for the months of May, June, July and August 2016. (19 marks)

(b) Comment on the net cash position. (03 marks)

(c) Suggest measures of ensuring proper management of cash. (03 marks)

**S.6 ENT 3 QNS**

**SECTION A(CASE STUDY)**

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

Muteefu grew up in the rural rain forest of Kalangala. Although his parents were

poor he studies hard and saw himself in Makerere University, in Kampala, the

capital city. He was excited about city life though when he arrived it was more

difficult than he expected. “Every day I had to go past piles of rubbish on my way to

the University.” Muteefu recalled. Due to extreme population growth, a number of

families were reduced to living in poverty and survived by scavenging on nearby

rubbish heaps. There was high rate of disease spread and child deaths. Every one

abused the poor “Scavengers” but Muteefu was inspired by the.

Due to lack of government funds and scarce resources. Muteefu knew he could not

expect the government to solve all these problems on its own after all, many other

cities besides Kampala were drowning in their own garbage. Wealthy neighbours

pay for garbage to be “taken away,” but without an organized waste management

system, “away” became the front door steps of poor urban homes like the one

Muteefu moved to for University.

While still at Makerere, Muteefu designed a solution to the city’s rubbish crisis. He

came up with a plan that included the creation of small-enterprises for rubbish

collection businesses. He organized clean up campaigns on Katanga. After

graduation, he officially launched his social enterprise as an NGO called Healthy

City. He hired poor men and women to start their own garbage collection business.

However initially women were being discriminated against in a number of ways

based on their gender, a thing which Muteefu strongly discouraged and atleast now

there is true gender partnership as there is respect for each other, fair pay for all,

recognition of each one presence, equal training opportunities among others.

Muteefu provided a kick-start resolving capital investment to each small firm,

setting a standard and affordable monthly fee for trash collection services, with

creative and inventive marketing campaigns to attract customers.

Though the cost of the service was only shs 2000/= it was hard to get community

members to trust his services, pay regularly and on time. The community was used

to irregular government services, while some people had simply become used to

living in garbage.

High unemployment rates in the community helped him recruit reliable workers

whom he regularly trains whenever there is need. He gave them uniforms, health

2

care and most importantly a decent job. The city residents slowly changed their

attitudes towards the “scavengers: and the self employed women earned new

respect from their husbands and children. Local households and businesses are

advised to change practices which worsen environment. The poor people now know

they have a right to live in a clean environment instead of a rich community’s

landfill.

**Questions**

a) With reasons explain why Muteefu is regarded as a social entrepreneur. (4marks)

b) Explain what was done by Muteefu to ensure that there is true gender

partnership in the NGO. (3marks)

c) What challenges have been faced so far in the organization? (4marks)

d) i) Explain how Katanga was before the intervention of Muteefu and hisHealth City

(4marks)

ii) Explain how Muteefu’s efforts have been able to transform his

community?(5marks)

e) Describe the procedure that is likely to be under taken by Muteefu before training

the workers. (5marks)

**2**.**Read the case study below and answer the questions that follow.**

Mukwatampola whose ambition to take up business as a career materialized

when he developed growing self-confidence, analyzed and scanned the

environment to create chance for achievement rather than wait for it to come his

way, and established Mukwat Confectionaries (U) Ltd. Mukwatatampola

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, analyze market opportunities and take advantage of

them. Because he took personal responsibility for the outcome he formulated

concrete goals which were neither too high nor too low to achieve. 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 Mukwatampola’s priority. 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

3

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 promotion 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 Mukwatampola 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

Mukwatampola possess? **(05 marks)**

b) Describe the nature of entrepreneurial environment in which the business

Operates **(03 marks).**

c) How may the business benefit by selling on cash basis only?**(04 marks).**

d) Explain the factors influencing quality standard in the enterprise.**(05**

**mks).**

**e)** Why do you think Mukwatampola trains employees? **(04 marks)**

f) What factor does Mukwatampola consider when evaluating business

competitors? **(04 marks).**

***3. Read the case study of Nabwire mixed farm and answer the questions that***

***follow***

Nabwire Tricia bought a declining mixed farm from Mr. BwireDisan who had

made losses for the past three years and had many debts to pay due to many

credit sales. She renamed her farm as NEW HOPE MIXED FARM. Through

research, she discovered that the farm had failed to recover many debts and

was generally poorly managed. Nabwire obtained helpful advice from various

sources like veterinary experts, successful mixed farmers among others. Her

curiosity for more knowledge took her to agricultural trade shows watch

television programmes on farming and also read PAKASA articles in the news

papers. Daily she could sit alone thinking on how to improve the farm while

noting down every constructive idea that came into her mind. Despite all the

challenges the farm faced, Nabwire was determined to renew the farm. She

planned and restocked the animals. She researched and discovered that there

was high demand for rice and beans by the Education Institutions.

The farm acted fast and increased the output of the two crops. She also

encouraged her workers to believe that the farm could improve. Through her

weekly meetings with the workers to brain storm on the way forward, she

built good relationship with them. The farm recruited a very hard working

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production manager called KAPERE who vigorously implemented new policies

in addition to increased advertising of its products and regular

communications to old and new customers. Today the customer population

has increased from 150 per month to 500 per month. This increased the

total monthly sales from shs 2 miliion to 30 million. Nabwire believes in

healthy competition and therefore her target is to ensure good business ethics

towards competitors. In her meeting with the employees, she has kept

reminding them of the positive change. Indeed the new rules that were set to

improve the farm motivated the employees and they did their best always.

Unfortunately an arsonist later set part of the farm buildings on fire. But on

a good note, Nabwire had already insured the farm against fire. She kept

remarking “no barrier shall stop me from becoming the best and renown

farmer in the area.

Questions

(a) Explain the ways that Nabwire used for improving her creativity

(b) What procedures did Nabwire follow to buy an insurance policy?

(c) Suggest any business ethics Nabwire business needs to observe

towards

competitors?

(d) Explain some of the factors Nabwire considered when recruiting the

farm manager

(e) Advise Nabwire on how to manage any future credit sales

(f) What lesson can one learn from the case study?

**4. Read the case study of Grace Nalugwa and Lawrence Kaggwa and answer the**

**questions that follow:**

Nalugwa was born in what you might call a well-to-do family in Kagoma, Nabweru

sub-county, Wakiso district. However, that changed immediately after the death of

her father, Edward Mukisa.

While in her S.6 vacation, Nalugwa met Lawrence Kaggwa, her fiancé, who was a

final year student of Leisure and Hospitality Management at Makerere University

Business School (MUBS). In 2010, Kagoma Standard Primary School, which

operated in a house that belonged to the Kaggwa family was on the verge of

collapse.

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Both Grace and her fiancé, had bought a piece of land in Kiteezi, Wakiso district

which they later decided to dispose of after conceiving the idea of buying off the

collapsing school. The duo then went into negotiations for the school since the

initial owners of the school had already agreed to relieve themselves of the burden

of continuing with the school's management.

Nalugwa and her fiancé succeeded in taking on the school together with the pupils

therein. They re-branded and named the school, St. Lawrence Junior School after

Grace's fiancé. However, Grace and Lawrence were now faced with two major

challenges - putting up structures that would house the pupils since at the time

they took on the school, there were hardly any structures apart from the old house

and the wooden classroom block. The other challenge was that of limited enrolment;

so the duo had a task of embarking on an aggressive marketing campaign as a way

of overcoming the second challenge. This, they did through the issuing of flyers,

brochures, business cards, and putting up of posters among others.

Though the community response was positive, Grace and Lawrence still had more

issues to address; most parents considered the two to be young and inexperienced

in the field of education and thus were sceptical of entrusting them with their

children. In the initial years of the school, there was no Uganda National

Examinations Board (UNEB) centre meaning that the Primary Seven (P.7) pupils

had to sit for their Primary Leaving Examinations (P.L.E) from elsewhere. Despite

the hardships encountered in processing the UNEB Centre, the duo had no option

but to persist until they acquired the Centre. The school's location in the middle of

a residential area also proved to be yet another huge challenge for Grace, since

members of the community frequently complained about the noise coming from the

pupils especially during play time.

A good number of Grace's parents/clients are tenants and this makes her lose a

good number of pupils whenever these people shift. Many of Grace's parents are

also good school fees defaulters and Grace attributes this to two major reasons -

negative attitude of some parents toward the value of education and the soaring

levels of poverty among the community members most especially.

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Grace advises the youths not to despise work. "If you cannot find what you want, do

what is available," she says. In a special way, Grace advises female youths never to

underrate their potential since women are capable of achieving all that their male

counterparts have achieved and much more. "It takes time for you to realise your

reward from business. Do not be too much in a hurry to reap big; focus on

nurturing and growing the business for rewards will later show up," she concludes.

***(Source: The New Vision - Friday, January 15, 2016; pp 27-29)***

***Questions***

1(a) Apart from the sale of personal property to raise start-up capital as mentioned

in the case, identify and explain **five** other sources of capital that Grace and

Lawrence wouldhave reliedupon. **(05**

**marks)**

(b) Explain any **five** factors that might have contributed to the collapse of Kagoma

Standard Primary School. **(05 marks)**

(c) With evidence from the case, explain the challenges encountered by Grace and

Lawrence in their operations **(04 marks)**

(d) Grace and Lawrence are a true manifestation of gender partnership; explain the

reasons behind the success of this business partnership **(04 marks)**

(e) (i) Giving evidence from the case, point out any **three** lessons you can draw from

Grace and Lawrence **(03 marks)**

(ii) Show the benefits Grace and Lawrence enjoyed as a result of marketing

and promoting their school **(04 marks)**

**SECTION B**

**SCHOOL BUSINESS CLUB**

**1**. With reference to the business project carried out by your school business club;

a) Describe the nature of business carried out. (5marks)

b) Describe how you raised the start-up capital of your business. (4marks

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c) Explain the factors you considered when preparing the marking plan. (6mks)

d) As an SME what role does your business play to the development of the

community? (5marks)

e) How do you ensure a better competitive edge in your business? (5marks)

**2.** With reference to the business carried out by your school business club;

a) Describe the business you operated. (5marks)

b) Describe the start-up process of your business. (5marks)

c) How do you ensure discipline in your project? (5marks)

d) What demographic factors influenced the establishment of the project?(5mks)

e) What measures are employed to ensure sustainability in the business?(5mks

**3**. With reference to any business project owned by your school business club;

(a) Present the general description of the business project

(b) Draw the organization chart for the school business club

(c) State the vision and mission of the school business club

(d) Explain why your project was a good business opportunity

(e) (i) Outline the steps you followed to determine profitability of your

business

project

(ii) What measures did you take to increase profits of the business?

**4**. With reference to a business project owned by your school business club

(a) Present general description of the business project

(b) Describe how you generated the business idea

(c) Explain how you avoided the common cause of business failure

(d) Prepare the action plan you followed when establishing the business

project

(e) (i) Mention the challenges you encountered in your business project

(ii) How did you overcome the challenges mentioned in e(i) above?

**5**. With reference to the business project owned by your school business club:

(a) Develop the general description for the business project (**04 marks**)

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(b) Explain the duties and responsibilities of the club president **(05 marks)**

(c) Comment on any **five** principles that guided you when developing the club’s

ethical code of conduct masterpiece **(05**

**marks)**

(d) (i) Define the document prepared by the club treasurer as a way of obtaining

knowledge about the financial position of the business**? (02**

**marks)**

(ii) Explain any **four** items included in the document explained above **(04**

**marks)**

(e) Explain the techniques you employ in your club when conducting any form of

negotiation **(05 marks)**

**6**. In relation to a business project owned by your school club: (25 marks)

(a) Explain the steps you followed when generating your business idea **(05 marks)**

(b) (i) Write about the techniques you employ as a club to ensure proper time

management when performing club activities **(03 marks)**

(ii) Assuming you are the club president, create a “to-do” list you will follow

when conducting the following day’s work of the club **(04 marks)**

(c) Explain any **five** tools of written communication used by the club executive

when passing on vital information to its stakeholders (**05**

**marks**)

(d) Comment on any **four** methods of market research relied upon by the

club**(04mks**

(e) Give details on any **four** items you included in your production plan**(04 marks)**

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**7.** For the business project owned and operate by your entrepreneurship club:

a) Describe the enterprise. **(05 marks)**

b) What technique of communicating with customers did your employ when

presenting your products? **(04 marks)**

c) How did you sustain the enterprise? **(06 marks)**

d) Why was the attractive investment idea you chose a good business

opportunity? **(04 marks)**

e) Outline the steps you followed when establishing your business project. **(06**

**marks)**

**8.** With reference to the business project owned and operated by your

entrepreneurship club.

a) Describe the nature of the enterprise. **(05 marks)**

b) What other business opportunities could have arisen out of your project? **(04**

**marks)**

c) Explain the steps involved when preparing the business plan, you

used.**(06mks)**

d) How did you ensure proper work station management? **(06 marks)**

e) Describe the marketing mix of your enterprise.**(04 marks)**

**SECTION C**

**FIELD ATTACHMENT / TRIP STUDY**

**1**. For any field attachment carried out;

a) Describe the SWOT analysis of the business. (4marks)

b) Describe the characteristics of innovators that the owner(s) process(es) (5marks)

c) Explain the measures employed by the business to minimize costs of operation.

(6marks)

d) What control measures are used to manage the flow of funds in the business?

(4marks)

e) i) Give the marketing challenges faced by the business you were attached to.

(3marks)

ii) How does the business solve the challenges in e(i) above? (3marks)

**2**. For any field trip you made either as an individual or group.

a) Give the general description of the business. (4marks)

b) How does the business ensure effective time management? (5marks)

c) What measures are employed to boost the moral of employees for effective and

efficient work? (5marks)

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d) Explain how the business activities affect the community. (6marks)

e) Advise management on the importance of paying taxes. (5marks)

**3**. For any field attachment you carried out;

(a) Describe the business you were attached to.

(b) State any three objectives of the field attachment

(c) How does the business you were attached to cope with change?

(d) Explain how the business you were attached to manages competition

(e) (i)Mention any three social costs of the business you were attached to

(ii)Describe the measures being employed by the business to overcome

social costs stated in the (i) above

**4** For any one field trip you made as an individual or as a group

(a) (i) State any two objectives of the field trip

(ii) Describe the business you visited

(iii) Draw sketch of the physical layout of the business you visited

(b) How does the entrepreneur ensure sustainability of the business you

visited?

(c) (i)Outline the internal communication media used by the business you

visited.

(ii) Advice the proprietor of the business visited on the elements of a

good communication message

(d) Explain the benefits the business visited derive from the community

(e) Describe the customers to the business you visited.

**5.** For any business organization you are attached to: (a)Explain the factors

that favoured location of the business enterprise in its locality.

**(04 marks**

(b)Describe the structure of organization of the business enterprise

**(05 marks)**

(c)Assist Management in re-designing of the organization’s stock card.

**(05 marks)**

(d)(i) State and explain the different things done by the organization to ensure

total quality management **(04 marks**)

(ii) Explain the benefits enjoyed by the organization as a result of

producing high quality products **(03 marks)**

(e) Explain the different ways in which good customer care relations are

manifested in the organization **(04 marks)**

**6.** For any business trip conducted as an individual or group:

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(a) (i) Explain the steps followed by the organization in assessing risky situations

in its operations **(04 marks)**

(ii) Comment on any **three** specific business risks suffered by the

organization and show how each of these risks is being addressed

**(06marks)**

(b) Elaborate on the reasons given to you by Management for creating a

conducive working environment **(04**

**marks)**

(c) Assuming the organization visited relies on capital intensive technology in its

operations, explain the challenges it encounters as a result of relying on this

technique of production **(04 marks)**

(d) Explain any **three** techniques employed by the organization’s employees

when negotiating for better salaries and wages **(03 marks)**

(e) Explain the organization’s contribution to society **(04 marks)**

**7.** For any business field attachment, you carried out:

a) Present the general description of the enterprise. **(05 marks)**

b) What personal challenges did you face while on field attachment?**(05 marks)**

c) Advice the proprietor of the business about ways of promoting

genderpartnership in the enterprise. **(05 marks)**

d) Explain the factors considered when recruiting the nature and numberof

workers in the enterprise. **(06 marks)**

e) Suggest possible benefits the proprietor of the business can enjoy by

investing in shares **(04 marks)**