

**P230/1**  
**ENTREPRENEURSHIP**  
**EDUCATION**  
**Paper 1**  
**3 Hours**

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## **END OF TERM ONE EXAMINATIONS 2024**

**Uganda Advanced Certificate of Education**

**ENTREPRENEURSHIP EDUCATION**

**Paper 1**

**3Hours**

### **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 question(s) answered will not be marked.*

**Turn Over**

## SECTION A (20 marks)

**Answer all parts of this section.**

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- 1 a(i) Distinguish between *effective communication* and *effective listening* (2marks)
- (b) List any two forms of visual communication in an enterprise. (2marks)
- (c) (i). What is meant by *economic environment*? (1 mark)
- (ii). Mention any *three* economic environmental obstacles to entrepreneurial opportunity identification. (3 marks)
- (d) Give four bases upon which *market segments* may be done. (4 marks)
- (e)(i) State any two features of a cash flow statement. (2 marks)
- (ii) Outline two causes of cash flow problems in an enterprise. (2 marks)
- (f)(i) Identify any two characteristics of growth stage. (2 marks)
- (ii) Give any two characteristics of maturity stage. (2 marks)

## SECTION B (80MARKS)

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

2. (a) What factors in Uganda, may limit the successful operation of family business? (10marks)
- (b) Examine the factors that provide a base for establishment of family business (10marks)
3. (a) Explain the determinants of entrepreneurial motivation. (10marks)
- (b) What are the strategies for boosting the development of entrepreneurial skills among Ugandan entrepreneurs. (10marks)
4. (a) Describe the steps for transforming a business idea into a business opportunity. (10marks)
- (b) Explain the procedure of determining the viability of a business. (10marks)
5. (a) Explain the various strategies used by entrepreneurs to maintain consumer acceptance and loyalty in Uganda. (10 marks)
- (b) Assess the impact of competition in entrepreneurship. (10 marks)

6. (a) Analyze the human resource management factors that influence the quality of products. (10 marks)
- (b) Why is it necessary for an enterprise to recruit workers. (10marks)
7. (a) Describe the process an entrepreneur should follow when investing in shares in a capital market. (10marks)
- (b) Explain the merits and demerits of investing in shares to an entrepreneur. (10marks)

**END**