

RESOURCEFUL MOCK 2016
UGANDA ADVANCED CERTIFICATE OF EDUCATION
ENTREPRENEURSHIP EDUCATION
PAPER 2
3hours

Instructions to candidates

This paper consists of two Section A and B

Attempt **FIVE** questions only

Section A is compulsory

Choose any **FOUR** questions from Section B

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

SECTION A

1. a) i) Distinguish between entrepreneurial motivation and achievement motivation. (2marks)
- ii) Outline any two benefits of achievement motivation. (2marks)
- b) i) Define business ethics. (1 mark)
- ii) Mention any three good ethical business principles. (3marks)
- c) i) Distinguish between employee induction and labour turnover. (2marks)
- ii) Give any two causes of labour turnover. (2marks)
- d) i) Define the term packaging. (1 marks)
- ii) State any three forms of packaging. (3marks)
- e) Given the following information about NOKIA Enterprises for the year ended 31/12/2013.

Sales	shs 7,000,000
Purchases	shs 4,800,000

Closing stock	shs 2,100,000
Overheads	shs 1,800,000
Opening stock	shs 2,300,000

Calculate;

i) Gross profit

(2marks)

ii) Rate of stock turn

(2marks)

SECTION B:

2. a) Explain the characteristics of the entrepreneurial environment. (8marks)
b) What are the demographic factors that influence entrepreneurial attitude and opportunity identification? (12marks)
3. a) Explain the factors responsible for the failure of small and medium enterprises in Uganda. (14marks)
b) Suggest measures that can be undertaken to solve the high rate of failure of small and medium enterprises in Uganda. (6marks)
4. a) Explain the factors affecting competition in business. (10marks)
b) What are the effects of competition? (10marks)
5. a) Describe the different sources of employee recruitment for a business organization. (10marks)
b) Describe the different sources of employee recruitment for a business organisation. (10marks)
6. a) Describe the components of a business plan. (14marks)
b) What is the rationale for preparing a business plan? (6marks)
7. a) Explain the elements of a marketing mix. (10marks)
b) Explain the factors considered when choosing an advertising medium. (10marks)

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