

**P230/3**  
**ENTREPRENEURSHIP**  
**EDUCATION**  
**Paper 3**  
**July 2019**  
*3 hours*

**MOCK EXAMINATIONS 2019**  
*Uganda Advanced Certificate of Education*  
**ENTREPRENEURSHIP EDUCATION**

**Paper 3**

*3 hours*

**INSTRUCTIONS:**

- a) This paper consists of **three** sections: **A, B and C.***
- b) Answer **four (4)** questions only. All questions carry equal marks.*
- c) Section **A** is **compulsory**. Answer any **three (3)** questions from **Sections B and C**, choosing at least one question from each section.*
- d) Any additional question(s) answered will **not** be marked.*

## SECTION A: CASE STUDY

*Answer all parts of this section.*

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

In 2015, Akumu made up her mind to start her own business after failing to secure a wage employment, five years after her graduation in Bachelor of Food Science and Technology. She saw a business opportunity in preparing local and international fast foods and selling them on line as well as supplying parties and families. Operating under the name “Tasty Quality Fast Foods” (TQFF)), she immediately mobilized capital from a soft Loan and employed 20 experienced staff among which is Okumu who is paid a basic salary of Shs.3 million plus other benefits since he doubles as a production and marketing manager.

Akumu and Okumu work hand in hand to ensure the enterprise performs to customer satisfaction. There is quick implementation of new business practices and adaptation to changing marketing situations. The products are user friendly with no dangerous substances causing health hazards. There is extensive training of self and staff. The security department maintains adequate security. Her business is insured with SWICO and has emergence equipment and services. The goal of the enterprise is to ensure customer satisfaction hence it is willing to try new approaches. The products are well designed by the Production Manager who is creative thus identifies new opportunities for the enterprise. The business maintains and upgrades technology since it understands customers’ needs.

The strategy of TQFF is win-win by experimenting, improvising and accepting failure as a path to success, relying on strong social networks to share information and doing more with fewer resources. Okumu organizes and controls production resources to ensure profits. The business focuses on products which have demand hence measures to the extent to which the products meet customers’ needs. It also meets specification of the customers.

- (a) Identify attributes that qualify Akumu as an entrepreneur. **(05 marks)**
- (b) Why has TQFF been able to use innovation successfully? **(04 marks)**
- (c) How has Akumu been able to minimize business risks? **(04 marks)**
- (d) Mention the elements of quality in TQFF. **(04 marks)**
- (e) Advise Akumu on how she can successfully operate her business. **(08 marks)**

## SECTION B: SCHOOL BUSINESS CLUB

*Answer at least one question from this section.*

2. In relation to your School Entrepreneurship Club Business Project:
- (a) Describe the business project. **(04 marks)**
  - (b) Explain the sales promotion strategies you employed in the business. **(08 marks)**
  - (c) Show how you implemented the theory of change to have an operational business project. **(05 marks)**
  - (d) What entrepreneurship activities were carried out in the business? **(08 marks)**
3. With reference to your School Entrepreneurship Club Business Project;
- (a) Give the general description of the business. **(04 marks)**
  - (b) Describe the procedures you followed when purchasing inputs, you used. **(05 marks)**
  - (c) (i) What challenges were faced by the business? **(06 marks)**  
(ii) How were the challenges mentioned in 3c(i) above managed? **(06 marks)**
  - (d) Why was there need to train the project members? **(04 marks)**

## SECTION C: FIELD ATTACHMENT / FIELD TRIP

*Answer at least one question from this section.*

4. For any one business enterprise that you were attached to:
- (a) Describe the nature of the enterprise. **(04 marks)**
  - (b) State the objectives of the field attachment you carried out. **(05 marks)**
  - (c) What techniques of negotiating with customers are employed by the enterprise to make marketing of products successful? **(08 marks)**
  - (d) Advise the entrepreneur on the methods of costing to be adopted by the enterprise. **(08 marks)**
5. For any one field trip you made as an individual or a group:
- (a) (i) State the mission of the business. **(02 marks)**  
(ii) Describe the nature of the business you visited. **(04 marks)**
  - (b) Explain the factors the owner considers when evaluating business competition. **(08 marks)**
  - (c) Of what benefit is work scheduling to the business? **(05 marks)**
  - (d) Advise the owner(s) about the challenges associated with family

involvement in a business.

**(06 marks)**

**= *END* =**