P230/1
ENTREPRENEURSHIP
EDUCATION
Paper 1
July./Aug.2022
3 hours

MATIGO MOCK EXAMINATIONS 2022

Uganda Advanced Certificate of Education

ENTREPRENURSHIP EDUCATION

Paper 1

3 hours

INSTRCUCTIONS 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 questions in this section

1. a) i) Distinguish between a **business idea** and a **business opportunity**. *(2 marks)*
   ii) Give any **two** factors that determine the choice of a business idea. *(2 marks)*

   b) i) Define the term Visionary leadership as used in social entrepreneurship. *(1mark)*
   ii) Mention any **three** threats to community development. *(3 marks)*

   c) Give any **four** elements of an advertising message. *(4 marks)*

   d) i) Mention any **two** social cultural factors that promote entrepreneurship intentions and opportunities. *(2 marks)*
   ii) How can an entrepreneur improve on the entrepreneurial environment? *(2 marks)*

   e) i) Distinguish between **Equity financing** and **Debt financing.** *(2 marks)*
   ii) Give any **two** roles of Capital Markets Authority. *(2 marks)*

SECTION B (80 MARKS)

Answer any **four** *questions*

2. a) What is the rationale for developing a good personal brand? *(6 marks)*
   b) Discuss the principles of effective personal branding. *(14 marks)*

3. a) Give the major differences between marketing and selling. *(10 marks)*
   b) Explain the tools of effective marketing strategies. *(10 marks)*

4. a) Describe the steps followed when preparing a business plan. *(6 marks)*
   b) What challenges do entrepreneurs face during the implementation stage of business plans. *(14 marks)*

5. a) Distinguish between a job description and job performance standards. *(4 marks)*
   b) What are the implications of performance appraisals to an organization? *(16 marks)*

6. a) Explain the tools of **Inventory** and **Stores** management. *(8 marks)*
   b) Explain the factors that influence the quality standards of a product. *(12 marks)*

7. a) Define the term Non- Tax Revenue (NTR) and give any **three** examples. *(4 marks)*
   b) Explain the factors that determine the level of tax compliance in your country. *(16 marks)*

END