

UGANDA NATIONAL EXAMINATIONS BOARD
UGANDA CERTIFICATE OF EDUCATION
ENTREPRENEURSHIP PAPER 2
2005

SECTION A:(40 marks)

1. a) State any four roles of an entrepreneur in a business.
- b)i) Define the term agribusiness.
- ii) Mention any three types of agribusiness in your country.
- c)i) state any two objectives of forming business associations in your country.
- ii) Give any factors which determine the size of a business.
- d) Mention any four factors which should be considered when selecting raw materials for a firm.
- e)i) Define the term packaging.
- ii) State any three advantages of packaging a product.
- f) Outline any two:
 - i) steps taken in the creative selling process.
 - ii) Elements of a marketing mix.
- g) State any four different types of business laws used in your country.
- h)i) Distinguish between a current account and a savings account.
- ii) State any two errors that may affect the trial balance totals.
- j)i) Define the term depreciation.
- ii) The cost of a motor vehicle is ug. Shs2, 000,000. It is estimated to last for 10 years and leave a scrap value of ug.shs200, 000. Using the fixed installment method of computing depreciation, determine the value of the vehicle after three years.

SECTION B: (60marks)

2. a) Distinguish between a real market and a potential market.
- b) Explain the factors which should be considered when conducting a market assessment.
3. a) State any four channels of distributing goods and services in your country.
- b) Explain the conditions which should be considered when choosing a distributing channel for a product.
4. a) describe any four elements of a business plan.
- b) What is the importance of a business plan?
5. a) Describe the principles of insurance.
- b) Outline the different types of insurance policies offered in your country.
6. a) Differentiate between a private limited company and a public limited company.
- b) Explain the advantages and disadvantages of a limited liability company.
- 7.a) What are the barriers to effective communication in business?
- b) Describe the various methods of communication used in business.