

S.5 ENT PAPER ONE HOLIDAY WORK

ANSWER ALL THE QUESTIONS

SECTION A (20 MARKS)

- 1a (i) What is meant by Business ethics? **(01mk)**
- (ii) State any three ethical behaviors towards customers **(03mks)**
- b (i) What is a feasibility study as used in entrepreneurship **(01mk)**
- (ii) Give any three objectives of carrying out a feasibility study **(03mks)**
- C (i) Give any two benefits of insurance to an entrepreneur. **(02mks)**
- (ii) State any two policies that an entrepreneur can purchase under the desirable insurance coverage. **(02mks)**
- d (i) Distinguish between tax base and taxable capacity **(02mks)**
- (ii) Mention any two factors that influence tax compliance in Uganda **(02mks)**
- e (i) What is meant by a product life cycle as used in production management **(01mk)**
- (ii) State any three features of a maturity stage of a product life cycle **(03mks)**

SECTION B (80 MARKS)

- 2 (a) Describe the stages involved in turning a business idea into a product **(08mks)**
- (b) Examine the factors that affect the level of sales of a product **(12nmks)**
- 3 (a) Explain the significance of developing a personal brand in business **(08mks)**
- (b) Describe the various laws followed in creating lucrative personal Brand. **(12mks)**
- 4.(a) What is the role of small and medium enterprises in the economic development **(10mks)**
- (b) Account for poor performance small and medium enterprises in Uganda **(10mks)**
5. (a) Justify the need for preparing a business plan for an enterprise **(10mks)**
- (b) What challenges do entrepreneurs face in implementing a business plan **(10mks)**