UGANDA INSTITUTE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY
END OF SEMESTER I EXAMINATION ACADEMIC YEAR 2024/2025

DEPARTMENT	**:**	**MANAGEMENT**
YEAR OF STUDY	**:**	**ONE**
PROGRAM	**:**	**HEC-B**
COURSE	**:**	**BASIC ENTREPRENEURSHIP SKILLS**
COURSE CODE	**:**	**HECEE 112**
DATE	**:**	**TUESDAY 17TH DECEMBER, 2024**
TIME	**:**	**09:00-12:00 HOURS**
DURATION	**:**	**3 HOURS**

INSTRUCTIONS:

i. This paper consists of **TWO** sections, **SECTION A & B**
ii. Answer **FOUR (4)** Questions in all.
iii. Section A is **COMPULSORY**, Answer any **THREE** questions from **Section B**
iv. Credit will be given for the use of relevant examples and illustrations.
v. Mobile phones are **NOT** allowed in the exam room.
vi. **DO NOT** write anything on this question paper, rough work should be done in the answer booklet and cancelled through.
vii. Start a new number on a new fresh page.

SECTION A: (THIS SECTION IS COMPULSORY)

QUESTION ONE

Humble has been invited for a workshop in entrepreneurship skills at Masaka Centenary Park on December 21st 2024. However, on the first day of the work, there is an introductory written quiz that you must do. Humble has approached you to guide her on the following:

Required,

Help her to answer the following:

a) The meaning of entrepreneurship **(03 marks)**
b) Who is an entrepreneur (0**2 marks)**
c) Mention any four qualities of an entrepreneur **(04 marks**)
d) Highlight any four characteristics of successful entrepreneurs **(04 marks)**
e) Differentiate between a push entrepreneur and a pull entrepreneur **(04 marks)**
f) Define a drone entrepreneur **(03 marks)**
g) Mention any four roles of Entrepreneurs in the Economy/ Society **(04 marks**)
h) Briefly explain any three benefits of entrepreneurship **(03 marks)**
i) Briefly explain the idea why become an entrepreneur **(03 marks)**
j) Briefly highlight any four barriers of entrepreneurship **(04 marks)**
k) Mention any six causes of early failure of entrepreneurship **(03 marks)**
l) Briefly explain any three factors favoring growth of entrepreneurship **(03 marks)**

SECTION B (ATTEMPT ANY THREE QUESTIONS FROM THIS SECTION)

QUESTION TWO

Kamushwa is an entrepreneur who is dealing in the export of passion fruits to India. He however is not sure of the environment he is operating in. His son in senior three asked him what is meant by entrepreneurial environment. In view of this;

a) Help Kamushwa understand what is meant by entrepreneurial environment **(04 marks)**
b) With example, briefly highlight and explain internal and external factors that may affect Kamushwa's business. (**16 marks)**

QUESTION THREE

In this world, if you are not creative, some people say "YOU ARE FINISHED"! If you agree with the above statement;

a) Explain the meaning of creativity as known in Entrepreneurship skills **(03 marks)**
b) Briefly explain the Pillars of entrepreneurial creativity that will help you survive in this world **(07 marks)**
c) Highlight any five barriers to creativity **(05 marks)**
d) What solutions can you suggest to the barriers of creativity you have mentioned in (b) above **(05 marks)**

QUESTION FOUR

Small and Medium Enterprises (SMEs) are businesses that have a limited number of employees and a relatively low turnover. As a student of entrepreneurship;

a) Briefly highlight the characteristics of small-scale enterprises and show how such small enterprises source the capital that help them run those enterprises **(08 marks)**

b) Discuss the Importance of small-scale enterprises to our communities. **(06 marks)**

c) As an entrepreneur, highlight any four (**4**) Challenges faced by small scale enterprises in Uganda and their remedies **(06 marks)**

QUESTION FIVE

An entrepreneur who starts his/her business in an entrepreneurship venture without planning his/her business is planning to fail and a complete loss of his/her resources. In view of this;

a) Explain to Kyakwera your new partner what business planning means **(04 marks)**

b) Discuss whether you **MUST** prepare a business plan or **NOT** in running your business operations (HINT: In answering this question, show the benefits and challenges of planning or not planning in running a business. **(16 marks)**

QUESTION SIX

In the organizational context, innovation may be linked to performance and growth through improvements in efficiency, productivity, quality, competitive, positioning, market share etc. all organizations can innovate including for example hospital, universities and local governments.

Required:

a) In innovation process, explain what is involved in idea generation and idea screening **(04 marks)**

b) Highlight and briefly explain any 4 areas of innovation **(04 marks)**

c) Mention any five (5) organic structures that promote innovation **(05 marks)**

d) As a manager who is an entrepreneur of a very big business organization, what strategies can you put in place to encourage creativity and innovation for the promotion of that organization **(07 marks)**

QUESTION SEVEN

a) Entrepreneurs require funding for their business projects to take off. In view of this, identify and explain any four sources of funding that an entrepreneurs can use **(08 marks)**

b) Research studies have shown that most startups or new business fail before their first or second anniversary. Discuss any four reasons for such high failure rates **(08 marks)**

c) When pricing products or services, what four considerations do one need to put into consideration **(04 marks)**

END