

MARKING SCHEME.

ACC - Entrepreneurship A

T036

**Monday, 04/11/2013
8: 30 - 11: 30 AM**

WORKFORCE DEVELOPMENT AUTHORITY



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**ADVANCED LEVEL NATIONAL EXAMINATION, 2013;
TECHNICAL AND PROFESSIONAL TRADES**

EXAM TITLE: Entrepreneurship A

OPTION: Accountancy (ACC)

DURATION: 3HOURS

INSTRUCTIONS:

The paper contains **Three (3)** Sections :

Section I: Eleven (11) questions, all **Compulsory** **55marks**

Section II: Five (5) questions, **choose any Three (3).** **30marks**

Section III: Three (3) questions, **choose any One (1).** **15marks**

Section I: All the 11 questions are compulsory 55marks

01. a. When does a problem become an opportunity? **2marks**
b. An enterprise is a process of converting a challenge into an opportunity. Do you agree? Justify your answer. **2marks**
02. List any five types of information that could be obtained from potential customers. **5marks**
03. Give any five reasons to show that entrepreneurship facilitates the rate of development of a country. **5marks**
04. Outline any five business laws that an entrepreneur observes when conducting the business. **5marks**
05. Give any five things that a business person would really like to know about their competitors. **5marks**
06. List any five measures that can be taken to proper handling machines and their safety in an enterprise. **5marks**
07. After your study, you are soon starting a small manufacturing business. Prepare any five general staff rules and regulations to be followed by your employees. **5marks**
08. State any six steps to be taken to develop good human resource for an enterprise. **6marks**
09. Kankwanzi, an entrepreneur, started manufacturing a car 'MOTOCYCLES', in the rural area of Nyarurembo where people had less productive employment opportunities. This motorcycle is available in the market for 1,000,000Rwf which is quite reasonable as compared to its competitors. By doing so, she wants to generate or communicate some values, to the society. Identify any such five values. **5marks**
10. Identify any five support services in entrepreneurship development cycle. **5marks**
11. State any five major elements you would consider when developing a production plan. **5marks**

Section II: Choose and Answer any three (3) questions 30marks

12. Explain briefly any five factors favoring growth of entrepreneurship. **10marks**
13. As a Marketing Manager of a fast growing juice manufacturing firm, you have been assigned a task of carrying out a market survey in Western Province for a period of one month. Design a questionnaire you are to use during your research. **10marks**
14. You are a farmer and have won a 20 million contract to supply chicken and eggs to SERENA HOTEL.
- a) Develop any six terms and conditions to be included in the contract with SERENA HOTEL. **6marks**
- b) Thieves have broken into your farm and made off with more than half of your chicken. How will you sustain the contract? **4marks**
15. You have joined a manufacturing firm that lacks the proper flow of duties, responsibilities and delegation procedures and you have been asked to restructure the system as an Entrepreneurship Student. Draw up a formalized organizational structure of the firm that will solve the above problems. **10marks**
16. A company accountant has left for United Kingdom to further his studies and you are hired to replace him as soon as possible. You are required to prepare a job description for an accountant. **10marks**

Section III: Choose and Answer any one (1) question. 15marks

17. Muhirwa wants to start and develop an entrepreneurial venture for which he requires various items in Human, Material and Financial resources. State the decisions to be taken by him under human, financial and material resources. **15marks**
18. Musoni intends to start with a footwear Industry requiring a wide variety of resources both material and human. To execute his project in an organized and systematic manner, you are asked to help him in drafting a feasibility plan, commenting upon the following areas :

- a) Executive Summary. **4marks**
- b) Objective of the business. **3marks**
- c) Marketing Strategies. **4marks**
- d) Operational Plan. **4marks**

19. You have started a new mineral water bottling company, competing with other firms in the market :

- a) Give the mission statement of your company. **2marks**
- b) Develop an advert for promoting your products. **4marks**
- c) Develop a programme for launching your products. **9marks**