

Section I. Eleven (11) Compulsory questions

55 marks

01. Define the terms: price and business opportunities. 3 marks
02. State any four importances of savings. 4 marks
03. Outline any three barriers to entrepreneurship development and three of their possible solutions in our country. 3 marks
04. After defining a partnership, explain its three advantages in the business. 4 marks
05. A business refers to the production and selling of goods and services for a profit. Outline any four indicators of a viable business. 4 marks
06. Differentiate a market assessment from risks assessment. 2 marks
07. Distinguish a financial plan from a production plan. 3 marks
08. Before operating a business an entrepreneur has to elaborate a business plan. Explain the mission statements and objectives as elements of a business plan. 3 marks
09. Provide any four importances of operation budget. 4 marks
10. Entrepreneur uses various methods for promoting sales so as to maximize the profit. Explain any five methods for promoting the sales. 5 marks
11. Various producers decide to make stable price of their products and this may result to the lack of customers and the business failure. Explain any four factors that should be considered while fixing the price of a product. 4 marks
12. For maximizing sales an entrepreneur should provide a good relation to his or her customers. State any four indicators of those good customer relations. 4 marks
13. Outline any five advantages of quality control of a given product or services. 5 marks
14. Provide any four factors you may consider when selecting a career. 4 marks
15. A loan is the amount of money either in cash or kind of resources from outside the business, with a view of repaying it back at a later date with or without interest. State three advantages of using a loan. 3 marks

*Price stability & group influence*

**Section II. Choose and Answer any three (3) questions:**

**45marks**

16. Explain clearly FIVE factors that determine the level of savings in Rwanda.

**15 marks**

17. To become an entrepreneur, you need to have Good Knowledge, Understanding of Problems and Solutions, Training, Skill Acquisition (GUTS). How can you define GUTS? Discuss each of the components of GUTS.

**15 marks**

18. While discussing the several types of business plans, there are key elements that appear to be essential for all the business plans. These core elements grow organically as needed by the business for actual business purpose.

(a) Discuss any five among the following elements that should be included in the business plan:

- |                            |                               |
|----------------------------|-------------------------------|
| (1) Executive Summary;     | (5) Marketing and Sales Plan; |
| (2) Company Overview;      | (6) Milestones and Metrics;   |
| (3) Products and Services; | (7) Management Team;          |
| (4) Target Market;         | (8) Financial Plan.           |

(b) State the elements of a typical financial plan.

**15 marks**

19. After completing their studies, Kalisa and Betty decide to look for money. Kalisa decided to apply for a job which will pay him 200,000 FRW per month, Betty realized that there is a high rate of graduate who are seeking for a job and decided to create her own business which will give her 150,000 FRW of profit per month at the starting period.

Criticize the decisions of Kalisa and Betty in terms of benefits and challenges.

**15 marks**

20. Discuss the factors affecting / determining saving.

**15 marks**

21. (a) While some people think that becoming an entrepreneur is a risky job and prefer to work for others, other people prefer creating their businesses. What do you think may be the motivation for those people who want to become entrepreneurs?

(b) Entrepreneurship creates an opportunity for a person to make contribution. Most new entrepreneurs help in the local economy. A few through their innovations contribute to society as a whole.

What could you advise them before starting a business?

**15 marks**

*Milestones and Metrics*