



Apex Examination Council

APEX EXAMINATION COUNCIL

S.6 END OF TERM EXAMINATION

ENTREPRENEURSHIP EDUCATION 230/2

DURATION: 3 HOURS

INSTRUCTIONS TO CANDIDATES

- ✓ Attempt four questions in all.
- ✓ All questions carry equal marks
- ✓ Credit will be awarded for the use of relevant diagrams and illustrations.

1. You have teamed up with other youths in the community to establish a savings and credit society (SACCO)
 - a) Design a deposit slip for business use. (5 marks)
 - b) Prepare a pre-operating expenses budget for the SACCO. (07 marks)
 - c) Write a letter inviting the district cooperative officer to officiate the launching of SACCO operations. (06 marks)
 - d) Formulate loan management policy guidelines to be observed by borrowers. (7 marks)
2. You are the marketing manager of a firm dealing in purchase and sale of kitchen ware.
 - a) Design a marketing plan for business products. (7 marks)
 - b) Present an advertisement to promote business products. (06 marks)
 - c) Design an invoice for business use. (5 marks)
 - d) Come up with strategies for developing an effective marketing strategy. (7 marks)
3. You are operating a bakery Business in your home town.
 - a) Design a brand label to be placed on the packaging material of the products. (5 marks)
 - b) Come up with a programme for purchasing inputs in the enterprise. (7 marks)
 - c) Formulate strategies for ensuring good customer care in the business. (6 marks)
 - d) Draft guidelines for minimising costs of production in business. (7 marks)
4. You have established a ground nuts milling plant in your locality.
 - a) Present a weekly work schedule observed by employees in your enterprise. (06 marks)
 - b) You intend to use shs. 4,000,000 for production of your products. Prepare a projected production cost statement. (7 marks)
 - c) Formulate guidelines to be observed when selecting a supplier of raw materials. (6 marks)
 - d) Draw up a plan for conducting personal selling. (06 marks)
5. Your metal fabrication plant has been facing reduction in sales mainly due to decline in quality of business products.
 - a) Formulate quality policy guide lines for the business. (7 marks)
 - b) Present an organisational plan for your business. (7 marks)
 - c) Draw a plan for training new employees of the business. (7 marks)
 - d) Write a notice to the sales team inviting them for an urgent meeting. (5 marks)

6. The following balances were extracted from PAPA's books of accounts on 31/12/2024.

Net sales	shs. 20,000,000
Net purchases	shs. 11,000,000
Goods available for sale	shs. 16,000,000
Stock on (1/1/24)	shs. 5,000,000
Stock on (31/12/24)	shs. 4,000,000
Total operating expenses	shs. 6,000,000
Total fixed assets	shs. 8,000,000
Debtors	shs. 1,500,000
Creditors	shs. 3,000,000
Cash	shs. 2,500,000
Bank overdraft	shs. 1,00,000

Calculate and interpret

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|---|------------|
| i) Inventory turnover ratio. | (5 marks) |
| ii) Credit payment period in weeks. | (04 marks) |
| iii) Rate of return on capital employed | (04 marks) |
| iv) Stock turnover | (04 marks) |
| v) Cash ratio | (04 marks) |
| vi) Gross profit mark-up | (04 marks) |

END

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