

A'LEVEL NEW CURRICULUM
END OF TERM THREE ASSESSMENT
ENTREPRENEURSHIP
SENIOR FIVE
2025
TIME: 2¼ HOURS

INSTRUCTIONS

1. This question paper consists of **four** assessment items.
2. Attempt any **three** items.
3. All items carry **equal** scores.
4. No additional item attempted will be scored.
5. Relevant use of examples, flowing essays and neat handwriting leads to a high score of marks.
6. Use the answer booklet(s) provided for your response(s).

TURN OVER

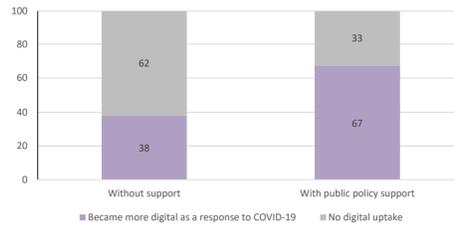
ITEM 1

SCENARIO

A new government policy has been introduced to encourage small and medium enterprises (SMEs) by providing tax relief and easier access to loans. However, many entrepreneurs in your area are unaware of these opportunities and continue to face challenges such as stiff competition, poor infrastructure, and limited market access.

1

Small and medium enterprises that invested in becoming more digital as a response to COVID-19 and received public financial support over the past three years (in %)



Source: EIBIS 2021 AOM — sample of EU SMEs in manufacturing and services (2021).

TASK

Write a letter to the local government official explaining the importance of improving awareness among entrepreneurs about the current environment and suggesting ways to better support them.(25 Scores)

ITEM 2

SCENARIO

Jane plans to start a small business selling handcrafted bags. She estimates the fixed costs for rent, utilities, and salaries to be UGX 500,000 per month. The cost of materials and labor per bag (variable cost) is UGX 15,000. She plans to sell each bag at UGX 30,000.

After one month, Jane managed to sell 50 bags.



TASK

Using the information from the scenario, prepare a short report showing:

- Total fixed costs
- Total variable costs
- Total revenue
- Profit or loss made after selling 50 bags

Conclude your report by advising Jane on whether her business is currently profitable and suggest one way to improve profitability.(25 Scores)

ITEM 3

SCENARIO

A small bakery has noticed a decline in sales over the past six months. Customer feedback indicates that competitors offer better promotions and use social media more effectively. The bakery's owner is considering revising their marketing strategies.



TASK

Write an article for a local business magazine explaining how effective marketing strategies can improve enterprise performance and what the bakery could do to regain customers.(25 Scores)

ITEM 4

SCENARIO

A group of social entrepreneurs has started a project aimed at creating jobs for unemployed youth in rural areas by promoting eco-friendly crafts. Despite initial enthusiasm, the project faces challenges such as limited funding and low community involvement.



TASK

Draft a proposal to a potential donor explaining the importance of social entrepreneurship for community development and how their support could make a difference.(25 Scores)

END

Always live a simple life!