

ENTREPRENEURSHIP EXAMINATION/: 100MARKS

STUDENT NAMES :

Instructions

1. Answer all questions in Section A.
2. Answer all questions in Section B.
3. Answer any two questions in Section C.
4. Write clearly and support answers with examples where necessary.

SECTION A: ANSWER ALL QUESTIONS. /40MARKS

PART1: CHOOSE THE BEST ANSWER AND CIRCLE THE CORRESPONDING LETTER. / 10marks

1. Market research is the process of:
 - A. Selling goods
 - B. Collecting and analysing information about markets
 - C. Producing goods
 - D. Transporting goods
2. Which of the following is part of the marketing mix?
 - A. Product
 - B. Profit
 - C. Planning
 - D. Production
3. A potential market refers to:
 - A. People willing and able to buy
 - B. People able but not yet willing to buy
 - C. People who refuse to buy
 - D. Suppliers
4. ICT stands for:
 - A. Information and Communication Technology
 - B. International Computer Technology
 - C. Internal Communication Transfer
 - D. Integrated Computer Tool
5. A supplier is:
 - A. Final consumer
 - B. Person who provides goods to another business
 - C. Retailer
 - D. Producer only

6 . A small company plans to sign a business contract with a supplier but wants to avoid future misunderstandings. What is the best action the entrepreneur should take?

- A. Make only a verbal agreement
- B. Write clear terms and conditions in the contract
- C. Trust the supplier without documentation
- D. Ignore payment terms

7. An entrepreneur studies competitors' prices, products, and marketing strategies before launching a new product. This activity is called:

- A. Market segmentation
- B. Competitor analysis
- C. Product distribution
- D. Public advertising

8. A business realizes customers complain about poor service on social media. Which public relations action would best improve the company's image?

- A. Ignore customer complaints
- B. Respond politely and solve the problem
- C. Close the business temporarily
- D. Increase prices

9. After analyzing competitors, a bakery decides to improve product quality and reduce prices slightly. This decision shows the entrepreneur is:

- A. Ignoring competitors
- B. Applying competitor analysis to improve competitiveness
- C. Breaking business laws
- D. Reducing production

10. A business contract requires both parties to follow agreed obligations. If one party fails to meet the agreement, the other party may:

- A. Ignore the contract
- B. Change the agreement without discussion
- C. Take legal action according to the contract terms
- D. Stop business forever

PART 2: ANSWER BY True or False. /5marks

1. Market research helps reduce business risks. -----
2. ICT helps businesses communicate easily. -----

3. Retailers sell goods to wholesalers. -----
4. Entrepreneurship creates employment.-----
5. Contracts are only oral agreements. -----

PART 3: Complete the empty space with:(Contract, Office, Promotion, E- commerce, wholesaler)

1. The marketing mix consists of Product, Price, Place and _____.
2. A _____ buys goods in bulk and sells them to retailers.
3. The process of buying and selling goods online is called _____.
4. A _____ is a legal agreement between two or more parties.
5. A place where administrative work is performed is called an _____.

Part4. Match the column A with column B (5 marks)

Column A	Column B
a) Promotion	i) Informing customers about products
b) Pricing	ii) Delivering goods to the market
c) Product	iii) Determining cost of products
d) Advertising	iv) Encouraging customers to buy
e) Distribution	v) Goods or services offered

PART5: Arrange the following steps involved in developing a new product in the correct order. (5 marks)

- a)Commercialization
- b) Idea generation
- c) Market testing
- d) Concept development
- e) Screening of ideas

PART6: A student wants to start a school stationery business. Complete the SWOT analysis table by giving one example for each element. (5 marks)

SWOT Element Example for the Stationery Business

Strength	_____
Weakness	_____
Opportunity	_____
Threat	_____

PART7: Fill-in-the-blank questions with the following the elements :(capacity, legal, consent, agreement, consideration)

