

SCOBA

Uganda Advanced Certificate of Education

ENTREPRENEURSHIP

**TOPICAL TEST I: INSURANCE, GENDER, HUMAN RESOURCE, BUSINESS ETHICS,
COMMUNICATION**

INSTRUCTIONS: Attempt all questions

1. a) i) Define the term communication. (01 mk)
ii) Mention any three Internal objectives of communication. (03 mks)
- b) i) Distinguish between Premium and over Insurance. (02 mks)
ii) Mention any two Insurance policies under life Insurance. (02 mks)
- c) i) Mention the benefits enjoyed by the business which observes business ethics. (02 mks)
ii) Mention any two laws of good business ethics. (02 mks)
- d) i) Define the concept of empowerment as used in Gender. (01 mk)
ii) Mention any three ways of how women have been empowered in Uganda. (03 mks)
- e) i) What is an organisation chart? (01 mk)
ii) Mention any uses of an organisation chart. (03 mks)

SECTION B (60 marks)

2. a) Explain the flow of the communication process. (06 mks)
b) Mention the four communication structures of a business enterprise. (04 mks)
c) Discuss the factors which affect choice of communication medium. (10 mks)
3. a) Compare and contrast insurance and gambling. (08 mks)
b) Explain any five doctrines of insurance. (05 mks)
c) Account for the low development of insurance industry in Uganda. (07 mks)

4. a) Explain the factors which affect the participation of women in Entrepreneurial activities. (10 mks)
- b) Suggest measures that can be under taken to encourage the participation of women in science and entrepreneurial occupations. (10 mks)
5. a) Explain the responsibilities of human resource management. (06 mks)
- b) Discuss ways of promoting good work relations in an enterprise. (06 mks)
- c) Examine the various performance appraisal method that can be used by small enterprise. (08 mks)
6. a) Mention any four parties to business ethics. (04 mks)
- b) Give any two types of ethics. (02 mks)
- c) Discuss the ethics of the business towards customers. (14 mks)

END.