

BETHANY HIGH SCHOOL - NAALYA

S.6 ENTREPRENEURSHIP 845/2

Paper 2

3 hrs

INSTRUCTIONS:

Section A is compulsory. Answer any four questions in section B

SECTION A:

1. (a) (i) Define the term sustainable competitive advantage. (1mk)
(ii) State any two forms of competition. (2mks)
- (b) (i) Define the term a marketing Mix. (1mk)
(ii) State the elements of a marketing mix. (2mks)
- (c) (i) Define the term production management. (1mk)
(ii) Differentiate between lead time and reorder level. (2mks)
- (d) Define the term delegation .
(ii) State the importances of delegation of authority.
- (e) Distinguish between patriarchy and conscientisation. (2mks)
(ii) give two reasons for gender empowerment . (2mks)

SECTION B

2. (a) Explain the rationale for motivating workers. (10mks)
(b) Explain the values of motivating workers. (10mks)
3. (a) Explain the various factors affecting competition. (10mks)
(b) Assess the effects of competition in business. (10mks)
4. (a) Describe the various types of distribution channels for goods and services. (10mks)
(b) Explain the factors that should be considered by manufacturer when Selecting distribution channel. (10mks)
5. (a) Describe the elements of a social enterprise plan. (10mks)
(b) Describe negative effects of a degraded environment. (10mks)
6. (a) Explain the role of small and medium business in the community. (10mks)
(b) Account for differences in the sizes of business. (10mks)
7. (a) Describe the principles of business branding. (10mks)
(b) What is the importance of developing an effective business brand?(10mks)

End