



**ENTREPRENEURSHIP END OF TERM III EXAMINATION  
QUESTION PAPER**

**GRADE: SENIOR FIVE (S5)**  
**LEVEL: ADVANCED**  
**OPTION GENERAL EDUCATION(GE)**

**DURATION: 3HOURS**

**MARKS: /100MARK**

**CAMIS: /30MARKS**

**s INSTRUCTIONS**

- 1) Do not open this question paper until you are told to do so.
- 2) This paper consists of **THREE** sections: **A, B** and **C**  
**SECTION A:** Attempt **ALL** questions (40marks)  
**SECTION B:** Attempt all questions in this section (30marks)
- 3) **SECTION C:** Attempt only **TWO** questions of your choice (30marks)
- 4) Avoid any rubbing
- 5) Use only a **blue** or **black** pen

**1. Match the following elements of market reasearch below with their correct definition: (4 marks)**

<b>ELEMENTS</b>	<b>DEFINITIONS</b>
<b>A.</b> Supplier survey	<b>I.</b> A tool used by the entrepreneur to gather customer needs and wants, and to gather feedback on product design, function, and market fit.
<b>B.</b> Customer survey	<b>II.</b> A tool used by businesses to gather product feedback from customers and potential customers.
<b>C.</b> Competitor survey	<b>III.</b> A tool used to analyse and find out and establish the best potential suppliers of a given product/service.
<b>D.</b> Product survey	<b>IV.</b> A tool used to identify potential competitors and researching their different marketing strategies.

**2.** Fill with the appropriate terms in the empty spaces below. **(2 marks)**

a) ..... a plan for the successful operation of a business, identifying sources of revenue, the target customer base, products, and details of financing.

b) ..... this is a very simplified tool that enables entrepreneurs to prepare and portray their business plans on a single page.

3. Using the table below, indicate an internal or external business growth strategy by using a symbol (V) on those which are internal and external business growth strategy. **(4 marks)**

<b>Growth strategy</b>	<b>Internal</b>	<b>External</b>
<b>a)</b> In 2020, Easy Chemical merged with Home Physical Products and then split the merged entity into three independent firms.		
<b>b)</b> Akaryoshye's Bakery sells homemade breads and pastries. It decides to grow its business by introducing an associated restaurant that uses the baked goods from its bakery on the restaurant's menu.		
<b>c)</b> In 2006, Google acquired YouTube for USD\$1.65 billion to enlarge revenues from global advertising services.		
<b>d)</b> Sue's Socks has a niche following amongst active adults. It has a dedicated following, but it wants to reach more customers in its current demographic. Sue's Socks creates a new marketing plan designed to reach active adults who don't yet know about the company.		

4. Socio-economic development involves goods and services, better health, education etc. Develop any four factors that influence socio-economic development in Rwanda. **(4 marks)**

5. Match the business department in column X with the ICT tool used by each department in column Y. **(5 marks)**

<b>X</b>	<b>Y</b>
<b>I.</b> Human resource	<b>a.</b> Telephone, email, internet, fax, SMS, websites, blogs, social media
<b>II.</b> Security	<b>b.</b> computers, time recorders, software, access control gadgets.
<b>III.</b> Management	<b>c.</b> computers, calculators, money counting machines, Automated Teller Machine (ATM)
<b>IV.</b> Communication	<b>d.</b> closed Circuit Television (CCTV) cameras, webcams,
<b>V.</b> Accounting	<b>e.</b> email, internet, SMS, time recorders, drop box

6. Complete by using the appropriate words or tools used in business (Online conferencing, Phones, Computers, Email). **(4 marks)**

- a) .....electronic mails used to send and receive messages.
- b) ..... electronic devices used to communicate between people.
- c)..... electronic device used to create, receive, store and retrieve data electronically.
- d)..... meeting online

7. The following statements are the meaning of public relations. Which one is not correct. **(2 marks)**

- a. The strategic communication process that companies or individual entrepreneurs use to build mutually beneficial relationships.
- b. The process of maintaining good relations with the public.
- c. Are how a business deals with the public.
- d. Monitoring any comments that is issued about the company.
- e. All the above.

8. Explain the following statement “**Customers are like water**”. **(4 marks)**

9. Suppose Kamali and Mukamana want to do a contract about their business. Contracts outline the rights and responsibilities of each party, as well as the costs, benefits, and details of how the contract may be terminated. Develop any six importance of business contract that you know. **(6 marks)**

10.The following are the Disadvantages of alphabetical filing, except **(2 marks)**

- A. In large systems, it may take a long time to find papers.
- B. One folder can be opened for many files without opening separate files
- C. It may lead to congestion under common names.
- D. It is difficult to forecast space requirements for different letters of the alphabet.
- E. Documents can be filed differently due to wrong spellings of names.

11. Select the correct answers: **( 3 marks)**

- (i) The main objective of quality assurance is: **(1 mark)**
  - a. Proof of fitness of product
  - b. Inspection of quality of product

- c. Quality conformance
- d. Customer satisfaction

(ii) Which of the following statement(s) is/are true about quality assurance?

**(1 mark)**

- a) Quality assurance is a set of activities for ensuring quality in the processes by which products are developed.
- b) Quality assurance is a corrective tool and product oriented.

(iii) ----- is part of quality management focused on providing confidence that quality requirements will be fulfilled. **(1 mark)**

- a) Quality management
- b) Quality
- c) Quality assurance
- d) Updating

**Section B. Choose any THREE questions (30 Marks)**

12. In College Rwiza Senior 5 students want to start a project of growing maize and have approached to guide them on the elements they will consider to make market research for their project. Analyse to them the research elements they will put in consideration. **(10 marks)**

13. Determine the activities of entrepreneurship which affect negatively/retard socio-economic development. **(10 marks)**

14. Ending a contract occurs when the parties perform all their necessary obligations in accordance with the terms set out in the contract. In other cases, a contract may end before both parties have fulfilled their obligations. Give situations when a contract can be ended. **(10 marks)**

15.a) Assume that you are an accountant in your students' business club. List the rules you follow in making general journal entries. **(4 marks)**

b) As a future entrepreneur or buyer show the reasons that may leads you to return goods to the supplier. **(6 marks)**

**Section C. Choose any tw questions (30 Marks)**

16. Draw a BMC template for the business you intend to start back home.

**(15 marks)**

17. People start business and then the business succeeded. Analyse at least eight indicators of business growth that you may observe in that business.

**(15 marks)**

18. The following transactions took place in CYUZUZO juice retail business for the month of March, 2023,

March 1<sup>st</sup>: Cyuzuzo brought 300,000FRW in the business to expand business transactions

March 4<sup>th</sup>: Purchased goods from Gakire at 50,000FRW cash

March 17<sup>th</sup>: Paid a furniture for 40,000FRW

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March 21<sup>st</sup>: Paid rent for shop to landlord amounting to 80,000FRW

March 30<sup>th</sup>: Drew cash from business for personal use 45,000FRW

March 30<sup>th</sup>: Paid airtime of 12,000FRW

**Required:**

Record the transactions in the books of CYUZUZO juice business using a single entry system.

**(15 marks)**

**END**



Fill the appropriate terms in the empty space below. **(2 marks)**

a) **Business Model**

b) **Business Model Canvas**

3. Using the table below, indicate an internal or external business growth strategy by using a symbol (V) on those which are internal and external business growth strategy. **(4 marks)**

<b>Growth</b>	<b>Internal</b>	<b>External</b>
a) In 2020, Easy Chemical merged with Home Physical Products and then split the merged entity into three		
b) Akaryoshye's Bakery sells homemade breads and pastries. It decides to grow its business by introducing an associated restaurant that uses the baked goods from its bakery on the restaurant's menu.		
c) In 2006, Google acquired YouTube for USD\$1.65 billion to enlarge revenues from global advertising		
d) Sue's Socks has a niche following amongst active adults. It has a dedicated following, but it wants to reach more customers in its current demographic. Sue's Socks creates a new marketing plan designed to reach active adults who don't yet know about the company.		

**Answer ( 4 marks)**

<b>Growth</b>	<b>Internal</b>	<b>External</b>
a) In 2020, Easy Chemical merged with Home Physical Products		V
b) Akaryoshye's Bakery sells homemade breads and pastries. It decides to grow its business by introducing an associated restaurant that uses the baked goods from its bakery on the restaurant's menu.	V	
c) In 2006, Google acquired YouTube for USD\$1.65 billion to enlarge revenues from global advertising		V
d) Sue's Socks has a niche following amongst active adults. It has a dedicated following, but it wants to reach more customers in its current demographic. Sue's Socks creates a new marketing plan designed to reach active adults who don't yet know about the company.	V	



4. Socio-economic development involves goods and services, better health, education etc. Develop any four factors that influence socio-economic development in Rwanda. **(4 marks)**

**Answer**

Factors that have influenced socio-economic development in Rwanda.

**(4 marks)**

- The provision of health insurance that covers every citizen (Universal Health Insurance)
- The improvement of maternal health of many women by establishing health centers in every village-cell
- Citizens have got good family planning and improved health schemes
- Rwanda has given priority to Education as the backbone for the development of various sectors.
- The Provision of free of charge Education to children of Primary and Secondary schools
- The Ministry of Education makes regular follow up to ensure all children who have reached the appropriate age of school enrolment are registered accordingly.
- Rwanda has a one laptop per child program.
- Rwanda has made effective utilization of the Internet technology
- The Government of Rwanda distributed fibre optic internet connection nationwide;
- In terms of Roads infrastructure, all districts in Rwanda are connected by good quality tarmac roads.
- The installation of lights at the streets to increase security.
  
- Rwanda adds value to her grown commercial crops
- The introduction of modern methods of farming and improved skills
- Rwanda has a good investment code and is currently ranked the second country in Africa and the first in East Africa for setting a conducive environment for investment.
- The country accomplished the good and friendly environment for investment - Rwanda has been successful in the fight against corruption through its policy of zero tolerance to corruption,

5. Match the business department in column X with the ICT tool used by each department in column Y. **(5 marks)**

<b>X</b>	<b>Y</b>
<b>I.</b> Human resource	<b>a.</b> Telephone, email, internet, fax, SMS, websites, blogs, social media
<b>II.</b> Security	<b>b.</b> computers, time recorders, software, access control gadgets.
<b>III.</b> Management	<b>c.</b> computers, calculators, money counting machines, Automated Teller Machine (ATM)
<b>IV.</b> Communication	<b>d.</b> closed Circuit Television (CCTV) cameras, webcams, fingerprints, metal detectors, locks, electronic safes.
<b>V.</b> Accounting	<b>e.</b> email, internet, SMS, time recorders, drop box

**Answer**

**Match the business department in A with the ICT tool used in B.(5marks)**

<b>A ( Department )</b>	<b>B ( ICT Tools)</b>
I	e
II	d
III	b
IV	a
V	c

6. Complete by using the appropriate words or tools used in business (Online conferencing, Phones, Computers, Email). **(4 marks)**

- a) .....electronic mails used to send and receive messages.
- b) ..... electronic devices used to communicate between people.
- c)**..... electronic device used to create, receive, store and retrieve data electronically.
- d)**..... meeting online

**Answer**

ICT tools used in business: **(4 marks)**

- a) **Email: electronic** mails used to send and receive messages.
- b) **Phones:** electronic devices used to communicate between people.
- c) **Computers:** electronic device used to create, receive, store and retrieve data electronically.

d) **Online conferencing:** meeting online

7. The following statements are the meaning of public relations. Which one is not correct. **(2 marks)**

- a. The strategic communication process that companies or individual entrepreneurs use to build mutually beneficial relationships.
- b. The process of maintaining good relations with the public.
- c. Are how a business deals with the public.
- d. Monitoring any comments that is issued about the company.
- e. All the above.

**Answer**

The following definitions are the meaning of public relations. Which one is not correct. **(2 marks)**

**d.** Monitoring any comments that is issued about the company.

8. Explain the following statement “**Customers are like water**”. **(4 marks)**

**Answer**

“**Customers are like water**”: This statement means that the Customer flow where it is easier. Customers go where they can get better service, so customers need customer care in order to meet their needs and ensure satisfaction. **(4 marks)**

9. Suppose Kamali and Mukamana want to do a contract about their business. Contracts outline the rights and responsibilities of each party, as well as the costs, benefits, and details of how the contract may be terminated. Develop any six importance of business contract that you know. **(6 marks)**

**Answer**

A business contract is important in the following ways: **(6 marks)**

- They serve as a visual representation of the relationship between parties, and the obligations they owe each other.
- They enable businesses to apportion and mitigate risk, as well as preventing future conflict.
- They define how each party will deliver products, services, or payment.
- They act as an opportunity to increase revenue since contracts are often used to close and finalize deals.
  
- They serve as an effective tool for collaboration and communication across business departments.
- They ensure that the business itself remains legally compliant.

- Contracts are also a perfect opportunity for businesses to demonstrate their professionalism, and that they care about the commitments they make.
- Contracts are a key touch point for business relationships, and they are an effective way to communicate with potential clients, partners, and employees.
- Contracts also act as an extension of your company's brand.
- A contract also acts as a safeguard to guarantee your business' right to payment on a certain.

**10.**The following are the Disadvantages of alphabetical filing, except **(2 marks)**

- A. In large systems, it may take a long time to find papers.
- B. One folder can be opened for many files without opening separate files
- C. It may lead to congestion under common names.
- D. It is difficult to forecast space requirements for different letters of the alphabet.
- E. Documents can be filed differently due to wrong spellings of names.

**Answer**

**The disadvantages of alphabetical filing except (2 marks)**

**B.** One folder can be opened for many files without opening separate files.

11. Select the correct answers: **( 3 marks)**

(i) The main objective of quality assurance is: **(1 mark)**

- a. Proof of fitness of product
- b. Inspection of quality of product
- c. Quality conformance
- d. Customer satisfaction

(ii) Which of the following statement(s) is/are true about quality assurance?

**(1 mark)**

a) Quality assurance is a set of activities for ensuring quality in the processes by which products are developed.

b) Quality assurance is a corrective tool and product oriented.

(iii) ----- is part of quality management focused on providing

confidence that quality requirements will be fulfilled.  
**mark)**

**(1**

- a) Quality management
- b) Quality
- c) Quality assurance
- d) Updating

**Answer**

**The correct answers are :( 3 marks)**

- (i) a
- (ii) b
- (iii) c

**Section B. Choose any THREE questions (30 Marks)**

12. In College Rwiza Senior 5 students want to start a project of growing maize and have approached to guide them on the elements they will consider to make market research for their project. Analyse to them the research elements they will put in consideration. **(10 marks)**

**Answer**

**Elements of market research (10 marks)**

**1. Customer survey**

A customer survey is a tool used to help businesses understand what their customers think about their products or services, their brand, and their customer support.

Customer satisfaction surveys allow companies to improve products strategically, optimize user experience, and deliver exactly what the market demands.

**2. Product survey**

A product survey is a tool that a business uses to learn what their potential customers think about their products.

Running a survey before launching a product helps an entrepreneur to get to know what people really want and need.

**3. Competitor survey**

Competitor survey is a tool used to review the competitive situation in the desired target market as well as the usage and customer and market shares of competitors' products/services.

Competitor survey enables an entrepreneur to determine the factors that influence the potential customer's purchase decisions, therefore being able to recognize its strengths and weaknesses – and those of its competitors.

#### **4. Supplier survey**

A supplier survey is a tool used by entrepreneurs to collect information from current or potential suppliers.

This data helps the entrepreneur to whether these suppliers meet the production capabilities of an entrepreneur and the customers.

**13.**Determine the activities of entrepreneurship which affect negatively/retard socio-economic development.**(10 marks)**

#### **Answer**

The following are some activities of entrepreneurship which affect negatively/retard socio-economic development:**(10 marks)**

1. Environment degradation.
2. Pollution of air, land, water and noise pollution.
3. Cutting trees to build factories, for timber and charcoal.
4. Corruption: Entrepreneurs ought to do their businesses through proper channels.
5. Exploitation of workers through underpayment, delayed payment,
6. use defective scales and exploit their customers through under weighing of quantities.
7. Breaching of contracts when we realize that we stand to benefit less.
8. Exploitation of natural resources without considering the future generation; as we exploit the resources for our survival today it is also important to think about the generation to come. Some resources are limited in nature such that when they are used without care for the future, the generation to come may not have what to live on.
9. Improper packaging e.g using polythene bags that destroy the environment.
10. Out competing small scale entrepreneurs.
11. Garbage and waste from shops and factories.
12. Advanced technology that creates unemployment.
13. Industrial accidents.

**14.**Ending a contract occurs when the parties perform all their necessary obligations in accordance with the terms set out in the contract. In other cases,

a contract may end before both parties have fulfilled their obligations. Give situations when a contract can be ended. **(10 marks)**

**Answer**

There are various ways that a contract may come to an end such as: **(10 marks)**

- **By performance:** if the parties have performed all of their obligations under the contract in accordance with its terms, the contract will therefore come to an end.
- **Impossibility of Performance:** if, for some reason, the parties are unable to commit to their tasks as per contract, this is called the impossibility of performance, and so the contract can be ended.
- **By agreement:** a contract may come to an end by mutual agreement between the parties.
- **By destruction of the subject matter:** the entrepreneur may end a business contract when the subject matter of the contract ceases to exist such as being destroyed, stolen or died.
- **By operation of the law:** the entrepreneur may decide to end the contract if it is illegal, if one party becomes bankrupt, insane or dies.
- **By frustration:** an entrepreneur may end the contract if it is incapable of being performed due to an unforeseen event or circumstances
- **For convenience:** Where the contract allows a party to end the contract at any time by providing notice to the other party, for example, employment contract.

**15.a)** Assume that you are an accountant in your students' business club. List the rules you follow in making general journal entries. **(4 marks)**

**b)** As a future entrepreneur or buyer show the reasons that may leads you to return goods to the supplier. **(6 marks)**

**Answer**

a) **Rules of journal entries (4 marks)**

- Debit the receiver and credit the giver.
- Whenever an asset is bought, we are supposed to debit that particular asset account.
- Whenever an asset is sold we credit that account (asset).
- While making entries in the journal we start with accounts to be debited and those to be credited later.

b) **Reasons why goods may be returned (6 marks)**

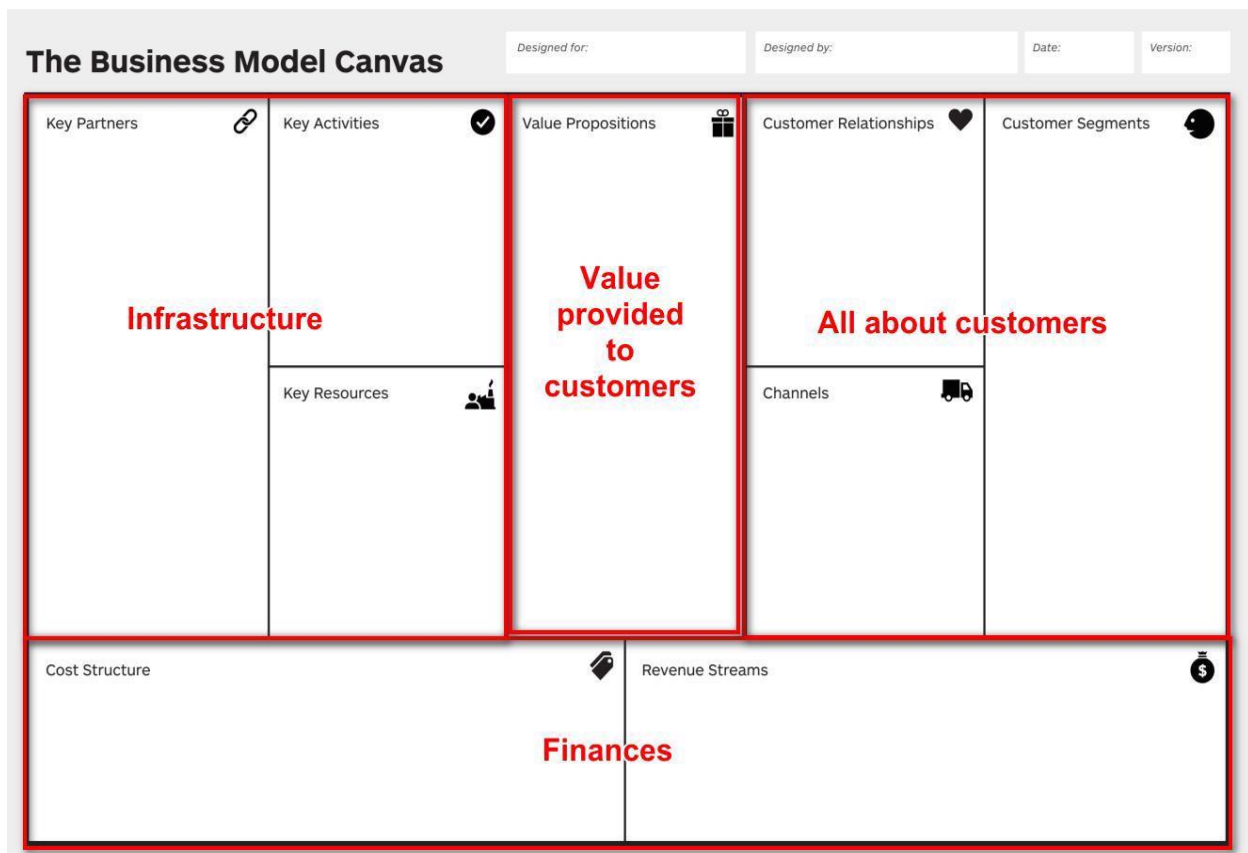
- An entrepreneur or buyer may return goods previously bought due to a number of reasons some of which include the following:
- In case they are supplied in the excess of the amount ordered for. This distorts the business budget as it demands payment beyond planned expenditure;
- In case they are defective or expired;
- If they are not of the size and quality ordered for;
- When they do not match with the purchases order placed (when they are different from the quotation);
- In case the goods get damaged while being transported by the supplier or any transporter contracted by the supplier, they will be returned;
- When goods are supplied at a higher price than that agreed on before placing the order.
- etc

**Section C. Choose any tw questions (30 Marks)**

16. **Draw** a BMC template for the business you intend to start back home.

**(15 marks)**

**Answer**





17. People start business and then the business succeeded. Analyse at least eight indicators of business growth that you may observe in that business.

(15 marks)

**Answer**

**There are many indicators of business growth, including the following:**

(15 marks)

- **Increased capital:** If the capital of a business is increasing, then it is an indicator that the business is growing.
- **Increase in assets:** Another indicator of business growth is the increase in assets like buildings, vehicles, bank deposits, etc.
- **Increase in business profit:** When the business profits are growing, then it is an indicator of business growth.
- **Opening more branches:** Opening more branches is an indicator that the business is covering more areas and is serving more customers.
- **Increased market share:** When the market share of the enterprise is growing, the enterprise is growing because it is serving more customers.
- **Increased sales revenue:** Increased sales revenue for a business is an indicator of the business growth as it reflects an increase in the number of customers and stock.
- **Increased number of employees:** When the business grows, it normally increases the number of departments and employees.
- **Use of advanced/improved technology:** Most businesses start with simple technology but as the business expands, they use more advanced technology.
- **Increased stock of goods:** When the enterprise grows, it produces and sells more products. For example, in a shop there are more and wider variety of goods and services.
- **Better salaries and wages paid to workers:** When a business is growing, it is able to give better wages and salaries to its workers due to increased profits.

18. The following transactions took place in CYUZUZO juice retail business for the month of March, 2023,

March 1<sup>st</sup>: Cyuzuzo brought 300,000FRW in the business to expand business transactions

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March 30<sup>th</sup>: Paid airtime of 12,000FRW

**Required:**

Record the transactions in the books of CYUZUZO juice business using a single entry system. **(15 marks)**

**Answer**

**SINGLE CASH BOOK MARCH, 2023, (15 marks)**

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**Cr**

Date	Particulars	Amount(FRW)	Date	Particulars	Amount (FRW)
1	Capital	300,000	14	Purchases	50,000
19	Sales	150,000	17	Furniture	40,000
			21 <sup>st</sup>	Rent	80,000
			30 <sup>th</sup>	Drawings	45,000
				Airtime	12,000
			31 <sup>st</sup>	Bal c/d	223,000
		<b>450,000</b>			<b>450,000</b>
April 1 <sup>st</sup>	Bal b/d	223,000			

**END**