

**ACC – Entrepreneurship A**

**T045**

**Tuesday, 04/11/2014**

**1:30 – 4:30 PM**

**WORKFORCE DEVELOPMENT AUTHORITY**



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**ADVANCED LEVEL NATIONAL EXAMINATIONS, 2014  
TECHNICAL AND PROFESSIONAL TRADES**

**EXAM TITLE: Entrepreneurship A**

**OPTION: Accountancy (ACC)**

**DURATION: 3hours**

**INSTRUCTIONS:**

The paper is composed of **three (3) main Sections:**

Section **I:** Eleven **(11)** questions, all **Compulsory**.

**55marks**

Section **II:** Five **(5)** questions, **Choose any Three (3)**.

**30marks**

Section **III:** Three **(3)** questions, **Choose any One (1)**.

**15marks**

## **SECTION I. ELEVEN (11) COMPULSORY QUESTIONS.**

01. Sulfo-Rwanda industries invest 345,025,000Rwf into a project of making perfumes and this project generates a profit of 25,750,300Rwf. Calculate its return on capital and interpret your answer. **5marks**
02. Describe the correlation between the following: invention, innovation and design. **6marks**
03. Explain the need required for the protection legal of innovation. **4marks**
04. Corporate governance is not just corporate management. Comment. **6marks**
05. Explain why start -ups enterprise may fail. **6marks**
06. Make a clear distinction between “Creativity and Innovation”. **4marks**
07. Give any five factors which influence the level of savings in a society **5marks**
08. Explain any three methods of improving profits. **6marks**
09. Explain with examples the role of social factors in the Analysis of the external environment of a Business. **6marks**
10. What elements should be studied in a Business plan? **5marks**
11. What is cost minimization? **2marks**

## **SECTION II. ANSWER ANY THREE (3) QUESTIONS.**

12. Bank Populaire of Rwanda offers to Kanyarwanda a loan of 25,000,000 Rwf worth to set up a medium washing coffee plant.  
Draft a Budget for his venture. **10marks**
13. Explain clearly any five reasons which show the importance of advertising to an enterprise. **10marks**
14. What are the key considerations you may refer on when choosing a business organization? Explain them clearly. **10marks**
15. Market research is one of the components that an entrepreneur must rely on. What contrasts the realization of such research in some firms?  
Explain why. **10marks**
16. a. Distinguish a marketing plan from a production plan. **4marks**  
b. Describe any six factors which should be considered when designing a marketing plan. **6marks**

## **SECTION III. ANSWER ANY ONE (1) QUESTION.**

17. Is it obvious that the government controls business activity? What is your opinion about this? Explain using examples of Rwanda. **15marks**
18. Explain the internal and external factors that might affect the effectiveness of a Factory’s marketing. **15marks**
19. Describe the factors that can influence the value of a business. **15marks**