

SECTION A: ATTEMPT ALL QUESTIONS (55MARKS)

1. a) What is meant by the term competitor profiling? **(1Mark)**

b) TIM restaurant is located in one of the commercial centers of NYANZA dealing in Zingaro, a special type of meal brochette. It is your competitive business. TIM restaurant performed a SWOT analysis and found the information in the table below. Support TIM restaurant determines its Strengths, Weakness, Opportunities, and threats after reading the statements on the left (A) And fill in the words, Strengths, Weakness, Opportunities, and threats on the right column (B). **(5Marks)**

A	B
TIM restaurant makes the most delicious Zingaro in the center	
The supply of meat to TIM restaurant is limited by outbreak of cattle disease	
TIM restaurant zingaro are served after long hours	
TIM restaurant takes advantages of new estate in RUHANGO district open a branch to expand its business	
TIM restaurant infrastructures are not sufficient	

2. a) what is meant by business contract? **(1Mark)**

b) Explain the importance of business contract. **(5 Marks)**

3. In your community there is a company that is at risk of collapsing, develop a proposal using the concept of business growth and development to advise this company. **(5 Marks)**

4. Imagine you want to start a business in your community. Highlight the steps you can use while conducting a market research. **(3.5 Marks)**

5. Business Model Canvas is a single page and easier template used to outline the goals and objectives of a business as a strategic management tool, as we know it can help business owners and other stakeholder's develop new business models or evaluating existing models, try to identify any nine components of BMC. **(4.5Marks)**

6. Explain the importance of Business Model Canvas (BMC) to entrepreneurs. **(5Marks)**
7. In Rwanda, people start businesses basing on heritage, credit availability or facilities. Identify at least any five businesses that can be started as results of ICT. **(5 Marks)**
8. Many people confuse the following terms “Business growth ” and “Business development”. Differentiate the two terms. **(4Marks)**
9. List and explain three levels of customer service. Give at least one example for each. **(6 Marks)**
10. Identify at least six factors influencing social –economic development. **(5Marks)**
- 11.Explain any five indicators of social economic development. **(5Marks)**

SECTION B: ATTEMPT ONLY THREE QUESTIONS (45MARKS)

12. Create a house rental contract between Mugabe Claude (a tenant) and Mukeshimana Claudine (landlord) during one year of 2023 by respecting the elements of a written contract. **(15Marks)**
13. *"Zuckerberg" redirects here. For other uses, see Zuckerberg,* Mark Elliot Zuckerberg is an American business magnate, internet entrepreneur, and philanthropist. He is known for co-founding the social media website Facebook and its parent company Meta Platforms (formerly Facebook, Inc.), of which he is the chairman, chief executive officer, and controlling shareholder. Zuckerberg attended Harvard University, where he launched Facebook in February 2004 with his roommates Eduardo Saverin, Andrew McCollum, Dustin Moskovitz, and Chris Hughes. Originally launched to select college campuses, the site expanded rapidly and eventually beyond colleges, reaching one billion users by 2012. Zuckerberg took the company public in May 2012 with majority shares. In 2007, at age 23, he became the world's youngest self-made billionaire. He has used his funds to organize multiple philanthropic endeavors, including the Chan Zuckerberg Initiative.

- a) Name the Mark Elliot Zuckerberg's main business. **(3marks)**
- b) Interpret any 6 factors that contributed to the growth of Mark Elliot Zuckerberg business. **(12marks)**
14. Examine the social responsibility of entrepreneurs to the community. **(15 Marks)**
15. Suppose that you want to open a bread bakery in your sector. Create any five factors would you consider in choosing the appropriate technology for your business? **(15 Marks)**
- 16 a) Explain briefly the functions of public relations. **(5Marks)**
- b). Business deal with customers, employee's government, suppliers and investors. Outline any five tools of public relations and show how they can be applied in business. **(10Marks)**
17. What is supplier survey, state and explain seven factors to consider when choosing the best supplier. (15 marks)
- 18.As a manager of the small enterprise, you have saved 1,000,000 Rwf to spend on proactive (corporate) social responsibility. Choose five urgent problems affecting the community and justify how you can use that saving to come up with solutions to the above problems. **(15Marks)**

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