



2025

E-SHIP END OF YEAR HOLIDAY PACKAGE FOR S₅ ALL

Use true or false to answer Questions from 1 to 3:

1. Market research is t h e action of promoting and selling products, including market research and advertising /**2mark**
2. Value proposition is the heart of the business model canvas /**2mark**
3. Advertising refers to the process of gathering and analyzing market-related information /**2mark**
4. In this 21st Century, ICT is not a real business opportunity /**3mark**

Read the statements below and choose the correct answer:

5. Individuals/enterprises that are able but not yet willing to buy t h e company's goods or services are referred to as: /**4Marks**
 - a) Loyal customers
 - b) Impulsive customers
 - c) Potential market
 - d) Actual market
6. The following statements are good ways of treating well customers except: /**4Marks**
 - a) Giving them discounts
 - b) Giving them credits
 - c) Selling them expired goods at affordable price
 - d) Delivering goods on time

Fill in the blank spaces provided

7.is ICT tool that we use in withdrawing money from bank account /**4Marks**
8. The legal union of two or more business entities into a single entity to achieve

greater efficiency of productivity and profits is called... **/4Marks**

9. Mention any 5 elements of business model canvas **/5marks**

10. After studying business growth and development, identify any 5 factors that may hamper business growth and development **/5marks**

11. Explain any 5 functions of public relations department in a given enterprise **/5marks**

12. Examine the costs and benefits of social economic development to your country **/10Marks**

13. As a future entrepreneur, think about a business project and design it using a Business Model Canvas **/10Marks**

14. a) Describe the ways through which a business can grow **/4Marks**

b) Ineza industries produces pineapple juice, has agreed with Ubumwe enterprises, which produces fruit juice, to merge. Evaluate the benefits that these firms will enjoy as a result of merging. **/6Marks**

15. With relevant examples, analyze how ICT has become a business opportunity in Rwanda **/10Marks**

16. By referring to your home community, assess the impacts of entrepreneurship in the socio-economic development of your country **/15Marks**

17. Describe how you will apply the good practices of public relations within your business. **/15Marks**

18. business to succeed, there is a need for effective market research. Describe the four elements of market research **/15Marks**

END

