

BUSINESS FORM TWO END TERM 3 2019

NAME

.....ADM.....CLASS.....

1. For each of the following goods, identify the appropriate class that they belong to.
(2 marks)

Goods	Classification
Road	
Sisal	
Bread	
Tractor	

2. Outline **four** ways in which the legal political environment can influence the activities of a business. (4mks)

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3. Outline **four** characteristics of landscape office layout. (4 marks)

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4. Differentiate between a tied shop and a single shop. (4 marks)

Tied shop	single shop

5. Highlight **four** duties of consumer associations towards consumer protection. (4 marks)

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6. Highlight **four** circumstances under which railway transport may be appropriate as a means of transport. (4 marks)

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7. Outline **four** circumstances under which communication would become ineffective. (4 marks)

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8. Mention **four** benefits of warehousing to the consumers. (4 marks)

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9. Mr. Ndumia insured his lorry whose value was shs.1,000,000 for shillings 600,000 against the risk of fire outbreak. While on transit, there was a mechanical problem and the lorry caught fire and was burnt causing a loss of shs.500,000. Calculate the compensation amount and give a reason for that. (4 marks)

10. For each of the following descriptions, identify the corresponding method of product promotion. (4 mks)

DESCRIPTION	METHOD OF PROMOTION
Free promotion of a product	
Strategies to increase sales at the point of promotion.	
Impersonal presentation of a product through the mass media	
Ment to improve the reputation of a firm	

11. Outline **four** ways in which a good business structure is of benefit to a business organization (4mks)

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12. Outline **four** difficulties that would be faced by an individual in the satisfaction of human wants (4mks)

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13.State **four** circumstances under which it may be appropriate to use personal selling as a form of product promotion (4mks)

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14.State **four** functions of commercial attaches (4mks)

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15.Give **four** reasons why some traders prefer to operate supermarket business (4mks)

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16.State **four** reasons why short message service (SMS) is replacing letters as a way of communication (4mks)

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17.State **four** circumstances under which a clerk may be employed to work in organization
(4mks)

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18.Give **four** benefits that are likely to result form a modern railway network in the country
(4mks)

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