BUSINESS STUDIES
FORM 3
EXAM

NAME…….. ADM NO……

1. Define the following terms;

a)Entrepreneur (2 mks)

b)Entrepreneurship (2 mks)

2. State 2 ways in which the government gets involved in business activities (2 mks)

3. State 4 reasons why the government licences businesses (4 mks)

4. State 4 circumstances under which water transport is most appropriate (4 mks)

5. State 4 means of land transport (4 mks)

6. Explain 3 principles of insurance (6 mks)

7. State 4 methods of product promotion (4 mks)

8. Give 4 advantages of personal selling (4 mks)

9. Differentiate between demand and supply (4 mks)

10. State 4 determinants of demand (4 mks)

11. State 4 types of advertising (4 mks)

12. Differentiate between horizontal communication and vertical communication (4 mks)

13. State 2 types of discount (2 mks)