**NAME: ………………………………………………… ADM NO.: …………**

**SCHOOL: ………………………… DATE: …………SIGN: ….……….**

**BUSINESS STUDIES**

**TIME: 2 HOURS**

**INSTRUCTION TO STUDENTS**

1. *Answer all the questions in the spaces provided*
2. *This paper consists of 6 printed pages. Students should check the question paper to ensure that all pages are printed as indicated and no questions are missing.*

**FOR EXAMINER’S USE ONLY**

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| **QUESTION NO.** | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 |
| **MARKS** |  |  |  |  |  |  |  |  |  |  |  |  |  |

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| **QUESTION NO.** | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 |
| **MARKS** |  |  |  |  |  |  |  |  |  |  |  |  |

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**GRAND TOTAL MARKS**

**Instructions: Answer all questions**

1. Give **four** macro-environmental factors that will lead to business success. (4 mks)

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1. Give **four** reasons why it is difficult to satisfy human wants. (4 mks)

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1. Identify **four** types of warehouses. (4 mks)

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1. State **four** principles of insurance. (4 mks)

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1. State **four** services that retailers may render to consumers . (4 mks)

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1. Outline **four** various policies under marine insurance. . (4 mks)

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1. Highlight **four** trends in forms of business units . (4 mks)

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1. State **four** types of advertising. (4 mks)

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1. State **four** principles of co-operatives . (4 mks)

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1. Commerce is the study of trade and aids to trade. List four aids to trade . (4 mks)

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1. Highlight **four** advantages of open office layout. (4 mks)

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1. Mr.Otieno was paid his debt by use of a cheque of which he deposited it in the bank. After three days the cheque was dishonoured. Give four reasons that made this cheque to be dishonoured (4 mks)

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1. A business opportunity exist where there are gaps in the needs of the market. Outline **four** such gaps (4 mks)

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1. Highlight **four** circumstances under which personal selling is appropriate . (4 mks)

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1. Identify **four** sources of capital for partnership . (4 mks)

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1. State **four** essential elements of effective communication . (4 mks)

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1. List **fou**r factors to consider when selecting an office equipment . (4 mks)

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18.State fourimportance of learning business studies to a student . (4 mks)

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19.Give **four** significance of trade to the people involved . (4 mks)

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20.Outline **four** factors to consider while selecting means of transport. (4 mks)

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21.State **four** barriers of to effective communication.(4 mks)

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22.State **four** reasons for government involvement in business .(4 mks)

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23.State **four** needs for consumer protection .(4 mks)

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24.State **four** elements of transport .(4 mks)

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25.State **four** factors to consider before giving a consumer goods on credit. (4 mks)

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