BUSINESS STUDIES FORM TWO

END OF TERM 3 EXAM 2023

MARKING SCHEME

**SECTION A**

1.-Air

-sunlight

-rain

-oceans

-River

2. -they are too many /endless/unlimited

-they keep on recurring

-resources to satisfy them are scarce

-they change with time, age and gender

3. –regulation

-training

-trade promotion

-provision of public utilities

-enabling environment

4. –where there is need to reduce damage to goods

-when goods are liquid or flammable

-where there is need to transport large quantities of goods at once

-where there is need to save on time and labour

-where he wants to reduce insurance costs

5. –institutional advertisement

-informational advertising

-celebrity advertising

-product advertising

6.

|  |  |
| --- | --- |
| Public warehouse | Private warehouse |
| -serves the general public | -serves the owner alone |
| -for commercial use | -for own use |
| -stores variety of goods | -stores one class of commodity |
| -located at strategic places | -located at convenient places for the owner |

7l.-lnappropriate language

-wrong attitude

-wrong timing

-poor listening

-choice of the wrong medium

-prejudice

-emotional responses

-noise

-misinterpretation of

8.-supermrkets

-chain stores

-hypermarkets

-Departmental stores-

-mail order stores

9.-warehousing

-banking

-transport

-communication

-insurance

-advertisement

10. –health of the person

-frequency of occurrence of previous losses

-extent of the previous losses value of the property insured occupation of the insures

-age of the person or property in question

-location of the insured

-period to be covered by the policy

-residence of the insured

11.-distribution

-business

-consumer

-production

12. –lumbering

-fishing

-mining

-farming

13. –there is no close supervision of workers

-costly to construct and to maintain

-encourage absenteeism

-a lot of time is taken by officers when moving from one place to another

-encourages laxity in office

-reduces interaction between managements and other employees

-possible misuse of office facilities

14.-ordinary shares

-preference shares

-ordinary shares

-preference shares

15. trade discount=× 10,000=sh 1,000

Cash discount=× 9,000 = sh 450

Amount paid =10,000 –(1,000+450) = sh 8,550

16. –insufficient funds in the account

-signature of the account holder may differ from the specimen in the bank.

-post-dated cheque

-if the drawer has closed his account with the bank

-when the cheque has been altered and the drawer and the drawer has not singed against it.

17. –internal

-external

-external

-internal

18. –itinerant traders e.g. Hawkers

-roadside sellers

-open air market

-automatic vending machine

**SECTION B**

19. –cost

-adaptability

-possibility of hiring rather than buying

-Durability

-effect on staff morale

-availability of complementary resources

-availability of manpower

-availability of a room

-security of the equipment

20. Suitable location

-proper building design

Appropriate equipment

-Safety facilities

-good transport system

-good communication

-adequate space

-Appropriate staff

-appropriate special facilities

-proper recording system

-compliance with law

21. -easy savings since the deductions are made through check-off system

-obtaining credit requires few procedures

-interest charged on the loan is low compared to other financial institutions

-loans require no collateral/security

-member’s savings are safe since they are insured with the cooperative insurance company

-in case of death the members beneficiaries do not lose the savings in cooperative nor are they called upon to pay any of the deceased money

-they give different types of loans which is rare with other financial institutions

22. – Facilitates buying of shares

- Facilitates selling of shares

- Provides useful information to potential investors

- Creation of employment

- Raises revenue for the government

- Assist the companies to raise capital

- Creates a culture of saving