

# 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 |

71.-Inappropriate language

-wrong attitude

-wrong timing

-poor listening

-choice of the wrong medium

-prejudice

-emotional responses

-noise

-misinterpretation of

8.-supermarkets

-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 insured
- 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= $\frac{10}{100} \times 10,000 = \text{sh } 1,000$

Cash discount= $\frac{5}{100} \times 9,000 = \text{sh } 450$

Amount paid =  $10,000 - (1,000 + 450) = \text{sh } 8,550$

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 signed 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

