

BUSINESS STUDIES
FORM: TWO
TERM 3 2025
OPENER EXAMINATION
MARKING SCHEME

INSTRUCTIONS: *Answer all the Questions*

TIME: 1 HR 30 MIN

1. List four essential elements of transport. (4mks)
 - ☐ Ways
 - ☐ Terminus
 - ☐ Unit of carriage
 - ☐ Method of propulsion
2. Outline four advantages of pipeline as a means of transport. (4mks)
 - ☐ Does not pollute environment
 - ☐ Reduces road congestion
 - ☐ Continuous flow of goods
 - ☐ Can be established in rugged terrains
3. Highlight the factors that have contributed to the increase in the use of matatus as a means of passenger transport. (4mks)
 - ☐ Flexible
 - ☐ Cheap fare
 - ☐ Cheap to buy
 - ☐ Readily available
 - ☐ Supplements regular bus

State the circumstances under which a business would choose to transport goods by air. (4mks)

- ☐ When transporting perishable goods
 - ☐ When it is the only means available
 - ☐ When distance is far
 - ☐ When the value of goods is high
4. State five factors to consider when selecting a means of transport. (4mks)
 - ☐ Cost
 - ☐ Urgency

- Distance
 - Nature of goods
 - Availability of means
 - Terminus
5. Highlight situations when downward communication is applied in an organization. (4mks)
- Training juniors
 - Evaluating performance
 - Delegating duties
 - Solving problems
 - Motivating juniors
6. Give the five basic elements of communication. (5mks)
- Sender
 - Medium
 - Receiver
 - Message
 - Feedback
7. State four disadvantages of face to face means of communication. (4mks)
- No record future
 - Can be time consuming
 - Message can be distorted
 - Not suitable when people are far apart
 - Unsuitable for people with hearing impairment
8. Identify four advantages of using mobile phones as means of communication. (4mks)
- Relatively fast
 - Has personal appeal
 - Allows for immediate feedback
 - One can persuade and convince another
 - Suitable for long distance communication
9. State five factors that may be a barrier to effective communication. (5mks)
- Language barrier
 - Wrong timing
 - Wrong medium

- Prejudgement
- Poor listening
- Negative attitude
- Noise
- Emotional responses

10. Give four ways in which government can create an enabling environment.

(4mks)

- Providing security
- Improving infrastructures
- Giving incentives
- Giving subsidies

11. Identify four acts of parliament that the government uses to ensure consumer protection.

(4mks)

- Public health act
- Weights and measures act
- Foods and drugs act
- Sale of goods/trade description act
- Rent and tribunal act