1.



BUSINESS STUDIES FORM FOUR MARKING SCHEME

AMINA TRADERS

PROFIT AND LOSS A/C

FOR THE PERIOD ENDED 31ST DEC 2015

Expenses		Revenue		
Commission allowed 200		Gross profit		
Carriage on sales 4,000		20,000		
Discount allowed 8,000		Discount received		
Salaries 6,000		400		
Rent	2,000	Commission received		
Interest on Bank loan		1,500		
500		1,500		
Net profit c/d 8,400				
21,900		21,900		
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		1 M 0 M (C)		
		Net profit b/d 8,400		
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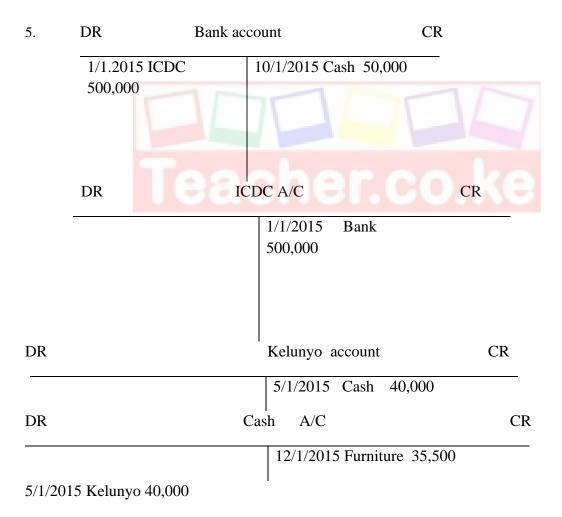
2. Benefits of NTSA to the Kenyan people.

(4 marks)

- Unroadworthy vehicles have been removed hence reducing road accidents
- Use of speed limiter has reduced road accidents
- Carrying capacity has been limited hence reducing overloading and uncomfortability
- PSV are operated by people with certificates of good conduct comfortable of customers/there is order
- Drivers and conductors have uniforms that help in identifying them
- Yellow lines help identify PSV by their users
- Use of alcoblows has helped reduce the effect of drunk driving hence reducing accidents.
- Requirement that all PSVs be members of a SACCO for order, discipline and proper management of PSVs. Passengers can take their complains to the Sacco.



- 3. Reasons why a firm would locate near the market for products (4 marks)
 - Competing tool
 - If the market is concentrated in one place
 - If the product is heavy to avoid the cost of transportation
 - The product is perishable
 - It may be due to Government policy
- 4. Withrawals in the circular flow of income (3 marks)
 - Taxation
 - Saving
 - Imports



10/1/2015 Bank 50,000



DR Furniture account CR

12/1/2015 Cash 35,500

- 6. i) Kenya government initiating irrigation projects to ensure continuous food production *seasonal unemployment*
- ii) Retraining teachers to embrace the use of technology in teaching and learning structural unemployment
- iii) Government and private sectors inventing job advertisement sites for easy access by job seeker; *frictional/involuntaryunemployment*
- iv)Parliament passing legislation that accommodate the disable people to acquire jobs; *residualunemployment*
- 7. State four essentials of effective communication.

(4marks)

- i) Medium used should be appropriate
- ii) Language used must be simple to understand
- iii) Information overload should be avoided
- iv) Both the sender and the receiver must have positive attitude while communicating.
- v) It must be free from distortion
- vi) Environment should be free from noise
- vii) Message should get to the intended recipient in good time.
- viii) The sender should have adequate knowledge of information being conveyed.





8. Highlight four reasons why people engage in Business activities.

(4mks)

- i) To create employment opportunities
- ii) To make use of available local resources
- iii) To be their own bosses
- iv) To increase their present income
- v) To utilize their free time
- vi) To commercialize their skills and talents

9. Outline four characteristics of a good filing system

(4mks)

- i) Simplicity
- ii) Compactness i.e occupy little office space
- iii) Suitability
- i) Should be economical
- ii) Safety
- iii) Accessibility

10. Highlight four methods that Government uses to protect consumers.

(4mks)

- i) Setting up standards
- ii) By licensing
- iii) Weights and measures act
- iv) Food and drug act
- v) Trade description act / sale of good act
- vi) Public health act
- vii) Rent and tribunal act

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