****

**BUSINESS STUDIES FORM 2**

**OPENER ASSESSMENTS TERM 2 2023**

NAME:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_STREAM\_\_\_\_\_\_DATE:\_\_\_\_\_\_\_\_\_\_\_\_

**TIME: 2 HRS**

1. Highlight four ways in which business studies may be of benefit to an individual. (4 Marks)
2. ..........................................................................................................................................
3. ..........................................................................................................................................
4. ..........................................................................................................................................
5. ..........................................................................................................................................
6. State FOUR reasons why consumers satisfy basic wants before secondary wants (4 marks)
7. ........................................................................................................................................
8. ........................................................................................................................................
9. ........................................................................................................................................
10. ........................................................................................................................................
11. Jitegemee, a very young entrepreneur would like to start a business in Makadara center. Outline four factors that would show the existence of a business opportunity within the center (4 marks)

i) ........................................................................................................................................

ii) ........................................................................................................................................

iii) ........................................................................................................................................

iv) ........................................................................................................................................

1. Highlight four ways in which ethical practices in business ensures that consumers are not exploited ( 4 marks)

i) ........................................................................................................................................

ii) ........................................................................................................................................

iii) ........................................................................................................................................

iv) ........................................................................................................................................

1. Outline four consequences of a poor filing system in an organization (4 marks)

i) ........................................................................................................................................

ii) ........................................................................................................................................

iii) ........................................................................................................................................

iv) ........................................................................................................................................

1. Outline four ways in which the government involves itself in business activities (4 Marks)

i) ........................................................................................................................................

ii) ........................................................................................................................................

iii) ........................................................................................................................................

iv) ........................................................................................................................................

1. Give four characteristics of goods.

i) ........................................................................................................................................

ii) ........................................................................................................................................

iii) ........................................................................................................................................

1. ........................................................................................................................................
2. Give four reasons why railway transport is not competitive in Kenya. (4 marks)

i) ........................................................................................................................................

ii) ........................................................................................................................................

iii) ........................................................................................................................................

iv) ........................................................................................................................................

1. Outline **four** characteristics of a chain store.

i) ........................................................................................................................................

ii) ........................................................................................................................................

iii) ........................................................................................................................................

iv) ........................................................................................................................................

1. The following are types of internal and external environments Technological, Business structure, Demographic and physical.

In the table below , write the type of environment that suits the description. (4 marks)

i) A duty roster of workers in an organization

ii) An increase in demand of an organizations product as a result of an increase in population.

iii) An organization engaging the services of G4 Security.

iv) Use of e-commerce in the marketing of the organization‘s product.

1. Mention four circumstances under which verbal communication would be used in an organization. (4 marks)

i) ........................................................................................................................................

ii) ........................................................................................................................................

iii) ........................................................................................................................................

iv) ........................................................................................................................................

1. Highlight FOUR circumstances under which a seller would require a buyer to pay cash with order. (C.W.O)

i) ........................................................................................................................................

ii) ........................................................................................................................................

iii) ........................................................................................................................................

iv) ........................................................................................................................................

1. Give four factors that may make a manager to hire rather than buy a new office equipment. ( 4 Marks)

i) ........................................................................................................................................

ii) ........................................................................................................................................

iii) ........................................................................................................................................

iv) ........................................................................................................................................

1. Highlight three features of indirect production (3 Marks)

i) ........................................................................................................................................

ii) ........................................................................................................................................

iii) ........................................................................................................................................

iv) ........................................................................................................................................

1. Highlight four reasons why a person may prefer to run a business as a sole proprietor
2. Explain five characteristics of economic resources.
3. Draw five differences between a public limited company and a partnership.
4. Explain five services that retailers render to consumers.
5. Milele Enterprises would like to partition its office. Explain **five** benefits the firm may get if it uses the enclosed office plan.