

OPENER EXAMS TERM 3 2023
BUSINESS STUDIES
MARKING SCHEME.

1. Ways in which business studies may be of benefit to an individual

- a) Equips an individuals with knowledge and skills to manage a business
- b) Prepare one for future career in business
- c) Enables one relate issues affecting business business to its environment
- d) Enables one relate issues affecting business activities taking place globally
- e) Enables one to identify a business opportunity to venture in
- f) prepares one for further studies
- g) Enables one to think critically and make sound judgment
- h) Enables an individual to appreciate the role of government in business
- i) Makes an individual to be disciplined and have a positive attitude towards work
- j) Enables an individual to learn and understand other subject better
- k) Enables an individuals to appreciate the role of technology in the country
- l) Enables an individual to appreciate the economic issues in the country
- m) Enables an individual to appreciate the need for ethical practices in business
- n) Enhance cooperation of the members of the society
- o) Enables an individual to appreciate and take care o the environment

Any 4x1=4mks

2a) external environmental factors that may influence operations of a business

- a) economic factors
- b) social-culture factors
- c) Technological factors
- d) Physical facilities /infrastructure
- e) Demographical consideration /population
- f) Political environment
- g) competitors
- h) supplies
- i) Natural factors eg climate
- j) market/customers
- k) Security
- l) Legal regulatory issues/government policy

Any 4X1=4mks

3. Features of human wants

- a) They are unlimited /endless
- b) Are dynamic
- c) Are habitual /habit forming
- d) Require resources to be satisfied
- e) Some are universal
- f) They are competitive
- g) Vary in intensity and urgency
- h) Are complimentary
- i) Are insatiable
- j) Are recurrent /repetitive

Any 4X1=4mks

4

- a) Land rent /rate/lease/royalty
- b) labour –salaries /wages
- c) capital –interest
- d) entrepreneurship –profit

ANY 4X1=4mks

5. Benefits of business plan to an entrepreneur

- a) Facilitators acquisition of loans from financial institutions and other financiers
- b) Provides a guidance for opening new/expanding existing businesses
- c) Acts as a management tool for the business/monitoring tool/identifies strength and weakness
- d) Its a tool for evaluating business performance
- e) It lays the strategies to be used in marketing the product of the business
- f) It enhances credibility of the business
- g) Its a motivational tool
- h) To avoid mistakes
- i) For allocation of resources
- j) To determine how much resources are required/source of capital
- k) Helps to determine the nature and scope of the market

Any 4x1=4mks

6a. Basic want

- a) Secondary want
- b) Basic want
- c) Basic want
- d) secondary want
- e) secondary want
- f) Basic want
- g) secondary want

 $8 \times \frac{1}{2} = 4 \text{mks}$ **7. Types of business activities**

- a) Extraction
- b) Processing of raw materials
- c) Manufacturing
- d) Construction
- e) Distribution of goods
- f) Trade
- g) Provision of services

Any 4x1=4mks

8. Factors that may lead to the success of a business

- a) Availability of enough capital
- b) Developed infrastructure
- c) Availability of skilled labour
- d) Government support
- e) Access to the market /customer
- f) Aggressive marketing
- g) Proper management of business debts
- h) Availability of security
- i) Ideal location
- j) Fair competition
- k) Good management
- l) Proper allocation of resources
- m) Proper record keeping
- n) Fair pricing
- o) Political stability

Any 4x1=4mks

9a. secondary level

- b). Tertiary level
- c). Primary level
- d) secondary level
- e) Tertiary level
- f) Primary level
- g) Secondary level
- h) Tertiary level

$8 \times \frac{1}{2} = 4\text{mks}$

10. Disciplines that makes Business studies

- a) Economics
- b) Accounting
- c) Commerce
- d) Office practical
- e) Entrepreneurship

Any 4x1=4mks

11. Elements of demographical environment

- a) Population size
- b) Geographical distribution of population
- c) Population density
- d) Distribution of population by sex or gender
- e) Age distribution

- f) Population growth rate
- g) Birth rate
- h) Death /mortality /attrition rate
- i) Immigration /emigration
- j) Health of the population

Any 4x1=4mks

12.Features of economic resources

- a) Scarce in supply
- b) Have monetary value
- c) Unevenly distributed
- d) Can be complimentary /combined
- e) Have utility
- f) Can change ownership /possession
- g) Have alternative /different uses

Any 4x1=4mks

13.Characteristics of direct production

- a) Production for own use /subsistence production
- b) Low level of technology is used in production
- c) Goods produced are of low quality
- d) Goods are produced in small quantities
- e) The producers are involved in all stages of production /lack of division of labour
- f) Producers earns no extra income
- g) Producer living standard is low due to lack of variety
- h) Producers strives to produce variety of the products/lack of specialization

Any 4x1=4mks