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Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ ADM.NO\_\_\_\_\_\_\_

Candidate’s Signature \_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**FORM 3**

**BUSINESS STUDIES**

**PAPER 1**

**JULY/AUGUST**

**2 HOURS**

**FORM 3 EXAMINATION**

**Kenya Certificate of Secondary Education**

**BUSINESS STUDIES**

**PAPER 1**

**JULY**

**2 HOURS**

**INSTRUCTIONS TO CANDIDATES**

1. Write your name, adm.no., signature and date in the spaces provided above.
2. This paper consist of 9printed pages.
3. Check to ascertain that all pages are there and no questions are missing.
4. Answer all the questions in English in the spaces provided.

For examiner`s use only

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **QUESTION** | **1** | **2** | **3** | **4** | **5** | **6** | **7** | **8** | **9** | **10** | **11** | **12** | **13** | **14** | **15** | **16** | **17** | **18** | **19** | **20** | **21** | **22** | **23** | **24** | **25** |
| **SCORE** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |

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| --- |
|  |

 TOTAL

 SCORE

1. Mwanamisi is a form four school leaver who took business studies in her secondary course.

State **four** ways in which she can benefit from this subject. (4 marks)

 (a)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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1. In a competitive business environment, a business organization has to adjust itself in the

provision of its goods and services to beat competitors. State **four** measures that

a business organization can take to survive in such an environment. ( 4 marks )

 (a)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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3. Identify the type of human want satisfied under the following circumstances.. ( 4 marks )

(a) A student who takes part in a swimming competition\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

(b) A rider riding a motor cycle for fun \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

(c ) A farmer who is irrigating kales \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

(d) A football fan who pays an air ticket to Brazil to watch world cup match \_\_\_\_\_\_\_\_\_\_\_\_\_\_

4. State **four** reasons why recycling of resources should be emphasized in Kenya. (4 marks)

 (a)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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5. Outline **four** features of direct production. (4marks)

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1. Identify **four** market gaps whose existence can create a business opportunity for an entrepreneur. (4mks)

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1. Outline **four** reasons why a business may find it necessary to continually appraise

 it’s staff. (4 marks)

 (a)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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1. Identify the trader described by each of the statement given below. (4 marks)

|  |  |
| --- | --- |
| Statement | Trader |
| (a) A wholesaler who specializes in selling goods to another specialized wholesaler. |  |
| (b) A wholesaler who moves from place to place selling goods.  |  |
| (c) Sells goods to the final consumer |  |
| (d) Sells goods along busy highways |  |

1. The table below contains description relating to some form of business organizations. In the spaces provided below write the form of business organization to which each description refers. (4mks)

|  |  |  |
| --- | --- | --- |
|  | Description | Form of business organization |
| (a) | A written agreement on how the business shall be run must be written down. |  |
| (b) | Pooling together of individual scarce resources to achieve a common goal more efficiently is the guarding principle |  |
| (c ) | Formed to provide services that are in the public interest and are formed or controlled by the government. |  |
| (d) | Independent forms may agree to establish a central selling agent through which they sell their produce while retaining their independence. |  |

10. Highlight **four** reasons why traders are trained by the government. ( 4 marks )

 (a)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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1. Outline four measures being taken by the Kenyan government to reduce road carnage

 in Kenya.(4 marks)

 (a)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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1. Identify the appropriate communication term for each of the following statements.

(4 marks)

|  |  |
| --- | --- |
| Statement  | Term  |
| a) School driver reporting to the principal. |  |
| b) Rumors that the school has received a bus donation from the president. |  |
| c) Heads of departments in a meeting. |  |
| d) A supervisor giving instructions to a junior officer. |  |

1. The statement below describes types of warehouses. Indicate the appropriate warehouse

described by each statement. (4 marks)

|  |  |
| --- | --- |
| Description | Type of warehouse |
| (a) store goods awaiting payment of duties |  |
| (b) store goods of a particular trader |  |
| (c) Users hire space in the warehouse. |  |
| (d) store goods not subject to any duty |  |

14. Explain the meaning of the following terms as used in insurance. (4 marks)

 (a) Premium

 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

 (b) Risk

 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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 (c) under insurance

 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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 (d) Co-insurance

 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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15. State **four** reasons why a manufacturer may offer after sales services ( 4 marks )

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 (ii)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

 (iii)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

 (iv)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

16. The following is a combined demand and supply schedule of the number of pens bought and

supplied in a week.

 Price Quantity demanded Quantity supplied

 5 100 10

 10 80 20

 15 60 30

 20 40 40

 25 30 50

 30 20 60

 35 10 70

Draw a diagram to show both demand and supply curves indicating the following. (4 marks )

 (i) Equilibrium quantity QE

 (ii) Equilibrium price PE

 (iii) Equilibrium Point PtE

17. State **four** features of a monopoly. (4 marks)

 (a)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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18. Highlight **four** factors that influence the choice of a suitable distribution channel for agricultural produce. (4marks)

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19. Outline **four** factors that may increase the level of National Income of a country. (4mks)

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20. Mwatu bought goods from Patano traders whose price was ksh. 40,000. He was allowed a

trade discount of 8%, quantity discount 2% and cash discount 4% if debts are settled within

 3 weeks. Mwatu settled his debts in 18 days. Calculate the final amount he paid. (4 marks)

21.State **four** steps that can be undertaken to solve the problem of increasing high

level of unemployment. (4 marks)

 (a)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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22. Outline **four** differences between public corporation and public companies. (4 marks)

|  |  |
| --- | --- |
| Public corporation | Public companies |
| i) | i) |
|  |  |
| ii) | ii) |
|  |  |
| iii) | iii) |
|  |  |
| iv) | iv) |
|  |  |

23. Highlight any **four** factors that may lead the demand curve to shift from D0 D0 to D1 D1.

 (4 marks)

 D0

 D1

 Price

 D1 D0

 0 quantity

(a)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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24. State **four** limitations of using the output method in measuring national income. (4 marks)

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25.Highlight any **four** benefits that mobile phone money transfer service offers to users.

(4 marks)

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