

KIKUYU SUB-COUNTY
END OF YEAR EXAMS
BUSINESS STUDIS
FORM 1 2 017

TIME: 2 HOURS

NAME **ADM. NO.** **CLASS.....**

ANSWER ALL THE QUESTIONS N THE SPACES PROVIDED.

1. State **four** importance of a business plan. (4 marks)
 - (a)
 - (b)
 - (c)
 - (s)

2. State **four** components of business studies. (4 marks)
 - (a)
 - (b)
 - (c)
 - (d)

3. List **four** characteristics of Itinerant traders. (4 marks)
 - (a)
 - (b)
 - (c)
 - (d)

4. State **four** factors in the external environment that may positively influence business operations. (4 marks)
 - (a)
 - (b)
 - (c)
 - (d)

5. Outline **four** characteristics of basic wants. (4 marks)
 - (a)
 - (b)
 - (c)
 - (d)

6. Outline **four** benefits of indirect production. (4 marks)
 - (a)
 - (b)
 - (c)
 - (d)

7. Highlight **four** differences between hire purchase and instalment buying. (4 marks)
- (a)
 - (b)
 - (c)
 - (d)

8. Highlight **five** differences between a good and a service. (5 marks)

| Good | Service |
|------|---------|
| (a) | (a) |
| (b) | (b) |
| (c) | (c) |
| (d) | (d) |

9. State **four** functions of an office. (4marks)
- (a)
 - (b)
 - (c)
 - (d)

10. Highlight **four** roles of business in an economy. (4 marks)
- (a)
 - (b)
 - (c)
 - (d)

11. Give **four** benefits of learning business studies in Secondary School (4 marks)
- (a)
 - (b)
 - (c)
 - (d)

12. State **four** characteristics of Chain Stores. (4 marks)
- (a)
 - (b)
 - (c)
 - (d)

13. List four disadvantages of using Computers in an office. (4 marks)
- (a)
 - (b)
 - (c)
 - (d)

14. State four activities through which the following types of utility are created. (4mks)

| <u>Utility</u> | <u>Activity</u> |
|----------------|-----------------|
| (a) Place | _____ |
| (b) Time | _____ |
| (c) Possession | _____ |
| (d) Form | _____ |

15. Outline **four** circumstances under which cash payment is preferred to a cheque.

(4mks)

- (a)
- (b)
- (c)
- (d)

16. Outline **three** measures taken to satisfy human wants. (3 marks)

- (a)
- (b)
- (c)

17. In what way does a well laid out business structure lead to success of a business.

(4mks)

- (a)
- (b)
- (c)
- (d)

18. Highlight **four** categories of qualities that an office staff should possess. (4 marks)

- (a)
- (b)
- (c)
- (d)

19. State four characteristics of a successful entrepreneur. (4 marks)

- (a)
- (b)
- (c)
- (d)

20. Highlight **four** modern trends in office management. (4 marks)

- (a)
- (b)
- (c)
- (d)

21. Give **four** means of payment provided by the post office. (4 marks)

- (a)
- (b)
- (c)
- (d)

22. Give **four** features of land as a factor of production. (4 marks)

- (a)
- (b)
- (c)
- (d)

23. Below are some of the factors that may influence business operations. Indicate with a tick () the environment to which they relate. (4 marks)

| Factor | Micro | Macro |
|-------------------------|-------|-------|
| (a) Business technology | | |
| (b) Financial resources | | |
| (c) Demography | | |
| (d) Legal political | | |

24. State the term given to each of the following activities. (4 marks)

Activity

Term

- (a) Giving product a name by which it will be sold
- (b) Putting goods in packets, boxes e.t.c.
- (c) Mixing different grades to achieve desired tastes, colour e.t.c.
- (d) Putting goods in groups of similar qualities for easier pricing.

25. In the table below are descriptions of human wants. In the space provided, indicate the characteristic to which it relates. (4 marks)

Description

Characteristic

- (a) Cannot be fully satisfied _____
- (b) Very many _____
- (c) May be satisfied using many different resources _____
- (d) Experienced by all regardless of age, gender race or colour. _____