

BUSINESS STUDIES

FORM 2 END OF YEAR EXAM. 2017

TIME: 2 HOURS

1. State **four** elements that comprise the external environmental of a business
 - (a)
 - (b)
 - (c)
 - (d)
2. Highlight **four** benefits of studying Business Studies.
 - (a)
 - (b)
 - (c)
 - (d)
3. Classify each of the following activities as either primary, Secondary or tertiary.

<u>Activity</u>	<u>Level of production</u>
(a) Digging clay soil	
(b) Construction of a bridge	
(c) Growing vegetables	
(d) Transportation of medicine	
4. State **four** advantages of using containers in the transportation of goods.
 - (a)
 - (b)
 - (c)
 - (d)
5. Give **four** circumstances under which cash may be used as a means of payment.
 - (a)
 - (b)
 - (c)
 - (d)
6. In the spaces below, state four differences between a sole proprietor and a partnership.

<u>Sole proprietorship</u>	<u>Partnership</u>
(a)	
(b)	
(c)	
(d)	
7. State **four** methods used by the government to get involved in business activities.
 - (a)

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

8. Outline **four** characteristic of economic resources.

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

9. State **four** ways through which the government may find it necessary to nationalize an industry.

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

10. Outline **four** reasons why the government may Privatise its business.

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

11. State **four** functions of an Entrepreneur.

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

12. Give **four** reasons why a person would send written communication rather than by telephone

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

13. State **four** ways in which the Insurance Industry promotes the growth of business enterprise.

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

14. What **four** reasons have made boda boda transport very popular.

- (a)
- (b)

- (c)
- (d)

15. State **four** objectives of advertising as a tool of sales promotion.

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

16. The following are types of office equipments; Pager, fax machine, telex and telephone. In the table below match each equipment with its appropriate function.

Function

Equipment

- (a) Sending and receiving written messages
- (b) Sending and receiving verbal messages
- (c) Sending and receiving copies of messages
- (d) Sending messages one way only

17. Give **four** features of super markets.

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

18. Outline **four** reasons why the government trains business people in the Country.

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

19. Outline the procedure that should be followed by an Insured to claim for compensation from the Insurer.

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

20. Highlight **four** ways in which an Entrepreneur contributes to the production of goods.

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

21. In the spaces provided, indicate the type of business environment described.

Description

Type

- (a) Human resource
- (b) Social cultural environment
- (c) Taxes
- (d) Business culture

22. State **four** challenges faced when satisfying human wants.

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

23. Outline **four** steps involved in personal selling process.

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

24. Give the feature of human wants described in each of the following statements.

Human wants

Feature

- (a) Once satisfied, want are felt again
- (b) Some wants are satisfied together
- (c) Some wants are experienced by all human beings
- (d) People are unable to satisfy all wants

25. State essential elements of communication.

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