**DARAJANI BOYS’ HIGH SCHOOL,**

P.O BOX 20-90129, NGWATA

**OPENER CAT, TERM II, 2015**

**FORM 3**

**BUSINESS STUDIES**

**NAME:………………………………………….………………………………………………… ADM.NO:……………… CLASS:………...**

1. Highlight four features of the assurance policy. (4mks)

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1. Give four reasons why billboards are increasingly becoming important form of advertisement.

 (4mks)

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1. Outline four factors that affect the amounts of premiums paid in life assurance. (4mks)

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1. Identify the principle of insurance that with the following descriptions. (4mks)

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| Description | principle |
| 1. Insuring same property by more than one insurer.
 |  |
| 1. Risk that leads to direct financial loss of the insured.
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| 1. The insurer is only supposed to replace the value of property lost as a result of risk occurring but not more.
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| 1. Insurer is supposed to disclose all relevant details concerning property or life to be insured.
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1. State four circumstances under which a trader would advertise his products over radio instead of the television. (4mks)

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1. Explain five benefits that accrue to a seller who uses personal selling method to promote her products. (10mks)

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