

**GATITU GIRLS SECONDARY SCHOOL PO BOX 327-01030 GATUNDU
BUSINESS STUDIES MID-TERM EXAM 3RD TERM 2015 FORM THREE**

NAME.....**ADM**.....**CLASS**.....

1. The table below describes some terminologies used in business Studies. Identify the term given to each statement (4mks)

	Statement	Term
a)	Activities carried out with a view to making profit	
b)	Increasing the usefulness of a good or service	
c)	Movement of goods from producers to consumers	
d)	A person who uses a good or service	

2. State **four** factors that an entrepreneur would consider before investing in a business opportunity (4mks)

- i-----
- ii-----
- iii-----
- iv-----

3. Outline **four** measures that may be taken by an office to safeguard the property of the organization

- i-----
- ii-----
- iii-----
- iv-----

4. Highlight **four** features of a departmental store (4 mks)

- i-----
- ii-----
- iii-----
- iv-----

5. Among the documents required by the Registrar of companies is the Articles of Association. Highlight **four contents** of the Articles of Association (4 mks)

- i-----
- ii-----
- iii-----
- iv-----

6. State four reasons why consumers need protection from unscrupulous traders (4 mks)

- i _____
- ii _____
- iii _____
- iv _____

7. One of the flagship projects by the Kenyan Government is LAPSET and Standard Gauge Railway (SGR). Outline four benefits of the new Railway line to the Kenyan economy (4mks)

- i _____
- ii _____
- iii _____
- iv _____

8. Highlight four limitations of a siren as a means of communication (4 mks)

- i _____
- ii _____
- iii _____
- iv _____

9. State four merits of a bonded warehouse to the Government (4 mks)

- i _____
- ii _____
- iii _____
- iv _____

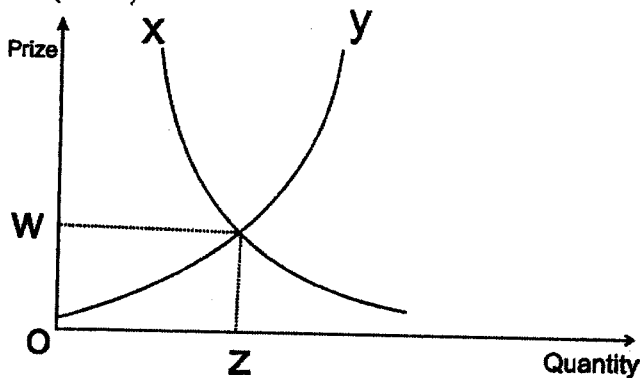
10. Give any Four contents of a cover note (4 mks)

- i _____
- ii _____
- iii _____
- iv _____

11. The descriptions stated below refer to various methods advertisement. For each description give the method that best matches it. (4 mks)

Method of advertisement	Description
a) Any mention of a person/firm or product in the mass media	_____
b) Presentation of a commodity to prospective buyers, face to face by a sales person with an aim of making sales	_____
c) Process of information with a view of creating, promoting or maintaining good will and favourable image of the organization to the Public	_____
d) Any paid form of impersonal presentation of a product made through mass communication Media	_____

12. Identify what is represented by the letters W,X,Y and Z in the diagram below (4 mks)



13. For each of the transaction state the account to be debited and the account to be credited

Transactions	A/c debited	A/c credited
(i) The owner brought in cash from private sources.		
(ii) Bought goods and paid by cheque.		
(iii) Withdrew cash for personal use.		
(iv) Paid a creditor by cheque.		

14. Outline four features of a public warehouse

(4mks)

- i _____
- ii _____
- iii _____
- iv _____

15. Highlight four reasons why the governments involve in business

(4 mks)

- i _____
- ii _____

22 Outline four characteristics of a good filing system

(4mks)

- i-----
- ii-----
- iii-----
- iv-----

23 State the meaning of the following principles of insurance.

(4mks)

- a) Subrogation-----
- b) Contribution-----
- c) Insurable interest-----
- d) Indemnity-----