

GATITU GIRLS SECONDARY SCHOOL

BUSINESS STUDIES END TERM ONE EXAM 2015 PP1 FM4

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

1 Highlight the following terms as used in business studies. (4mks)

- (a) Economics
.....
.....
- (b) Production
.....
.....
- (c) Entrepreneurship
.....
.....
- (d) Accounting
.....
.....

2. Outline **four** ways which the government can use to promote trade in the country (4marks)

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

3. Outline **four** circumstances under which a credit note may be issued. (4marks)

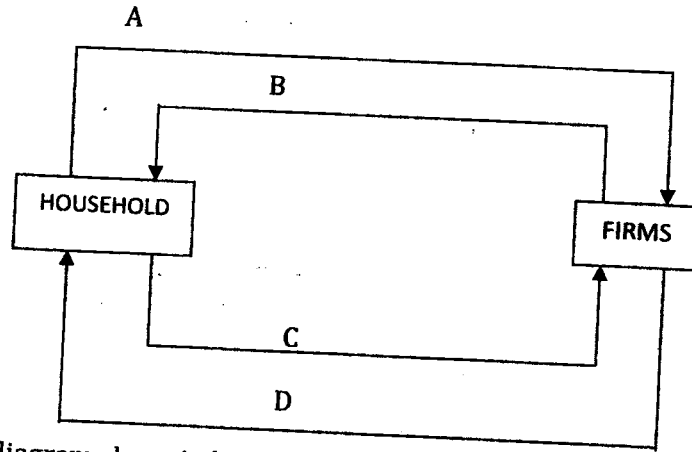
- (a)
- (b)
- (c)
- (d)

4. Atemo is the head of the marketing team at ABC Company that has recorded tremendous increase in volume of sales over the last four years. Highlight **four** attributes that she possess. (4marks)

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

(d)

5. From the diagram below, indicate what is represented by the letters.



From the diagram above indicate which is represented by

(4marks)

A -

B -

C -

D -

6. Outline **four** benefits of warehousing to a manufacturer.

(4marks)

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

8. Outline **four** challenges faced by human beings in the process of satisfying their wants.

(4marks)

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

9. Highlight **four** advantages of delocalisation of firms in an economy.

(4marks)

20. Apart from the forces of demand and supply, give **four** other ways of determining price of a commodity in a market. (4marks)

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

21. Outline **four** channels you would advise a farmer to use when distributing her farm produce. (4marks)

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