

FORM ONE

BUSINESS STUDIES

October / November - 2016

MARKING SCHEME

- 1.- better understanding of general business environment.
 - helps to identify business opportunities for self reliance.
 - better understanding of related subjects.
 - Informal decision on consumption of goods and services.
 - need for ethical practice is business.
 - Knowledge of skills for further studies.
 - appreciate his right and obligations in society.
2.
 - i) Internal
 - ii) Internal
 - iii) External
 - iv) External
3.
 - a) Universe
 - b) Complimentary
 - c) Recurrent / repetitive.
 - d) Vary in intensity and urgency.
4. Differences between goods and services.

Goods	Services.
i) tangible	intangible
ii) not always perishable	always perishable
iii) storable	instorable
iv) Standardized in quality	cannot be standardised.
v) ownership is transferable	can only be experienced not owned
vi) separable from producer	inseparable from provider.

 - Uses of natural resources.
 - Raw materials.
 - Tourism attraction.
 - Settlement - _____
 - employment.
 - electricity / energy.
 - food
 - transport.
 - etc.
6.
 - Processing / manufacturing / construction.
 - transportation / movement.
 - warehousing / storage.
 - trade / exchange.
7. Tertiary.
 - secondary
 - primary
 - primary
8. Disadvantages of direct production.
 - inadequate quantity of goods available.
 - poor quality goods.
 - limited adoption of modern technology.
 - no trade exchange.
 - lack of variety of goods and services.
 - limited innovation and invention.
9. Benefits of division of labour and specialization to a business.
 - better quality productions.
 - high quantity of products.
 - increased usage of machines.
 - faster production of goods.
 - easier allocation of workers based on talented specialization hence increased production.
 - increased innovation and invention
 - easier management and supervision.
 - reduced movement hence saves times.
10. Roles of entrepreneurship to a country.
 - employment.
 - innovation and creativity.
 - optimizes use of local resources.
 - income generation.
 - variety of goods and services.
 - development of technology.
 - enterprising culture.
 - capital formation.
11. Features of a successful entrepreneur.
 - future focused.
 - innovative and creative.
 - readiness to take risks.
 - need for achievement.
 - time management.
 - autonomous.
 - self confident.
 - patient.
 - etc.
12. Gaps.
 - High price of commodities.
 - Inadequate quantities of commodities.
 - Lack of commodities in the market.
 - Poor offer sales services.
 - Poor quality goods.
- 13.- Component of business plan.
 - Business description e.g. location, name.
 - Product to sold / produced.
 - market
 - Organization / management.
 - Finance
 - Location
 - Executive summary.

14. Factors that may discourage entrepreneurship.

- Poor infrastructure.
- Lack of successive role models.
- Lack of credit facilities.
- Lack of market.
- Poor / negative government policy.
- Legal restrictions.
- Political instability.
- Poor technology.
- Lack of training of consultancy services.

15.- Fair remuneration.

- Fair competition.
- Zero tolerance to corruption.
- Equal treatment of workers.
- Corporate social responsibility.
- Provision of quality goods and services.
- Environment conservation.
- Compliance to laws and regulation.
- Fair pricing.
- Proper safety of goods.
- Fair product promotion.

16.- Receiving information.

- Recording information.
- Arranging information.
- Storing information.
- Distribution of information.
- Mailing.
- Reproduction of documents.
- Safeguarding assets.
- Administration.
- Receiving and attending to visitors.

17. Disadvantages of partitioned office layout

- expensive to construct.
- high cost of running and maintenance.
- inflexible - redesign / reorganise.
- wastage of time in staff movement.
- encourage absenteeism.
- slow work flow.

18. Factor in choice of office layout.

- i) Cost of construction and affordability.
- ii) Size of staff.
- iii) Maintenance of running cost.
- iv) Nature of his business/work.
- v) Effect on staff morale.
- vi) Legal requirements.
- vii) Space avoidable.
- viii) Security.
- ix) Flexibility - redesign / reorganisation.

19.

- i) facsimile / fax machine.
- ii) Paper shredder
- iii) Stapler
- iv) Franking machine.

- 20. i) Personal attributes.**
ii) Intellectual qualities.
iii) Office etiquette.
iv) Emotional qualities

21. i) Use of computers.

- ii) Mobile phones.
- iii) Customer car desk / public relation department (s)
- iv) Adoption of open / landscape office layouts.
- v) Team building.
- vi) Stress management.
- vii) HIV/AIDS awakens in office.
- viii) Use of closed circuit television (CCTV) for surveillance.

22.

- a) Hometrade / internal trade / local trade.
- b) Retail trade.
- c) International / foreign / external trade.
- d) Export trade.

23.

- i) Variety of goods and services.
- ii) Link producers to consumers.
- iii) Peace and harmony.
- iv) Employment.
- v) Government revenue.
- vi) Access to goods and services.
- ix) Specialization and division of labour.
- x) Ideas and technology.
- xi) Cultural exchange.
- xii) Utilization of local resources.
- xiii) Service of income for business.
- ix) Entrepreneurial development.
- x) Widen markets.
- xi) Disposal of surplus hence less wastage,

24.

- i) Mobile shop.
- ii) Tied shop.
- iii) Kiosk
- iv) Market stalls.
- v) Single shop
- vi) AVM
- vii) Canteen.

25. Classes of business activities in a society.

- i) Extraction of raw materials.
- ii) Processing of raw materials.
- iii) Manufacturing
- iv) Construction
- vi) Direct personal service.
- vii) Trade
- viii) Commercial services/ AIDs to trade / Auxiliary services.