P	owered	by:	www.many	amfranc	hise.con

NAME		CLASS
DATE	SIGNATURE	

BUSINESS STUDIES FORM TWO 2<sup>ND</sup> TERM 2015 2 HRS.

## Kenya Certificate of Secondary Education BUSINESS STUDIES FORM TWO 2<sup>ND</sup> TERM EXAMINATION 2015

## Instructions

Answer all the questions in the spaces provided

## For Examiner's Use Only

Questions	1	2	3	4	5	6	7	8	9	10	11	12	
Marks											•		
l	[		1	L	ــــــــــــــــــــــــــــــــــــــ	<u></u>	I	L					

								-00	01	22	23	24	25	ĺ
•	5	14	15	15	17	18	19	20	Zı	44	220			1
10118	13	14	TO	10				į .	1		l	1	Į.	П
				1	1	l		ł			1	!	i	П
		ì		l .		1	1 1						<del></del>	†
		L		<b></b>					T				]	ı
				1	i	ł	ł		ł		l .		1	1
\$	1		t		l .	1		Į.			1	t	1	1
-	Į		Ī	1	l		1	1				1	ì	1
	!	Į.		1	l l	l	l	ł	\$				<u> </u>	J
	i	1			L	1	J							
	ions s							1013 13 14 15 15	1008 13 14 13 15 1	ions 13 14 15 10 2. 15	ions 13 14 15 16 17 25 27	ions 13 14 15 16 17 16 27	ions 13 14 15 16 17 18 19 20 22	ions 13 14 15 16 17 18 19 20 21 22 25

TOTAL	
MARKS	

This paper consists of 6 printed pages. Candidates should check to ascertain that all pages are printed as indicated and that no questions are missing.

1.State the principle of insuranc	e to which each of the following sta	tements relate (4mks)				
(a) There is close connection betw	een the cause of loss and the actual r	isk insured against for				
compensation to be affected		,,,,,,,,				
(b) A person can only insure prop	erty whose destruction would result t	o a financial loss to				
him/har	•••••					
(-) Pretioning the insured to the fu	nancial position he/she was in just be	fore the risk occured				
	••••••					
(NYT) -t remains of the prope	erty insured, after compensation beco	mes the property of the				
(d) whatever remains of the property						
2.Outline any four causes of br	ookdown in communication	(4mks)				
2. Outline any four causes of bro						
(a)						
(b)						
(c)						
(d)						
•••	_					
3. Fill the blanks in the table be		Towned by				
Name of document	Purpose of document	Issued by Buyer				
(a) Letter of inquiry						
(b)Local purchase order		Buyer				
(O)Docar parents						
(c)Invoice	To demand for payment					
	To correct undercharge	Seller				
(d)						
4. Outline four types of l	ousiness activities	(4mks)				
4. Outline four types of i						
(a)	•••••	•••••				
(b)		*******				
(d)						

Highlight four reasons why a cheque may be dishonoured	(4mks)
(a)	******************
(b)	
(c)	•••••
(d)	•••••
List four essential elements of a transport system	(4mks)
(a)	
(b)	••••••
(c)	
(d)	
State any four classes of goods produced in the economy	(4mks)
(a)	
(b)	***************************************
(c)	********
(d)	
Highlight four reasons why consumers need to be protected	(4mks)
(a)	*******
(b)	
(c)	• • • • • • • • • • • • • • • • • • • •
(d)	
Highlight four ways in which warehousing is useful to a trader	(4mks)
(a)	************
(b)	
(c)	
(d)	
State four circumstances under which it may be appropriate to use as a form of product promotion	personal selling
i)	(4mks)
ii)	•••••••
iii)	

iv)		
11.	Highlight four personal qualities required of a good office worker (4mks	)
	i)	
	ii)	•
	iii)	
	iv)	
12.	State four functions of commercial attaches (4mks	;)
	I)	
	ii)	
	iii)	
13.	iv)	;)
	i)	•
	ii)	••
	iii)	
	iv)	
14.	State four reasons why short message service (SMS) is replacing letters as a way of communication (4mk	
	i)	
	ii)	••
	iii)	
	iv)	

	have insurance policy. Highli	ght the meaning or
15.	All vehicles on Kenyan roads must have insurance policy. Highli	(4mks)
the fe	llowing terms as used in Insurance.	
	st Party	
	***************************************	*******
	***************************************	
(ii)	Second Party	
	***************************************	••••
,,,,		
(iii	Third Party	***************************************
•••		••••
 (i	nalicy	
(-	() Comprehensive policy	
•		
•	-ttion	(4mks)
	6. Outline three demerits of face to face communication	
	i)	
		*******************************
	iv)	(4 marks)
	a life agairance	•
	(b)(c)	
	(c)(d)	************
	(d)	

Name four types of marine insurane policies.		a molicies	(4mks)
)	Name four ty	pes of marine insurane poncies.	
)	)	***************************************	*******
ii)	D	***************************************	
y)	· ii)	***************************************	
9State four measures a business can put in place to sateguard of the place in place to sateguard of the place in place to sateguard of the place in place in place to sateguard of the place in place in place to sateguard of the place in place in place in place to sateguard of the place in pl			(4mks)
20Highlight four ways in which Kenya Association of Manufacturers (KAM) ensures that their members do not exploit consumers. (4mks) i) ii) iii) iii) iii) iii) iii) iii)		res a business can put in place to safeguard office property.	(1224-)
ii)			
20Highlight four ways in which Kenya Association of Manufacturers (KAM) ensures that their members do not exploit consumers. (4mks) i) ii) iii) iv)  21State any four essential elements of communication. (4mks) i) iii) iii) iv  22 Outline any four gaps of a business opportunity that exists in the market (4mks) b).	)		
20Highlight four ways in which Kenya Association of Manufacturers (KAM) ensures that their members do not exploit consumers. (4mks) i) iii) iii) iv)  21State any four essential elements of communication. (4mks) ii) iii) iii) iii  22 Outline any four gaps of a business opportunity that exists in the market (4mla) b)			
20Highlight four ways in which Kenya Association of Manufacturers (KAM) ensures that their members do not exploit consumers. (4mks) i) iii) iii) iv)  21State any four essential elements of communication. (4mks) ii) iii) iii) iiv  22 Outline any four gaps of a business opportunity that exists in the market (4mks) b)	iii)		
their members do not exploit consumers.  i)  ii)  iii)  iii)  21State any four essential elements of communication. (4mks)  ii)  iii)  iv  22 Outline any four gaps of a business opportunity that exists in the market (4ml a)	iv)		د. د میلاد
their members do not exploit consumers.  i)  ii)  iii)  iii)  21State any four essential elements of communication. (4mks)  ii)  iii)  iii)  22 Outline any four gaps of a business opportunity that exists in the market (4mla)		which Kenya Association of Manufacturers (KAM) ens	sures that
their members do not exploit consumers.  i)  ii)  iii)  iii)  21State any four essential elements of communication. (4mks)  ii)  iii)  iv  22 Outline any four gaps of a business opportunity that exists in the market (4ml a)	20Highlight four	ways in which Kenya Andrew (4mks)	
iii)iii)iv)	their members de	o not exploit consumers.	
iii)iii)iv)	i)		
21State any four essential elements of communication. (4mks)  i)	ii)		
21State any four essential elements of communication.  ii)	iii)		
21State any four essential elements of communication.  i)  ii)  iii)  iv  22 Outline any four gaps of a business opportunity that exists in the market  a)	iv)		
ii)iii)iviviviv		(	4mks)
ii)iii)iviviviv	21State any fou	r essential elements of communication.	
iii)iv	i)		
iii)iv	**)		
22 Outline any four gaps of a business opportunity that exists in the market a)	/ <del></del>		
22 Outline any four gaps of a business opportunity that exists in the marrow a)			
22 Outline any four gaps of a business opportunity that exists in the marrow a)	iv	the mar	ket (4ml
a)b)		and the state of t	,
b)	ZZ Outhin		
b)c)	a)		
c)	b)	***************************************	
	٠ اه		

23.	Highlight any four drawbacks of specialization	(4mks)
a)		•••••
b)	***************************************	*****
	••••••••••••••••••••••••••••••••••••	
24.	Outline the procedures involved in making an insurance claim	(5mks)
i)		•
	***************************************	
	·····	
25	Give any four features of abounded warehouse	(4mks)
a)	······································	` ,
b)	••••••	******
	•••••••••••••••••••••••••••••••••••••••	
	••••••	