

GATITU SECONDARY SCHOOL P.O. BOX 327 – 01030 GATUNDU
FORM 2 BUSINESS STUDIES MID –TERM EXAMS TERM 3 2014.

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

1. Highlights five steps involved in personal selling. (5mks)

2. State five benefits of private warehouse (5mks)

3. Outline five demerits of Government involvements in business. (5mks)

4. List four circumstances under which personal selling is appropriate. (4mks)

5. Highlight five characteristics of a Life Assurance Policy. (5mks)

6. State four advantages of a supermarket (4mks)

7. Outline the meaning of the following terms as used in the business.(5mks)

i. Insured

ii. Policy

iii. Utility

iv. Advertisement

v. Proposal form

8. Highlight four disadvantages of sole proprietorship (4mks)

9. Outline five advantages of air Transport (5mks)

10. State four importance of communication. (4mks)

11. State four content of article of association. (4mks)