

GATITU GIRLS SECONDARY SCHOOL END TERM 3 EXAM BUSINESS STUDIES FORM 2 2014

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

1) Identify four main types of business activities carried out in the society. (4 marks)

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

2) Highlight any four problems faced by human beings in the process of satisfaction of human want.

(4 marks)

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

3) Identify the type of utility created in the following circumstances. (4 marks)

Activity	Utility
a) Carpentry	
b) Selling bread to students	
c) Ware housing of goods imported	
d) Carriage of cargo to the market	

4) Outline four disadvantages of maintaining an enclosed office layout. (4 marks)

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

5) Highlight four features of hypermarkets found in Kenya. (4 marks)

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

6) Outline four circumstances under which a sole proprietorship form of business may be dissolved.

(4 marks)

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

7) Identify four co-operatives principles that are followed world wide. (4 marks)

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

8) Abel produces horticultural crops and transports them from Eldoret to Nairobi. Outline four reasons why he should not use rail to transport the produce. (4 marks)

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

9) Highlight four barriers to effective communication. (4 marks)

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

10) Outline the meaning of the following terms as used in insurance. (8 marks)

i) Policy

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ii) cover note

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.....

i. Premium

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ii. Proposal form

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.....

11) Outline four steps involved in personal selling. (4 marks)

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

12) Highlight four factors that may cause a demand curve to shift to the left. (4 marks)

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

13. State four ways in which the government mainly regulate business activities in Kenya. (4mks)

- (i) _____
- (ii) _____
- (iii) _____
- (iv) _____
- (v) _____

14 Highlight four advantages of using billboards as a medium of advertising. (4mks)

- (i) _____

- (ii) _____
- (iii) _____
- (iv) _____

15 Outline **four** advantages of mobile phones in communication.
(4mks)

- (i) _____
- (ii) _____
- (iii) _____
- (iv) _____

16) Identify any four characteristics of economic resources

(4 marks)

- i).....
- ii).....
- iii).....
- iv).....
-
-

17 Highlight four disadvantages of multiple stores

(4 marks)

- i).....
- ii).....
- iii).....
- iv).....
-

18 Identify any four characteristics of economic resources

(4 marks)

- i).....
- ii).....
- iii).....
- iv).....
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