

**GATITU GIRLS SECONDARY SCHOOL
BUSINESS STUDIES END TERM ONE EXAM 2015 FM3**

NAME-----ADM-----CLASS-----

1. Highlight four circumstances that may make a producer to opt for intermediaries in the distribution channel. (4 marks)

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

2. List four reasons why Alice, who is joining form one next year should take business as one of her subject. (4 marks)

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

3. State the appropriate communication term for each of the following statements. (4 marks)

Statement	Term
a) School driver reporting to the principal.	
b) Romours that the school has received a bus donation from the president.	
c) Heads of departments in a meeting.	
d) A supervisor giving instructions to a junior officer.	

4. State four unethical practices that are common in Kenyan advertisements. (4 marks)

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

5. Highlight four effects of HIV and AIDs to businesses in Kenya. (4 marks)

- (a) _____

(b) _____

(c) _____

(d) _____

6. Many parastatals in Kenya has been found to be inefficient in their operations. State four measures that can be taken to improve their efficiency. (4 marks)

(a) _____

(b) _____

(c) _____

(d) _____

7. List four reasons why Alice, who is joining form one next year should take business as one of her subjects. (4 marks)

(a) _____

(b) _____

(c) _____

(d) _____

8. State the appropriate communication term for each of the following statements. (4 marks)

Statement	Term
a) School driver reporting to the principal.	
b) Rumours that the school has received a bus donation from the president.	
c) Heads of departments in a meeting.	
d) A supervisor giving instructions to a junior officer.	

9. State four unethical practices that are common in Kenyan advertisements. (4 marks)

(a) _____

(b) _____

(c) _____

(d) _____

10. Many parastatals in Kenya has been found to be inefficient in their operations. State four measures that can be taken to improve their efficiency. (4 marks)

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

11. State the appropriate communication term for each of the following statements. (4 marks)

Statement	Term
a) School driver reporting to the principal.	
b) Romours that the school has received a bus donation from the president.	
c) Heads of departments in a meeting.	
d) A supervisor giving instructions to a junior officer.	

12. State four unethical practices that are common in Kenyan advertisements. (4 marks)

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

14. Highlight any four benefits that mobile phone money transfer service offers to users.(4)

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

15. Outline four benefits that a business gains from the external environment. (4mks)

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

(iv)

16 Outline four ways in which the government may create an enabling environment for business. (4mks)

(i)

(ii)

(iii)

(iv)

17. Highlight four features of economic resources. (4mks)

(i)

(ii)

(iii)

(iv)

19 State four methods that a government may use to influence location of businesses. (4mks)

(i)

(ii)

(iii)

(iv)

20 Highlight four factors which may favour existence of a monopoly. (4mks)

(i)

(ii) _____

(iii) _____

(iv) _____

21 State four characteristics of oligopolistic market.

(4 marks)

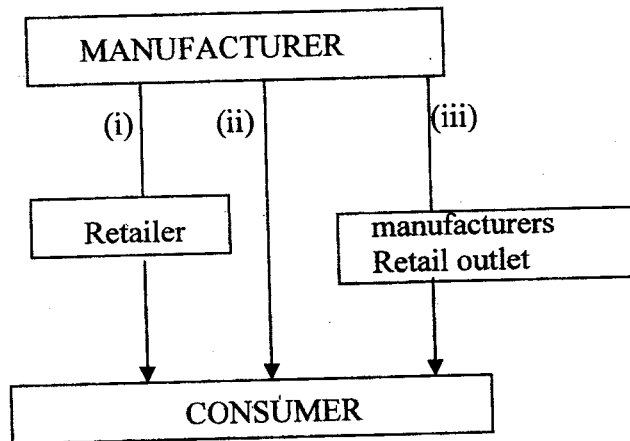
(i) _____

(ii) _____

iii) _____

iv) _____

22. Study the diagram below and answer the questions that follow.



Give four circumstances under which channel (ii) may be used.

(4 marks)

(a) _____

(b) _____

(c) _____

(d) _____