**GATITU MIXED SECONDARY SCHOOL**

**BUSINESS STUDIES FORM 1 END OF TERM 2 2015**

1. Explain two factors to be considered while evaluating a business opportunity. 3mks
2. Define accounting 1mk
3. Describe briefly: 6mks
4. Human resources
5. Financial resource
6. Physical resources
7. Give five characteristics of human wants. 5mks
8. Define foreign exchange. 2mks
9. Who is a large scale retailer? 2mks
10. What are after sales services? 2mks
11. Distinguish between bilateral and multilateral trade. 3mks
12. Why is filling important in an office? 4mks
13. Who is a personal secretary? 2mks
14. Give some three advantages of an enclosed office. 6mks
15. Identify one disadvantage of a tied shop. 2mks
16. What is a hypermarket? 2mks
17. Differentiate between a canteen and a kiosk. 3mks
18. Explain brainstorming. 4mks
19. Identifying a market gap 3mks