

NAME: ADM NO.:

SCHOOL: DATE:SIGN:

MIDTERM 1 EXAM

BUSINESS STUDIES

PAPER 1

TIME: 2 HOURS

INSTRUCTION TO STUDENTS

1. Answer all the questions in the spaces provided
2. This paper consists of 6 printed pages. Students should check the question paper to ensure that all pages are printed as indicated and no questions are missing.

FOR EXAMINER'S USE ONLY

QUESTION NO.	1	2	3	4	5	6	7	8	9	10	11	12	13
MARKS													

QUESTION NO.	14	15	16	17	18	19	20	21	22	23	24	25
MARKS												

GRAND TOTAL MARKS

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Instructions: Answer all questions

1. Give **four** macro-environmental factors that will lead to business success. (4 mks)
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2. Give **four** reasons why it is difficult to satisfy human wants. (4 mks)
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3. Identify **four** types of warehouses. (4 mks)
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4. State **four** principles of insurance. (4 mks)
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5. State **four** services that retailers may render to consumers . (4 mks)
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6. Outline **four** various policies under marine insurance. . (4 mks)
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7. Highlight **four** trends in forms of business units . (4 mks)

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8. State **four** types of advertising. (4 mks)

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9. State **four** principles of co-operatives . (4 mks)

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10. Commerce is the study of trade and aids to trade. List four aids to trade . (4 mks)

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11. Highlight **four** advantages of open office layout. (4 mks)

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12. Mr.Otieno was paid his debt by use of a cheque of which he deposited it in the bank.
After three days the cheque was dishonoured. Give four reasons that made this cheque to
be dishonoured (4 mks)

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13. A business opportunity exist where there are gaps in the needs of the market. Outline **four** such gaps (4 mks)

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14. Highlight **four** circumstances under which personal selling is appropriate . (4 mks)

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15. Identify **four** sources of capital for partnership . (4 mks)

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16. State **four** essential elements of effective communication . (4 mks)

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17. List **four** factors to consider when selecting an office equipment . (4 mks)

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18.State four importance of learning business studies to a student . (4 mks)

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19. Give **four** significance of trade to the people involved . (4 mks)

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20. Outline **four** factors to consider while selecting means of transport. (4 mks)

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21. State **four** barriers of to effective communication.(4 mks)

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22. State **four** reasons for government involvement in business .(4 mks)

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23. State **four** needs for consumer protection .(4 mks)

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24.State **four** elements of transport .(4 mks)

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25.State **four** factors to consider before giving a consumer goods on credit. (4 mks)

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