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BUSINESS STUDIES FORM TWO MARKING SCHEME T3 2023

- 1. -Increase in buyers ability to purchase more goods
 - Increase in population
 - Favourable legal-political environment e.g fair taxes
 - Improved technology
 - Favourable cultural environment
 - Fair competition

2. -Resources are scarce

- Human wants are endless
- They are recurrent (repetitive)
- They are competitive
- They are habitual

3. -Public

- Private
- Free
- Bonded

4. –Insurable interest

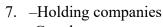
- Doctrine of Utmost Good Faith or "Uberrima Fidei"
- Indemnity
- Proximate cause
- Subrogation
- Contribution

5. -Credit facilities

- -After sale services
- Avail a variety of goods
- -Offer advice
- -Avail goods to consumers
- -Break bulk

6. –Marine hull

- -Marine Cargo
- -Port policy
- -Voyage policy
- -Floating
- -Time
- -Mixed
- -Fleet
- -Composite



- -Cartels
- -Privatisation
- -Absorptions/Take-overs
- -Mergers(amalgamation)
- -Check-off system
- -Burial benevolent funds (B.B.F)
- -Front office savings account (FOSA)
- -Franchising
- -Trusts
- -Globalisation
- -Performance contract
- 8. -Product
 - -Primary demand
 - -Institutional
 - -Competitive/persuasive
 - -Celebrity
 - -Reminder
- 9. -Voluntary and open membership
 - -Democratic administration
 - -Limited interest on share capital
 - -Co-operation with other co-operatives
 - -Promotion of education to members
 - -Provision of dividends to members
- 10. –Transport
 - -Communication
 - -Warehousing
 - -Advertising
- 11. –Easy to supervise workers
 - -Easy location of workers
 - -Promote team work
 - -Floor space is saved
 - -Cheap to decorate
 - -Maintenance cost is low
 - -Discourages absenteeism by employees
 - -Construction cost is low
- 12. –Insufficient funds in the account
 - -Stale cheque
 - -When the cheque is post-dated
 - -If the drawer has closed his/her account with the bank





- -When the signature of the account holder differ from the specimen in the bank
- -A bank learns about death, insanity or bankruptcy
- -When the cheque has been altered and the drawer has not signed against the alteration
- 13. –Insufficient quantities
 - -Poor quality goods
 - -Poor services
 - -Lack of goods
- 14. When launching a new product
 - -When a product is tailored to meet customer's specification
 - -When demonstration is required
 - When the value of the product is high
 - -When the organization can afford to finance the sales force
 - -Where the market is concentrated in one area
- 15. –Partner's contributions
 - -Loans from banks
 - -Trade credit
 - -Buying goods on hire-purchase terms
 - -Retained profit
 - -Leasing and renting
- 16. The sender Person from whom the message originates

Message – The information to be sent

Medium/channel – Means through which the message is to be sent

The receiver – A person for whom the message is intended

Feed-back – The reaction of the receiver to the message

17. Cost –should be affordable i.e both initial and maintenance cost

Adaptability – Should be able to cope with future changes and development

Possibility of hiring rather than buying – one has to consider the cost and convenience of buying an equipment as opposed to hiring

Durability – one has to consider the lifespan of equipment

Effect on staff morale – the attitude towards equipment

Availability of complementary resources – e.g power and availability of spare parts

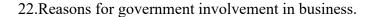
Availability of manpower required to run and operate the equipment

Availability of room to store the equipment

Security of the equipment

- 18. Assist a student to relate the knowledge, skills and attitudes acquired to the day to day business activities
 - Equips a student with knowledge and skills necessary to start and run a business
 - Assist a student to appreciate the role of business in provision of goods and services

- Makes a student to appreciate the need for good business management practices
- Assist a student to acquire self-discipline and positive attitude towards work
- Equips a student to understand the role of government in business
- Equips a student with abilities to promote co-operation in society through trade
- Helps a student to develop positive attitude towards the environment
- Equips a student with ability to understand the role of communication and information technology in modern business management
- 19. -Helps people to acquire what they may not be able to produce
 - Avails a variety of goods and services helps producers to dispose off their surplus produce
 - Creates employment
 - Encourages specialization and division of labour
 - Promote social relations and understanding among parties involved
 - Provides revenue to the business people and the government
 - Ensures steady supply of goods and services
- 20. a) Cost The cheapest means should be chosen
 - b) Nature of goods Perishable goods require a fast means while heavy and bulky goods requires a means of transport convenient for such goods
 - c) Reliability A means that assures that goods will reach the intended destination at the right time and in the right form should be chosen
 - d) Urgency Goods that are urgently required need the fastest means available
 - e) Security Means chosen should ensure that goods on transit are safe against loss, theft or physical damage
 - f) Distance Some means are suitable for long distances while others are suitable for short distances
 - g) Availability of means means should be selected based on its availability
 - h) Flexibility Should be able to be manipulated to suit the convenience of the transporter
 - i) Terminals Some means of transport may have their terminals near the transporter than others
- 21. Barriers to effective communication
 - Noise
 - Negative attitude
 - Bad weather
 - Emotional response
 - Poor listening



- To prevent exploitation to consumers
- To provide sensitive goods
- To provide essential goods
- To attract foreign investors in the country

23. The needs for consumer protection

- To protect consumers against harmful products
- To protect consumers against misleading advertisement
- To protect consumers against illegal goods
- To protect consumers against hoarding

24. Elements of transport

- Unit of carriage
- Ways
- Terminal
- Method of propulsion

25. Consideration before giving credit

- Credit worthiness of the buyer
- The repayment period
- Ability to pay
- Frequency of the buying from the seller
- Amount of goods needed

