

GIDEONS ELITE BOYS CENTRE OF EXCELLENCE

P.O BOX 583-20300 NYAHURURU

DECEMBER-2024 ASSIGNMENT

THIS ASSIGNMENT WILL COVER 70% OF OPENER EXAM.

ALL QUESTIONS SHOULD BE ANSWERED IN THE EXERCISE BOOK

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Outline four factors an entrepreneur would consider when evaluating a business opportunity. (4mks)

2. Give four reasons why bonded warehouses are located at the entry point of a country. (4mks)

3. State four reasons why the government may privatise state owned businesses. (4mks)

4. Outline four malpractices by private investors which may make it necessary for consumer protection. (4mks)

5. List four circumstances under which written communication may be preferred in a business. (4mks)

6. Highlight four features of capital as a factor of production. (4mks)

7. State four benefits a farmer would get by being a member of a producer cooperative society. (4mks)

8. Outline four benefits of a warehouse to a consumer. (4mks)

9. Outline four benefits of using containers in transport. (4mks)

10. Identify the type of utility created in the following activities.

ACTIVITY	UTILITY
(a) Delivering milk to a customer	
(b) Processing hydro - electricity	
(c) Keeping umbrellas till the rainy season	
(d) School purchasing a new tv set	

11. State any four small scale retail shops a school leaver may start. (4mks)

12. List four methods that the government may use to regulate business in the country. (4mks)

13. Outline four ways in which consumers can protect themselves against exploitation by business people. (4mks)

14. Give limitations of mobile phones as a means of communication. (4mks)

15. Highlight four factors that may make a business to succeed. (4mks)

16. Despite the high cost of air transport, it has continued to be a popular mode of transport. Outline four circumstances under which air transport could be the most preferred mode of transport. (4mks)

17. Kageni has been promoted as a bank manager in one of the local banks. Give four factors she should consider when selecting equipments for her new office. (4mks)

18. Mention four reasons that can lead to dissolution of a cooperative society. (4mks)

19. State four characteristics of a life assurance. (4mks)

20. Outline four ways consumers benefits from advertising by the business people. (4mks)

21. Indicate whether the following factors that affect a business are under; economic, demographic, legal or social cultural environment. (4mks)

FACTOR	ENVIRONMENT
(a) Birth rates	
(b) Bank interest rates	
(c) Peoples dressing method	
(d) Government policies	

22. List four characteristics of basic human wants. (4mks)

23. Identify the term described by the following statements. (4mks)

(a) Transporting goods to where they can easily be reached by consumers	
(b) Using goods to satisfy human wants	
(c) Systematic way of keeping business records	
(d) Study of how human beings strive to satisfy their unlimited wants using limited resources	

24. Mugambi operates a petrol station in Embu town. He insured his stock worth Ksh.2,400,000 for Ksh.2,000,000 against fire, later in the year a stock worth sh.600,000 was destroyed by fire. Calculate the amount of compensation Mugambi received. (4mks)

25. List four circumstances under which personal selling would be the most preferred method of product promotion. (4mk)