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KIRIRI WOMEN'S UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2021/2022 ACADEMIC YEAR
YEAR ONE, FIRST SEMESTER EXAMINATION
CERTIFICATE IN PROCUREMENT AND SUPPLIES MANAGEMENT/ CERTIFICATE
IN BUSINESS MANAGEMENT

CPS 015, & CBM 015 COMMERCE

EXAM TYPE: MAIN EXAM

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE

- a) Briefly discuss the Sales Promotion Strategies that Mitchell would use in her detergent business (3 marks)
- b) For one to operate a business, one has to acquire a license. State five of the reasons why the government issues licenses. (5 marks)
- c) E-commerce is a concept that has been adopted by many organizations in Kenya today. Briefly explain four types of e-commerce (4 marks)
- d) Define the following: (5 marks)
 - i. Entrepreneurship
 - ii. Sales promotion
 - iii. Trade
 - iv. Insurance
 - v. Chamber of commerce
- e) Financial systems cannot operate without intermediaries. Briefly explain five types of financial intermediaries. (5 marks)
- f) State and explain briefly three developments in commerce compared to the historical commerce. (3 Marks)

- g) You intend to conduct sales promotion for your products. State the Objectives of Sales Promotion that would guide you. (5 marks)

QUESTION TWO

- a) Briefly advise Yvonne on the primary processes he would venture in to improve her e-business. (6 Marks)
- b) State and explain the 4 Types of Entrepreneurship (8 marks)
- c) The government in one way or another, gets involved in running a business. Discuss the Reasons for Government involvement in business (6 marks)

QUESTION THREE

- a) Warehouses are very important in running businesses in Kenya. Expound on the benefits garnered from Warehouses (8 marks)
- b) Commerce is broadly subdivided. Diagrammatically show the classifications of commerce (6 marks)
- c) Home Trade and Foreign Trade differ in some instances. Discuss such instances (6 marks)

QUESTION FOUR

- a) Insurance is very vital in commerce. Discuss the Methods of insurance (8 marks)
- b) Briefly explain five Functions of Financial Management (5 marks)
- c) Discuss four factors one needs to look into in selecting the proper mode of transport for products (7 Marks)

QUESTION FIVE

- a) State and explain at least three forms of business ownership that Anne could venture in Kenya today. (6 Marks)
- b) Expound on the various importance of trade and commerce. (6 marks)
- c) Make short notes of the following: (8 marks)
- i. Free Goods and Economic goods:
 - ii. Consumer Goods and Capital Goods:
 - iii. Consumer Services and Producer Services:
 - iv. Private Goods and Public Goods: