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KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2022/2023 ACADEMIC YEAR
FOR THE CERTIFICATE IN BUSINESS ADMINISTRATION
CBM 015-COMMERCE

Date: 29TH JULY 2022
Time: 8:30AM – 10:30AM

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

- Warehouse are very important to organizations for smooth running of activities. Discuss three benefits of warehouses in reference to the type of warehouses. (6 Marks)
- Businesses are employing digital practices in carrying out most of their activities. Briefly explain the five Elements of an e-Business solution. (5 Marks)
- Highlight three advantages of partnerships and three disadvantages of partnerships. (6 Marks)
- Wealth is a concept in the lips of most business owners. State five Characteristics of Wealth in business today. (5 Marks)
- Explain five factors that play a key role in selecting mode of transport as a business person in Kenya today. (5 Marks)
- Highlight three functions of retailers to wholesalers. (3 Marks)

QUESTION TWO (20 MARKS)

- Define utility and explain the four forms of utility in reference to products. (10 Marks)
- Explain five types of insurance that one can purchase to reduce the various risks and uncertainties that might occur in a business. (10 Marks)

QUESTION THREE (20 MARKS)

- Briefly explain four importance of trade and commerce in Kenya today. (4 Marks)
- E-business involves inclusivity of information technology in carrying out business processes. Discuss the Three primary processes that are enhanced in e-business.(6 Marks)
- Using examples, explain five reasons for the government issuing of licenses to businesses (10 Marks)

QUESTION FOUR (20 MARKS)

- External trade is carried out in most countries despite various barriers that are faced by such countries. Discuss four barriers faced in external trade and provide solutions for such barriers (8 Marks)
- Shaman is a new trader in Kiambu County dealing with fast food business. He intends to ensure that the business gets to the roots. Briefly explain the three sales promotion strategies he would use to reach his customers. (6 Marks)

- c) Financial management is a concept that starts with personal will and drive and requires training to grow. Briefly explain three importance of financial management in businesses today. (6 Marks)

QUESTION FIVE (20 MARKS)

- a) Business owners might have various intentions for starting their businesses. It might be for self-benefits and might cause exploitation of customers. The government steps in to bring order and protect its citizens. Briefly explain the methods of government involvement in business today. (8 Marks)
- b) Entrepreneurs are known for coming up with new ideas in an economy. Briefly explain five Characteristics that an entrepreneur possesses. (5 Marks)
- c) With the help of a diagram, briefly explain the classifications of commerce. (7 Marks)