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KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2023/2024 ACADEMIC YEAR
FOR THE CERTIFICATE IN PROCUREMENT AND SUPPLY CHAIN
MANAGEMENT
CPS 015-COMMERCE

Date: 11TH AUGUST 2023
Time: 8:30AM-10:30AM

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

- a) Describe the remedial measures the government can put in place to improve the unfavourable balance of payment prevailing in a country. (6 Marks)
- b) Explain the following terms as used in foreign trade:-
- i) Balance of Trade (2 Marks)
- ii) Balance of Payment (2 Marks)
- c) Discuss three categories of containerization. (6 Marks)
- d) Identify and explain four significances of specialization and division of labour. (8 Marks)
- e) Highlight six factors to consider when selecting an appropriate means of transport. (6 Marks)

QUESTION TWO (20 MARKS)

- a) Outline six factors that have contributed to growth of commerce. (6 Marks)
- b) Explain four characteristics of land as factor of production. (8 Marks)
- c) Discuss six ways in which manufacturers can enhance consumer protection. (6 Marks)

QUESTION THREE (20 MARKS)

- a) Briefly explain four importance of packaging in supply operations. (8 Marks)
- b) Outline the circumstances under which a businessman may choose to hire a warehouse rather than build one. (6 Marks)
- c) Discuss three principles of insurance. (6 Marks)

QUESTION FOUR (20 MARKS)

- a) Explain four benefits of labour specialization in production. (4 Marks)
- b) Discuss four functions of securities exchange market. (8 Marks)
- c) Despite the fact international trade brings benefits, countries still impose restrictions on free trade. Explain four reasons why a country should impose such restrictions. (8 Marks)

QUESTION FIVE (20 MARKS)

- a) Explain six circumstances under which animal driven carts may be preferable mode of transport. (6 Marks)
- b) Briefly explain four roles of commercial banks in Kenya. (8 Marks)
- c) Explain six limitations of using Automated Teller Machines (ATMs) in carrying out business transactions. (6 Marks)