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

Date: April, 2022.  
Time: 11.00 am-

**INSTRUCTIONS TO CANDIDATES**

**ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS**

**QUESTION ONE (30 MARKS)**

- Deliberate on the three types of financial management used by business people in Kenya today (6 Marks)
- Describe four factors one needs to look into, in selecting the proper mode of transport for products (4 Marks)
- Using examples, explain the sales promotion strategies that can be used by organizations today. (6 Marks)
- Differentiate between home trade and foreign trade giving four instances. (4 Marks)
- Specify the five elements of an e-Business solution used by business people today (5 Marks)
- Explain five Importance of Entrepreneurship to the economy of Kenya (5 Marks)

**QUESTION TWO (20 MARKS)**

- Using a diagram, explain the subdivisions of commerce (7 Marks)
- Insurance is very vital in commerce. Elaborate the Methods of insurance (8 Marks)
- Provide five objectives of sales promotion that guide business owners during promotions (5 Marks)

**QUESTION THREE (20 MARKS)**

- Expound on the scope of Financial Management used in commerce (8 Marks)
- The government in one way or the other, gets involved in the running of a business. Discuss six Reasons for Government involvement in business (6 Marks)
- Warehouses are very important in running businesses in Kenya. Assess on three benefits garnered from Warehouses in reference to the types of warehouses (6 Marks)

**QUESTION FOUR (20 MARKS)**

- Explain at least three forms of business ownership that Cherry could venture in Kenya today. (6 Marks)
- E- business is the transformation of an organization's processes to deliver additional customer value. Discuss the three primary processes that are enhanced in e- business (6 Marks)
- Utility entails the usefulness or value that consumers experience from a product. Using examples, explain the four types of utility that consumers look into in businesses today (8 Marks)

**QUESTION FIVE (20 MARKS)**

- E-commerce is the buying and selling of good or services via the internet, and the transfer of money and data to complete the sales. Explain five types of e-commerce (6 Marks)
- Explain the four types of Entrepreneurship (8 Marks)
- Highlight six functions of retailers to consumers in commerce (6 Marks)

