

ANESTAR SCHOOLS

END TERM

BUSINESS

FORM 2

Name _____ adm _____ class _____

1. Define the following terms:

a) Business (2mks)

b) Business studies(2mks)

2. State four importance of studying business in society (4mks)

3. State four types of business activities.(4mks)

4. State four sources of business idea.(4mks)

5. Classify the following as either renewable or non-renewable resources (4mks)

Sunshine	
Furniture	
Crude oil	

Building stones	
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6. State four types of business utility.(4mks)

7. Highlight four characteristics of direct production (4mks)

8. State four factors of production and their rewards (4mks)

9. Outline four factors that one should consider when selecting equipment. (4mks)

10. Outline four devices offered by wholesalers to producers. (4mks)

11. Highlight four importance of product promotion.(4mks)

12. Give the meaning of the following types of advertising.(4mks)
 - a) Productivity

 - b) Institution advertising

 - c) Celebrity advertising

 - d) Reminder advertising

13. State four factors that influence individuals demand for commodity.(4mks)

14. State four factors that influence location of a firm. (4mks)

15. Highlight four features of a good filling system.(4mks)

16. The following are factors influencing business, tick appropriately (4mks)

Factors	Internal environment	External environment
Business technology		
Financial		
Demographics		
Legal political		

17. State four characteristics of basic human wants (4mks)

18. Differentiate between forms of communication and means of communication. (2mks))

