

2017 KCSE JKIM joint examination paper

Business paper 1 Question paper

Answer all questions in this section in the space provided

1. State four factors to consider when launching a new product to the market (4marks)

- i).
- ii).
- iii).
- iv).

2. Highlight four ways in which business may improve the productivity of its human resources. (4marks)

- i).
- ii).
- iii).
- iv).

3. State four circumstances when credit sale is appropriate. (4marks)

- i).
- ii).
- iii).
- iv).

4. List four benefits of forming producers cooperative to farmers. (4marks)

- i).
- ii).
- iii).
- iv).

5. State four reasons why one may pay higher premiums compared to another in life assurance policy? (4marks)

- i).
- ii).
- iii).
- iv).

6. State four economic conditions that affect business operations in Kenya. (4marks)

- i).
- ii).
- iii).
- iv).

7. Outline four features of a market. (4marks)

- i).
- ii).
- iii).
- iv).

8. Outline four types of printed messages that may be sent through facsimile. (4marks)

- i).
- ii).
- iii).
- iv).

9. Highlight four factors that influence the distribution of goods and services. (4marks)

- i).
- ii).
- iii).
- iv).

10. Enter the following transactions in the cashbook and balance it off. (5marks)

Jan 1, 2015 **Balance b/d:** Bank sh. 83,000 (CR)

Cash sh. 12,000

Jan 3, 2015 Received Ksh 194,000 from Paul traders after deducting 5% cash discount.

Jan 5, 2015 Deposited sh. 120,000 from cash box to the bank account.

Jan 6, 2015 Paid electricity bill Ksh. 12,000 by cheque.

Jan 7, Paid Kata Ksh. 110,000 after 10% cash discount.

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11. State four limitations of air transport. (4marks)

- i).
- ii).
- iii).
- iv).

12. State four factors that may lead to favorable balance of payments disequilibrium. (4marks)

- i).
- ii).
- iii).
- iv).

13. Outline four ways in which business may use to reduce environmental pollution. (4marks)

- i).
- ii).
- iii).
- iv).

14. State four benefits of national income statistic to a country (4marks)

- i).
- ii).
- iii).
- iv).

15. Highlight four methods of reproducing documents. (4marks)

- i).
- ii).
- iii).
- iv).

16. State four limitations of using charts and posters as a means of communication. (4marks)

- i).
- ii).
- iii).
- iv).

17. State three negative effects of economic development. (3marks)

- i).
- ii).
- iii).

18. Highlight four sources of funds for a new business. (4marks)

- i).
- ii).
- iii).
- iv).

19. Highlight three features of a hypermarket which are similar to a supermarket (3marks)

- i).
- ii).
- iii).

20. State four sources of monopoly power. (4marks)

- i).
- ii).
- iii).
- iv).

21. State four roles retailers towards wholesalers in the chain of distribution. (4marks)

- i).
- ii).
- iii).
- iv).

22. Outline four significance of embracing technology in business operations. (4marks)

