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(Knowledge for Development)
KIBABII UNIVERSITY

UNIVERSITY EXAMINATIONS

2017/2018 ACADEMIC YEAR

FIRST YEAR FIRST SEMESTER

SPECIAL/SUPPLEMENTARY EXAMINATION

FOR THE DIPLOMA IN EDUCATION

COURSE CODE: EDB 106

COURSE TITLE: FUNDAMENTALS IN BUSINESS II

DATE: 10/10/2018 **TIME:** 3:30 P.M

INSTRUCTIONS TO CANDIDATES

Answer Question One in Section A and Any other TWO (2) Questions in Section B

TIME: 2 Hours

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KIBUCO observes ZERO tolerance to examination cheating

5.

QUESTION ONE (COMPULSORY)

- a) State four features associated with small scale retailers.(4Marks)
- b) Identify four characteristics of commerce. (8Marks)
- c) Outline four merits of cash payments used in home trade.(4Marks)
- d) Highlight three reasons for the continued use of Portage despite the advancement in transport Technology. (6Marks)
- e) State four benefits that consumers get from warehousing.(4Marks)
- f) Identify four disadvantages of a third party motor vehicle insurance policy.(4Marks)

SECTION B (CHOOSE ANY TWO QUESTIONS)

QUESTION TWO

- a) Explain FIVE emerging issues and current trends in product promotion.(10Marks)
- b) Explain FIVE benefits that could be enjoyed by a person who decides to take out an endowment policy.(10Marks)

QUESTION THREE

- a) Explain ways in which consumers benefit from warehousing services provided by wholesaler. (10Marks)

QUESTION FOUR

- (a) Explain FIVE advantages that accrue to an importer who uses container services.(10Marks)
- (b) Discuss FIVE reasons why a manufacturer would locate warehouse near the customers.(10Marks)

QUESTION FIVE

- a) Discuss FIVE factors one would consider before choosing a source of Business finance. (10Marks)
- b) Explain FIVE benefits that a customer who uses automated teller machine(ATM) banking service may get.(10Marks)