**GITHUMU BOYS HIGH SCHOOL**

**Business Studies form 2**

**December Holiday Assignment-2024**

1.Outline four factors that influence the location of a firm.(4mks).

2.State four features of a perfectly competitive market (4mks).

3.Give any FOUR circumstances under which insurers may not be compensated. (4 marks).

4.Highlight four factors that can lead to excess demand of a product.4 mks.

5.Outline four steps involved in personal selling.(4mks).

6.In the table, match each type with its appropriate description.(4mks).

|  |  |
| --- | --- |
| Description | Type |
| a).creates awareness about a product |  |
| b).promotes the name of the manufacturer |  |
| c).persuades the consumers to buy a product |  |
| d).promotes a particular brand of a product |  |

7.Outline four features of a bonded warehouse. (4mks).

8.Highlight the various types of advertising. (4mks).

9.Outline four factors to be considered when determining the amount of premium to be paid. (4mks).

10. Highlight any four factors that may cause the supply curve to shift to the right.4mks.

11.Draw a diagram to show the effect of a shift in demand curve to the right on equilibrium point, price and quantity.

12. The quantity demanded and supplied of a certain commodity can be expressed as Qd=50+20p and QS= 20+16p respectively.

Find

i) Equilibrium price (2marks).

.ii) Equilibrium quantity ( 2 marks)

13.Outline the procedure for claiming compensation by the insured. (10 marks).

14.State four factors that determine the premiums charged by insurance companies for life policies( 4 mks).

15.Explain four advantages of a bonded warehouse to the importer. (8marks).

16.The table below shows the demand and supply schedules for product A in a week.

Price(sh) Quantity demanded Quantity supplied

(‘000’ tonnes) (‘000’ tonnes)

35 5 80

30 10 65

25 20 55

20 25 40

15 30 35

10 40 20

5 55 5

Use the information in the table above, draw the demand and supply curve showing the market equilibrium for the produce. Indicate the equilibrium price and quantity. (8 mk).

17.Explain five circumstances under which personal selling is appropriate.10 mks

18. Explain five principles of insurance. (10marks).

***SECTION C***

1. State FOUR characteristics of basic wants: (4mks)
2. List any TWO elements that comprises of the internal environment of a business (2mks)
3. Outline any four features of economic resources (4mks)
4. Highlight any four types of small scale retailers with shops (4mks)
5. Name any four clauses of memorandum of association for limited liability companies.(4mks)
6. State four principles of co-operatives (4mks)
7. Identify any four ways through which the government may regulate business activities(4mks)
8. Highlight any four reasons why the government needs to get involved in business activities (4mks)
9. State the essential elements of transport (4mks)
10. Outline any four advantages of carts as a means of transport (4mks)
11. Give any FOUR characteristic of tramps (4mks)
12. State any four importance of transport to a business (4mks)
13. Explain any six factors to be considered when selecting an office equipment (12mks)
14. Explain six factors that influences the choice of appropriate means of transport (12mks)
15. Differentiate between Goods and Services (12mks)

Describe any six methods used by the government to protect consumers (12mks