COMMERCE

(Three hours and a quarter)

StudentBounts.com (The first 15 minutes of the examination are for reading the paper only. Candidates must NOT start writing during this time).

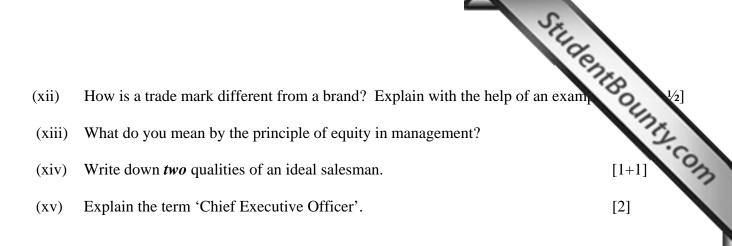
Answer Question 1 (compulsory) from Part I and any seven questions from part II. The intended marks for questions are given in brackets. [].

PART I - COMPULSORY

Question 1

| Answ | ver briefly each of the items (i) to (xv) in this question. | [2 x 15] |
|--------|---|----------|
| (i) | What is a certificate of incorporation? | [2] |
| (ii) | State <i>two</i> differences between Memorandum of Association and Articles of Association. | [1+1] |
| (iii) | Mention <i>two</i> circumstances under which a director can be removed before the expiry of his term? | [1+1] |
| (iv) | Distinguish between the principles of authority from responsibility. | [2] |
| (v) | Explain the difference between an alternate director and a casual director. | [2] |
| (vi) | Give any <i>two</i> purposes of scales promotion. | [1+1] |
| (vii) | Explain staffing as the function of management. | [2] |
| (viii) | Mention any <i>two</i> circumstances under which you deem a private company as a public company. | [1+1] |
| (ix) | Define Salesmanship. | [2] |
| (x) | Give <i>two</i> differences between Advertising and Publicity. | [1+1] |
| (xi) | List <i>two</i> differences between informal and formal communication. | [1+1] |

This booklet contains 3 pages.



Part II

Answer any SEVEN questions

Question 2.

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|-----|---|----------|
| (a) | What is a holding company? | [2] |
| (b) | Explain at least <i>eight</i> reasons for the growth of multinational companies. | [1x 8] |
| Qı | estion 3. | |
| (a) | If you were interested in the incorporation of a company, describe any <i>five</i> | |
| | documents required to be submitted for incorporation of a company. | [1x 5] |
| (b |) Highlight any <i>five</i> differences between a private company and a public company. | [1x 5] |
| Qu | estion 4. | |
| (a) | Define a Director. | [1] |
| (b) | Discuss any six modes of appointing Directors of a Company. | [1½ x 6] |
| Qı | estion 5. | |
| (a) | Elaborate any seven factors taken into consideration for delivering a suitable | |
| | capital structure for an industry. | [1x 7] |
| (b) | Give <i>three</i> merits of retained earning. | [1x 3] |
| Qı | estion 6. | |
| (a) | Explain any <i>six</i> differences between shares and debenture. | [1x 6] |
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(b) Discuss any *four* principles of Management. [1x 4]

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| Question 7. (a) 'Business without good management is like a house built on sand.' In the light of the above statement, explain any <i>five</i> importance of management in modern times. (b) If you are a banker, outling a few situations under which you may refuse to | | | | | |
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| | of the above statement, explain any <i>five</i> importance of management in modern | .6. | | | |
| | times. | [1x 5] | | | |
| (b) | If you are a banker, outline a few situations under which you may refuse to | | | | |
| | honour a customer's cheque. | [1x 5] | | | |
| | | I | | | |
| Question 8. | | | | | |
| (a) | State any <i>five</i> barriers to effective communication. | [1x 5] | | | |
| (b) | Identify any <i>five</i> conditions when written communication is more important. | [1x 5] | | | |
| Question 9. | | | | | |
| (a) | Imagine you are a manufacturer and producing a new product. How are you | | | | |
| | going to launch this newly produced product in the market? Mention any <i>five</i> | | | | |
| | factors taken into consideration. | [1x 5] | | | |
| (b) | "Advertisement is a social waste." Give <i>five</i> justifications. | [1x 5] | | | |
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| • | estion 10. | | | | |
| (a) | Elaborate <i>six</i> steps in personal selling process. | [1x6=6] | | | |
| (b) | What are the loans and advances issued by commercial banks? Explain each in | | | | |
| | brief. | [½ x 8] | | | |

This booklet contains 3 pages.
