

MID TERM I EXAMINATIONS 2019
S.2 COMMERCE
TIME: 2 HOURS AND 30 MINUTES

SECTION A (20 MARKS)

Choose the correct alternative and write it in the answer sheet provided

1. Large scale retailers take the following features except.
 - A. Large capital used
 - B. Practicing specialization
 - C. serving a wider
 - D. None of these

2. The shops which are run under one ownership and control are known as
 - A. Departmental stores
 - B. Super markets
 - C. consumer co-operatives
 - D. Chain stores

3. The expensively furnished shops under one roof and management are those known as
 - A. Chain stores
 - B. Cooperatives
 - C. Super markets
 - D. Departmental stores

4. The organizations with members who contribute money to form an association are termed as;
 - A. Departmental stores
 - B. Super markets
 - C. Departmental stores
 - D. consumer cooperatives

5. When PEDUN says that she takes goods nearer to her customers. This is an advantage of
 - A. Discount stores
 - B. Branding
 - C. packaging

D. consumer cooperatives

6. NANDUDU buys naked mattresses from Euro-form and give them her own name and symbol. This practice is known as;

- A. Packaging
- B. shopping
- C. vending
- D. Branding

7. One of the following is not an advantage of branding.

- A. makes people see what they want so quickly
- B. Goods are easy to advertise
- C. Goods are easy to handle
- D. Goods can't be identified at all.

8. Tabitha is a good seller of several goods, others in jerrycan, sacks and tins. This practice is known as.

- A. Branding
- B. vending
- C. Automating
- D. packaging

9. Automatic vending machines are those which

- A. Sell goods and people
- B. Sell services only
- C. sell pumpkins only
- D. Are coin-operated machines

10. KAPALA FELIX is good at buying "Sumbusas" from the canteen on credit. He keeps on paying slowly by slowly until he finishes. This system is termed as

- A. Auctioning purchase
- B. Tender purchase
- C. After-sale service
- D. Installment purchase

11. NANYONJO has a stock of goods. She chooses to reduce a price of one product. This system is known as

- A. Good will
- B. Customer's request
- C. Bar coding

D. Loss leader policy

12. With resale price maintenance, we mean

- A. Re-selling goods
- B. Ordering for goods
- C. Re-buying goods
- D. producers set prices for goods

13. ATANAS is a wholesaler of good trousers. This means that

- A. She borrows on large scale
- B. She lends on large scale
- C. She gives large scale
- D. She sells on large scale

14. Linking producers to retailers is a function of

- A. A wholesaler to the retailer
- B. A wholesaler to the consumer
- C. A wholesaler to agents
- D. A wholesaler to a producer

15. The chain of distribution is defined as

- A. A premise where goods are kept.
- B. A store of distributing goods
- C. A venture of goods
- D. A channel of distribution goods

16. MARIAM ABASS is a rich lady who deals with only expensive goods. Choose for her the best channel of distribution.

- A. Producer wholesaler Retailers Consumers
- B. Producer Retailers consumers
- C. Producer Agents consumers
- D. Producer consumers

17. The following factor does not affect the chain of distribution

- A. Nature of goods
- B. Production scale
- C. market nature
- D. customer nature

18. MARIAM NAKASALA is a good dealer in producing sweet sausages ONLY and she sells them in large numbers. This means that Nakasala is

- A. A nationwide wholesaler
- B. Cash and carry wholesaler
- C. Regional wholesaler
- D. Specialised wholesaler

19. A truck wholesaler is one who;

- A. Sells one product
- B. Sells a variety of products
- C. Sell on cash basis
- D. sells from one place to another

20. These factors determine the number of wholesalers in a particular business.

- A. Containing and advertising
- C. Recruiting and participating
- B. Organizing and sending
- D. Transport and communication

SECTION B (80 marks)

Attempt any four questions from this section.

21.(a) Define localization. (2marks)

(b) Discuss any eight disadvantages of localization. (8marks)

(c) What factors influence the location of an industry in a given area? (10marks)

22.(a) Describe the qualities a retailer should have in order to make his business a success. (10marks)

(b) What factors are considered when opening up a retail outlet? (10 marks)

23.(a) What are itinerant traders? (4marks)

(b) State the characteristics of itinerant traders. (6marks)

(c) Give reasons to explain why the number of hawkers is on the increase in Uganda. (10marks)

24.(a) State the features of a supermarket. (8marks)

(b) Explain the advantages and disadvantages of a supermarket. (12 marks)

25.(a) Mention and explain the factors which influence a consumer's decision to buy a product. (10 marks)

(b) Describe the factors that affect the producer's decision to distribute products. (10 marks)

26. Some farmers prefer concentrating on one crop or two crops other than dealing in many crops. What are the advantages and disadvantages of this practice? (20 marks)

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