THE UNITED REPUBLIC OF TANZANIA NATIONAL EXAMINATIONS COUNCIL ADVANCED CERTIFICATE OF SECONDARY EDUCATION EXAMINATION

152/1

COMMERCE 1

(For Both School and Private Candidates)

Time: 3 Hours

Tuesday, 12th February 2013 a.m.

Instructions

- 1. This paper consists of eight (8) questions in sections A and B.
- 2. Answer five (5) questions choosing at least two (2) questions from each section.
- 3. Each question carries twenty (20) marks.
- 4. Non programmable calculators may be used,
- 5. Cellular phones are not allowed in the examination room.
- 6. Write your Examination Number on every page of your answer booklet(s).

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SECTION A

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Answer at least two (2) questions from this section.

- 1. (a) Analyse six types of advertising.
 - (b) Describe four main services likely to be offered to its clients by an advertising agency.
- 2. (a) Elaborate six principles of insurance.
 - (b) Analyse four importance of insurance.
 - 3. (a) Explain five functions of an entrepreneur.
 - (b) Examine five limitations of division of labour.
- 4. (a) Evaluate four functions of middlemen in the commercial sector.
 - (b) Identify and explain six factors that influence the choice of channels of distribution.

SECTION B

Answer at least two (2) questions from this section.

- 5. (a) Explain five factors that led to the growth of trade in Tanzania.
 - (b) Outline five basic economic factors that give rise to commerce in Tanzania.
- 6. (a) Explain five means of payment used in Home Trade.
 - (b) Describe five procedures adopted when a trader purchase goods on credit in local trade.
- (a) Elaborate four factors that may hamper the effectiveness of communication between a sender and a recipient.
 - (b) Describe six factors that determine the means of communication for effective communication.
- *8. (a) Outline six methods employed by the Central Bank to control credit.
 - (b) Examine four factors which the bank manager takes into account before granting a loan.