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

152/1 COMMERCE 1

(For both School and Private Candidates)

Time: 3 Hours **Monday, 06th May 2019 p.m.**

Instructions

1. This paper consists of sections A and B with a total of **eight (8)** questions.
2. Answer **five (5)** questions choosing **three (3)** questions from section A and **two (2)** questions from section B. Question number **one (1)** is compulsory.
3. Each question carries **twenty (20)** marks.
4. Cellular phones and any unauthorized materials are **not** allowed in the examination room.
5. Write your **Examination Number** on every page of your answer booklet(s).

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SECTION A (60 Marks)

Answer **three** (3) questions from this section. Question number **one** (1) is compulsory.

1. Insurance is necessary to both traders and the government in their day to day activities. Justify this statement by giving three needs of insurance to traders and to the government.

2. Analyse eight business challenges facing domestic traders in Tanzania.

3. (a) With the aid of diagram, describe five main aspects of communication.
   (b) Explain three factors that hinder effective communication.

4. (a) Examine four ways used in issuing new shares in stock exchange market.
   (b) Analyse four qualifications of being a member of the stock exchange.

SECTION B (40 Marks)

Answer **two** (2) questions from this section.

5. Evaluate four similarities and four differences between Central Bank and Commercial banks.

6. (a) A wholesaler cannot be eliminated from the channel of distribution. Argue for this statement by giving five reasons.
   (b) Examine four disadvantages of wholesale trade.

7. Analyse four main types of advertising and give four functions of advertising agencies.

8. Explain how industries benefit from specialization in the production process. Give six points.

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