

**W1-2-60-1-6**

JOMO KENYATTA UNIVERSITY OF AGRICULTURE AND TECHNOLOGY

# **UNIVERSITY EXAMINATIONS 2017/2018**

FIRST YEAR FIRST AND SECOND SEMESTER EXAMINATION FOR THE CERTIFICATE IN BUSINESS MANAGEMENT [CBM0

**HCB 0116 : ELEMENTS OF COMMERCE**

**DATE: AUGUST 2018 TIME: 1.30 HOURS**

**INSTRUCTIONS: ANSWER QUESTION ONE [COMPULSORY] AND**

**ANY OTHER TWO QUESTIONS**

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**QUESTION ONE [20 MARKS]**

Identify and explain the importance of commerce. [8 points]

**QUESTION TWO [20 MARKS]**

Commerce is about exchange and distribution. Describe the factors to be considered in the choice of distribution channel.

**QUESTION THREE [20 MARKS]**

Commerce includes trade and aids to trade. Explain at least 5 (five) types of aids

to trade in supporting commercial activities.

**QUESTION FOUR [20 MARKS]**

E-commerce has brought tremendous changes in business. Identify and explain

various types of e-commerce.

**QUESTION FIVE [20 MARKS]**

1. Explain the concept of production [5 marks]
2. Mention and explain any tree types of industries. [15 marks]