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 **Thursday, 09th February 2012 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

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

1. (a) Commercial activities are used to overcome trade imbalance in order to affect trade. Justify.
   (b) Explain three problems faced by home trade.

2. (a) Describe six qualities of a good retailer.
   (b) Explain four types of Small-Scale Retailers.

3. (a) Briefly explain the following commercial terms.
      (i) Sales Promotion
      (ii) Publicity
   (b) Mention and explain various methods used in sales promotion.

4. (a) Describe agents of production.
   (b) With the aid of diagram explain levels of production.
   (c) Elaborate four costs of production.

SECTION B

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

5. (a) Explain the term inventory control.
   (b) State four objectives of inventory control.
   (c) Explain seven functions of a wholesaler.

6. (a) Examine six factors that have contributed to the growth of commerce in Tanzania.
   (b) Identify the documents used in home trade and explain the functions they perform.

7. Argue for and against the existence of a wholesaler in the channel of distribution.

8. (a) Identify services provided by the public warehouses.
   (b) Describe the role of the Actuary, the Broker, the Underwriter and the Assessor in Insurance industry.

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