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

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.

7. (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.