



**THE PRESIDENT'S OFFICE
REGIONAL ADMINISTRATION AND LOCAL GOVERNMENT
KILIMANJARO REGIONAL COMMISSIONER'S OFFICE
FORM ONE JOINT EXAMINATION**



BUSINESS STUDIES

CODE:

MARKING SCHEM

1.

i	ii	iii	iv	v	vi	vii	viii	ix	x
C	B	D	B	A	D	D	C	B	B

2.

LIST A	i	ii	iii	iv	v
LIST B	D	A	F	G	E

3. i) **Production**; A process of transforming raw materials into useful product. Eg. Tailor transforms a fabric into useful type of cloth such as shirt
ii) **Distribution**; A process of moving goods and services from where they are produced to where they are needed for consumption. Eg. Transporting manufactured sugar from a kilombo Morogoro to various regions of Tanzania
iii) **Exchange**; A process of buying and selling the produced goods services between two parties. Example a tailor can provide clothes for selling and not for his her own consumption
iv) **Consumption** ; An act of using goods and services to satisfy human needs and wants.eg people consume food to satisfy hunger and buy car for transportation
4. i) Mathematics helps entrepreneurs create successful business. It help them with aspect like budgeting, measuring how well ideas are working and smart decision about money
ii) **Music and theatre Arts**; Student who taking theatre arts and music subject may decide to start their own acting school and production companies, business studies will help them with necessary skills to create a business plan, manage the business finances and marketing their service.
iii) **Language Subject**; student who are tacking language subjects such as English, Kiswahili, Arabic and French acquire translation interpreting and editing skills. Business studies will enable them to promote their skills and become translators, those interpreters' editors and connect creator for websites and social media
iv) **Agriculture**; Student who studying agriculture may learn how to cultivate vegetables but may lack skills of making it a business that earns money. Thus business studies will help the students with business skills which will enable them to turn vegetable cultivation into profit making business

5. importance of studying business studies
 - i. understand business concept; Business studies will teach him the meaning of business, types of business and how they operate, giving him strong foundation
 - ii. Decision making skills it will learn how to make wise decision in areas like pricing ,investment, and choosing business opportunity
 - iii. Financial management. business studies provide knowledge on keeping records, managing income and expenses, and understanding profit or loss
 - iv. Marketing skills; they will understand how to advertise , promote, and sell product effectively, which will help him attract and retain consumer
 - v. Legal and ethical awareness. He will learn about rules, regulation, and good reputation
 - vi. Critical thinking and problem solving;
 - vii. Help Goodluck to develop critical thinking and problem solving skills enabling him to navigate complex business challenges.
 - viii. Understanding legal and regulatory framework; business studies will introduce goodluck to legal and regulatory
 - ix. Networking opportunities; business business studies can provide opportunities to connect with likeminded individual and industry , professionally Leading to valuable relationship and mentorship

6.

LIST OF GOODS	CLASSIFICATION
i. Vaccines	Merit goods
ii. Cigarettes	Merit goods
iii. Public libraries	Demerit goods
iv. Alcohol	Demerit goods
v. Free education	Merit goods
vi. Cumbling services	Demerit goods
vii. Flard drugs	Demerit goods
viii. Clean water	Merit goods
ix. Sunk food	Demerit goods
x. Health care services	Merit goods

7. a)Five importance of entrepreneurship in the economy of Tanzania
 - i. To create employment through establishment of enterprises
 - ii. Foster economic development
 - iii. Promote social change
 - iv. Encourage investment
 - v. Promote innovation

- b) Business entrepreneurship – This begins with the identification of business opportunity generation of business idea setting up of the business entry and running a business with as purpose of making profit
- ii) Social entrepreneurship; Is created to provide innovative solutions to social problems while generating profit
- iii) Intra-premiership; Is a dynamic approach that encourage employees within an organization to think and act like entrepreneur.
8. i) Durable goods; Are those goods that last for a long period of time such as buildings, machines, vehicles and equipment
 ii) Perishable goods; Are those goods which have a short shelf life such as fruits, bread, vegetable
 iii) Producer goods; Are those which are used for producing other goods. They include goods such as machines, seeds, and other raw materials
 iv) Demerit goods; Are goods with negative impact to the society or mostly cause health problems to the consumer such as tobacco, cigarette, and alcohol.
 v) Economic goods; Are goods which must be brought before consumption such as pen, pencil, computer and cloth.
9. Briefly explain entrepreneurship skills possessed by an entrepreneur
- i. Leadership skills; Is ability of an entrepreneur to influence people towards accomplishment of common goals
 - ii. Communication skills; this is the entrepreneurs ability to communicate and interact with others for the purpose of establishing and maintaining positive relationship in business environment.
 - iii. Networking: This is about building relationship with people in business . every interpersonal interaction made by an entrepreneur is potentially an opportunity of business networking
 - iv. Decision making skills; This is an ability that supports the capacity to select an alternative among the possible solution to problem
 - v. Financial management skills; This is an ability to manage business finance it is important for an entrepreneur to be able to predict a business cash flow, sale as well as profit and loss.
10. a) challenge facing business owned by Maria
- i. unlimited liability
 - ii. limited skills
 - iii. uncertainty in continuity
 - iv. working long hours
 - v. high cost of production
 - vi. difficult to expand the business
- b) Ways to overcome the challenges
- i. insure the business
 - ii. contractual hiring
 - iii. succession planning
 - iv. delegation of some roles

- v. expansion of the bussines