

COMMERCIAL ENVIRONMENT – PAPER 4

Commerce

1.0 General Performance

- There is a decline in performance by 13.3% in the whole paper. The pass rate is 60% compared to 73.3% in the December examinations diet.

2.0 PERFORMANCE IN INDIVIDUAL QUESTIONS

2.1 Question 1:

- This was composed of a set of 10 multiple-choice questions each carrying 1 mark.
- Performance was fair because most of the candidates managed to score above 5 marks. However, some few candidates scored below 3 marks.

2.2 Question 6:

- Required candidates to (a) define 'outdoor advertisement'; (b) give any three types of media used in outdoor advertising and (c) State three advantages and three disadvantages of outdoor advertising.
- This was the least popular question in this section. Candidates did not have substantive knowledge and information about it.
- In part (a) many candidates did not accurately define outdoor advertisement, instead, they defined advertising. In part (b) candidates could hardly give any types of outdoor advertising apart from neon signs and billboards, and added the usual media like radio, and television. In part (c) the majority stated the general advantages and disadvantages of outdoor advertising and hence scored low marks.

2.3 Question 7:

- Required candidates to: (a) define a commercial bank (b) give five sources of finance for commercial banks and (c) give eight functions of commercial banks.
- In part (a) many candidates used one of the functions of a commercial bank to define it. Most of the definitions lacked the element of making profit as to why such banks are setup.
- Part (b) was answered well by most candidates.
- In part (c) a few candidates mixed up the functions of a commercial bank with those of a central bank. However, many candidates answered this part well. Candidates even raised more than the eight points required.
- On the whole it was a very popular question.

2.4 Question 8:

- This was a popular question and required candidates to: (a) define the term 'itinerant trader', (b) explain: (i) five advantages; and (ii) four disadvantages of itinerant traders.
- For part (a) many candidates' definitions lacked the aspect of moving from place to place with the merchandise and instead defined small scale business Part (b) was answered well.

Communication

2.5 General Performance

- Performance was not very impressive; candidates performed very poorly in the comprehension passage.
- Many of them exhibited poor reading skills and limited vocabulary. However, candidates displayed good knowledge of communication modes from their responses to the multiple-choice questions and the basic office functional skills.

2.6 PERFORMANCE IN INDIVIDUAL QUESTIONS

2.7 Question 1:

- This was a set of multiple-choice questions comprising 10 questions.
- Performance in this area was average. Many candidates scored above 6 out of the 10 marks allocated.
- The questions which defeated them were those that required application of knowledge.

2.2 Question 2:

- The question tested candidates on comprehension and vocabulary it required candidates to : (a) provide a suitable title to the passage, (b) give the meaning of the following words as used in the passage (i) landing, (ii) articulate, (iii) tailoring, (iv) initiative, (v) shortcomings (vi) pro-active; (c), explain the meaning of the following expressions according to the context:: (i) persistence and patience, (ii) catches the eye, (iii) turns the stomach, and (iv) catch up with you.; and (d) give two examples of the do's and don'ts when writing a cover letter as advised in the passage.
- Candidates exhibited poor reading, comprehension and vocabulary skills evidenced by their failure to interpret the questions given.
- Many of the answers given were out of context.
- Candidates displayed language inadequacies and this hindered them from communicating effectively.

2.3 Question 3:

- Required candidates to: (a) design a roadside poster advert for the new business showing what it can offer to the public; (b) give two differences between an advertisement and a notice; (c) give two similar characteristics of a notice and an advertisement.
- Candidates displayed a lot of creativity but could not clearly identify the technical differences in the communication modes.

2.4 Question 4:

- Required candidates to :(a) write a formal application letter requesting for the advertised job, (b) prepare a curriculum vitae to attach to the application letter.
- Candidates showed good knowledge on this, but the poor grammar affected their presentations.

2.5 Question 5

- Required Candidates to:(a) write a speech one would deliver to the members during an important occasion, (b) give three major aspects that distinguish between a report and a speech, (c) mention two aspects that render a speech to be regarded as poor.
- Very few candidates attempted this question and those who did scored very low marks. They lacked knowledge of a speech format.