



THE UNITED REPUBLIC OF TANZANIA
MINISTRY OF EDUCATION, SCIENCE AND TECHNOLOGY
NATIONAL EXAMINATIONS COUNCIL OF TANZANIA



CANDIDATES' ITEM RESPONSE ANALYSIS REPORT
ON THE ADVANCED CERTIFICATE OF SECONDARY
EDUCATION EXAMINATION (ACSEE), 2021

COMMERCE



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152 COMMERCE

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FOREWORD

The National Examination Council of Tanzania (NECTA) is pleased to issue the Candidates' Item Response Analysis Report (CIRA) for the Advanced Secondary Education Examination (ACSEE) 2021. The main aim of this report is to provide feedback to educational administrators, teachers, students and other educational stakeholders about the performance of the candidates in the Commerce subject.

The overall performance of the candidates in Commerce subject was good as 1,351 (99.85%) candidates passed the examination getting different grades (A to S). Only 2 (0.15%) candidates failed by scoring grade F. The analysis presented in this report shows that out of 14 topics examined, 12 topics had good performance and only 2 topics had average performance.

This report provides some of the reasons that made the candidates to score high marks in the questions. These reasons include: ability to interpret demands of the question, adequate knowledge on the subject matter and the ability to relate the questions with real life situation. Furthermore, the report shows some difficulties that candidates experienced in responding to some questions. The challenges include incompetence on the topics examined, misinterpretation of some concepts and poor mastery of essay writing skills.

The Council believes that this report will enable educational administrators, school managers, teachers and students to identify proper measures to be taken in order to improve teaching and learning process in Commerce subject. The council insists that stakeholders should implement the recommendations given in this report so as to improve the academic performance in future examinations.

Finally, the National Examinations Council of Tanzania would like to thank examiners, examinations officers and everyone who participated in the preparation of this report.



Dr. Charles E. Msonde
EXECUTIVE SECRETARY

1.0 INTRODUCTION

The Commerce examination consisted of two (2) papers: 152/1 Commerce 1 and 152/2 Commerce 2. The examination tested the candidates' competences as stipulated in the Commerce syllabus for Advanced Level Secondary School which was issued in the year 2010 and it used the 2019 Revised Examination Format.

Each paper had seven (7) essay questions. In both papers the candidates were required to choose five (5) questions. However, question number one (1) was compulsory in both papers. Each question carried twenty (20) marks.

The analysis of examination results shows that 1,355 (100%) candidates sat for this examination whereby 1,351 (99.85%) passed while 2 (0.15%) candidates failed. The results for 2 candidates were withheld. When compared to ACSEE 2020 results there was a decrease of 0.08 percent in the candidates' performance in 2021. In 2020, a total of 1,341 (99.93%) out of 1,342 candidates passed and only 1 (0.07%) candidate failed.

The performance of the candidates in each question and each topic is categorised as good, average and weak. The performance of candidates in each question is regarded as good if the score ranges from 12 to 20 marks, average if the score ranges from 7 to 11.5 marks and weak if the score ranges from 0 to 6.5 marks out of 20 allocated marks. Three colours: green, yellow and red colours have been used to indicate levels of performance as good, average and weak respectively.

The samples of correct and incorrect responses in each question from different candidates are shown and a summary of the candidates' performance in each question is given in this analysis report.

2.0 ANALYSIS OF THE CANDIDATES' PERFORMANCE IN EACH QUESTION

2.1 152/1 COMMERCE PAPER 1

2.1.1 Question 1: Stock Exchange

The question was set from the topic of Stock exchange. It was a compulsory question which was attempted by a total of 1,355 (100%) candidates. The candidates were required to explain the involvement of Dar es Salaam Stock Exchange in the development of Tanzanian economy.

The general performance of the candidates in this question was good because out of 1,355 candidates who attempted the question 726 (53.6%) scored from 12 to 20 marks, 464 (34.2%) scored from 7 to 11.5 marks and 165 (12.2%) scored from 0 to 6.5 marks. This performance is summarised in Figure 1.

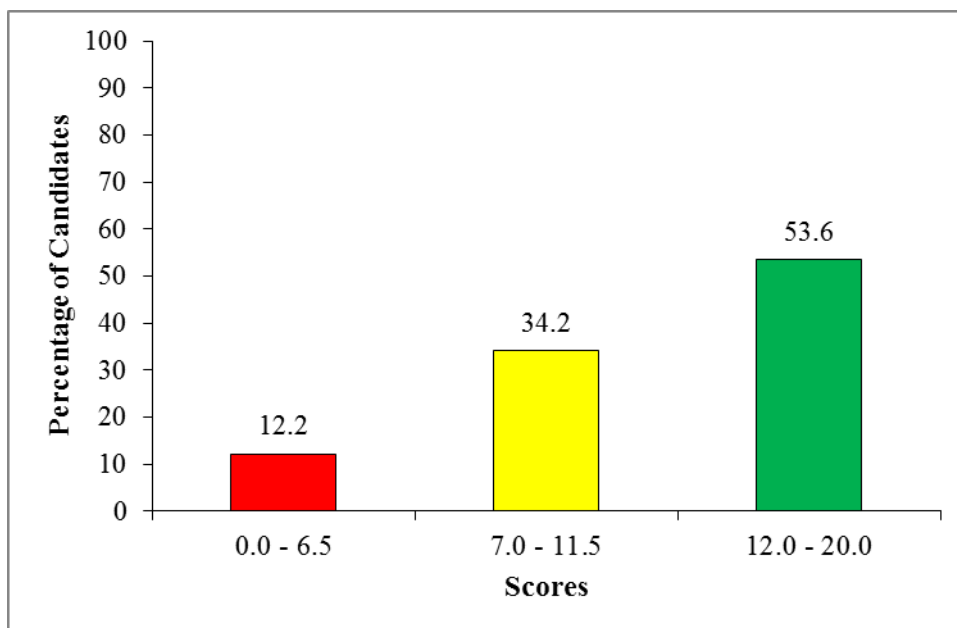


Figure 1: *Candidates' performance in question 1*

A total of 1,190 (87.8%) candidates scored from 7 to 19.5 marks as indicated in figure 1.

Majority of the candidates 726 (53.6%) scored from 12 to 20 marks as they were able to explain the contribution of Dar es Salaam Stock Exchange in

the development of Tanzanian economy. The analysis shows that most of the candidates managed to explain how the Dar es Salaam Stock exchange (DSE) contributes towards the development of Tanzanians' economy. However, the variation in their scores was caused by the candidates' ability to elaborate the correct points. Some candidates explained five out of the required six points correctly. Furthermore, some candidates did not score any marks on the conclusion part because they did not show the conclusion part in their essay. Extract 1.1 is a sample of the response from one of a candidate who scored high marks.

01.	<p>Stock exchange is the market whereby already issued shares and securities are bought and sold. In Tanzania we have Dar es salaam stock exchange which plays the role of the stock exchange. Through the dar es salaam stock exchange has few companies which are listed or quoted but still plays a big part towards the economic development of Tanzania. Examples of listed companies are Vodacom, Tigo, etc.</p> <p>The following are the explanations on how the Dar es salaam stock exchange (DSE) is involved in the development of Tanzanian economy;</p> <p>It provides market for the issued shares and securities; All issued shares and securities to be bought and sold are sold at the dar es salaam stock exchange; For a company which is newly listed, its the stock exchange which ensures that the shares or securities issued gets a market which is beneficial to both the listed company and the stock exchange in general. Through this the listed or quoted company and the stock exchange both pay for tax for which it contributes towards the development of the Tanzanians economy.</p> <p>It set price for various shares and securities bought and sold in the dar es salaam stock exchange; The higher the price set by the dar es salaam stock exchange would benefit the quoted company, the stock exchange and the country at large since as securities are sold at higher prices and are bought by various customers from various countries resulting towards the</p>
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01	<p>improvement in balance of payment position as there would be an increase in export earnings which are foreign currencies and a decline in import expenditure.</p> <p>Promotes saving; Bar as salaam stock exchange promotes saving in the sense that one one buys shares or securities from the stock exchange market he or she is in a position of earning income each month most especially at the end of the accounting period. Through this people are encouraged with the behaviour of thrift meaning that sacrificing now for future benefits.</p> <p>Provides advice on at gainful chances of investment opportunities. The dar as salaam stock exchange advise the people to secure their money monies on gainful investment opportunities so as at the end they are in a position to acquire more earnings. It may advise an individual to invest on developing or productive projects so as to get assured of benefiting from the investment.</p> <p>It creates employment opportunities. Through the operation of the Bar as salaam stock exchange it requires most people who are educated, skilled and knowledgeable concerning share and securities in stock exchange market thus these kind of people required in the market are jobber and brokers which are the main middlemen used in the stock exchange market. Thus increasing the rates of employed people in the society and improving the social welfare.</p>
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01	of each individual in the society:	
	control activities of listed companies:	
	The dar es salaam stock exchange has the responsibility to ensure that all the listed or for quoted companies adhere to the rules and regulations as agreed to the terms and conditions on the contract. Through this it helps to reduce exploitation of normal customer within the economy.	
	Therefore, The stock exchange market deals with the shares and securities of only a listed or quoted companies which most of them are public companies. There are due to absence of knowledge, concerning the stock exchange, most people do not buy security there even if they are sold at lower prices, thus the government should provide education to the general public concerning the importance of buying shares and securities and 'stock exchange' market.	

Extract 1.1: A sample of a correct response to question 1

In extract 1.1 the candidate was able to explain the contribution of Dar es Salaam Stock Exchange in Tanzania's economy.

The analysis shows that 464 (34.2%) candidates whose scores ranged from 07 to 11.5 marks were able to explain three to four points though their explanation on some of the points were not enable them to score full marks. The correct points given by these candidates include employment opportunity, source of government revenues, advertising and saving. Some of these candidates were not able to link their explanations with the demand of the question. Moreover some of these candidates provided unsatisfactory explanation to some of the points. One of the candidates for example provided the point of investment, which was correct but the explanation was incorrect. She/he wrote to *invite people from Kenya to invest in coffee production*, which does not show the link of the stock exchange with investment in coffee production. Other candidates provided partial explanations to the correct points.

Despite good performance in this question, 165 (12.2%) candidates scored low marks ranging from 0 to 6.5 marks. The differences of the scores was attributed to inadequate knowledge of stock exchange, insufficient number of correct points and wrong interpretation of the question. Some candidates scored some marks as they were able to introduce the question and highlight a few correct points. Many candidates in this group were able to give the meaning of stock exchange in the introduction and provide some correct points but gave unclear explanations. Majority of these candidates provided the point on employment opportunity but they could not provide explanations on the point according to the demand of the question.

Other candidates linked the point of setting the price for every security with the types of jobbers as members of the stock exchange such as *stags*, *speculation* and *bulls*. Some candidates misinterpreted the question because they considered the word *stock* from the question as goods instead of shares, bonds and securities. One of the candidate for example wrote: *Goods in Dar es Salaam Stock exchange are bought and sold at low price, many people from different parts in and outside Tanzania buy and sell goods in Dar es Salaam, it create good relationship and creates market for the goods.* Some candidates explained the functions of stock administration such as: *receiving stock, issuing of stock, placing of item and care of stock* instead of explaining the contribution of the stock exchange to Tanzanian's economy. Extract 1.2 is a sample of an incorrect response.

1.	<p>Dar es Salaam Stock Exchange (DSE) refers to the exchange of stocks or stock exchange and security in the foreign stocks. Dar es Salaam Stock Exchange (DSE) is involved in the development of Tanzania economy due to the following reasons.</p> <p>International trade; refers to the exchange of goods and services between two countries or more countries this leads to development of Tanzania economy due to foreign currency and imposed of tariffs.</p>
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Online business, those is whereby people buy and sell goods and services through online which leads to development of Tanzanian economy due to indirect tax imposed by government as well as revenue of government of Tanzania.

Oversea movement, movement of people from one country to another country due to facilitate commerce and business also involved in development of Tanzanian economy.

Selling of stocks to another country, the selling of stock to another country, or shareholders can improve the development of Tanzanian economy due to citizens and government increase national profit and improve living standards.

Extract 1.2: A sample of an incorrect response to question 1

In extract 1.2 the candidate misinterpreted the question as exchange of goods and services instead of the market for the already issued shares and other securities are bought and sold.

2.1.2 Question 2: Transportation and Communication

The candidates were required to help a person who is in a dilemma to make a decision on whether to use tramp or liner ships to transport goods in export trade. The question tested the candidates' ability to distinguish types of ship; tramp from liner ships to enable one who needs to use them to make judgement.

The question was optional and was attempted by a total of 279 (20.6%) candidates. Among them, 187 (66.7%) candidates scored from 12 to 20 marks, 71 (25.4%) scored from 7 to 11.5 marks and 21 (7.9%) scored from 0 to 6.5 marks. Figure 2 summarises the candidates' performance in question 2.

Extract 2.1

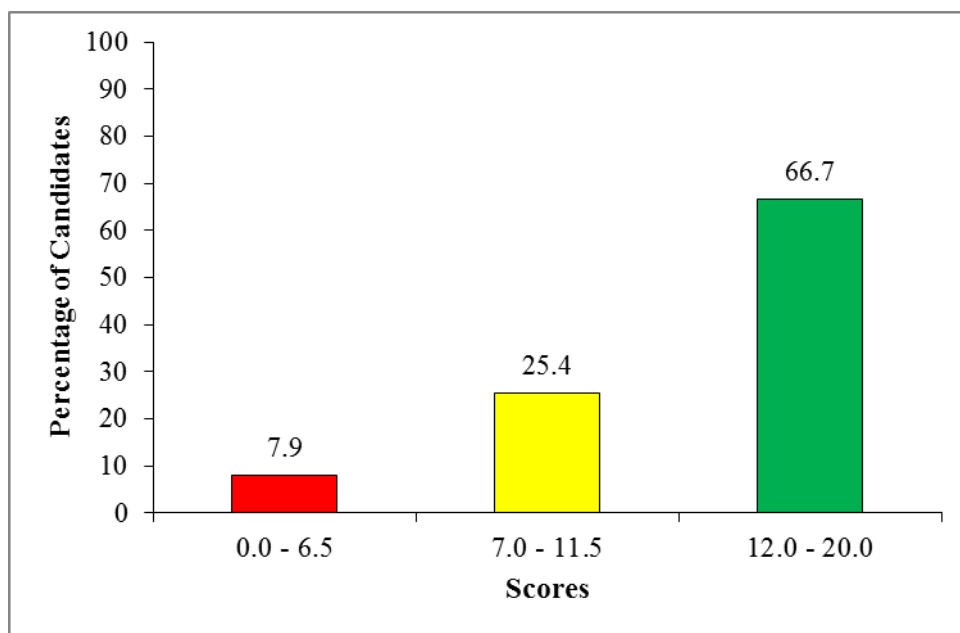


Figure 2: *Candidates' Performance in Question 2*

Figure 2 shows that the candidates' performance in this question was good since 257 (92.1%) candidates scored average and above. The candidates with good and average performance were aware of the types of ship and how they operate. They were able to distinguish the two types based on: freight charges, time for sailing and routes, the condition for departure, nature of ownership, goods carried and speed of the ships. This shows that the candidates had a good understanding of the concept examined. In the case of speed for example liner ships have higher speed compared to tramp ships. Likewise, liner ships are better than tramps in a sense that if needs a ship which has a high degree of accountability and responsibility on goods sailed as the supervision and control is higher in liners than in tramps. A few (2) candidates scored all 20 marks allocated. The extent of clarity of the points, the number of the point and essay writing procedure differed among individual candidates hence the marks variation. Extract 2.1 shows a sample of a response from the script of a candidate who scored high marks in question 2.

2.	<p>Transport, refers to the physical movement of people, goods from one place to another place through a unit of carriage such as vehicles, ships and air planes which are propelled by petrol, diesel or coal through the way. Liners and tramps ships are units of carriage of water transport which carry various differences.</p>	
	<p>The following are the differences between liners and tramp ships:</p>	
	<p>Liners are ships which follow set routes and timetable, while tramps are ships which do not follow set routes and timetable. Such that, Mr. Marika has to consider whether he wants ships which are fixed in terms of routes and timetables or do not with respect to his demands and choose liners or tramps respectively to his demands.</p>	
	<p>Liners are both passengers and cargo ships, while tramps are only cargo ships. Thus Mr. Marika has to put into account whether he wants to transport the</p>	

2. goods together with himself, then liners will be compatible to his demands or only the goods to which both will be suitable but, he ~~or she~~ has to consider his demands to be met.

Liners are faster in speed than tramps, that is tramps are slower in speed than liners, thus Mr. Masika has to consider the speed of the ships and urgency of the goods in his demand so that he can be in a good position to decide what's best for himself.

Liners sail whether they have full cargo or not, while tramps sail only when it is full unless otherwise, it is remunerative by the customer in demand. That is, since liners follow set timetables, then it is fixed with time and tend to sail whether it is full or not, but for tramps, the ships have ample time to wait until it is full, since it does not follow set timetable, thus Mr. Masika has to consider such difference between the ships.

Liners have fixed charges, since they are ships which are established through an agreement between some shipping companies, which enter into contract on the charges or prices to be charged as shipping charges. While, tramps do not have fixed charges and one can be able to bargain on the charges to be paid up as shipping charges, since tramps are not formed with agreements and are individual ships, thus Mr. Masika has to decide on such difference.

2.	Liners carry different kind of cargo, that is liner ships they' mix cargo of different kind; While tramps carry cargo of the same kind. Forexample, liners may carry wheat, rice and beans at the same time on a single sail, while tramps carry only same kind, forexample it carrys only coal for a single journey or maybe manganese for another journey. Thus Mr. Masika has to decide basing on the goods he wants to transport.
	In summary, Mr. Masika has to decide on which kind of ship to use, either liner or tramps basing on such differences but also, he has to consider basing on the supportive functions on each ship with respect to him and the goods to be transported.

Extract 2.1: A sample of a correct response to question 2

On the contrary, 7.9 percent of the candidates scored low marks in this question. Some candidates were able to give a correct introduction but the explanations given were unsatisfactory. Some of these candidates gave the rest of the points which based on either tramp or liner ships. Such explanations could not be helpful to Mr. Masika in marking the right decision on the right type of ship to hire. Furthermore, some candidates introduced the question correctly but interchanged the points. Some of these candidates for example explained that tramps are slow in speed compared to liners but confused their differences. These candidates did the same mistake on the point of ownership. One of the candidates who scored low marks wrote only one correct point and gave other points were on the difference between a fully loaded container and a less loaded container. Extract 2.2 is a sample of an incorrect response.

Ques 2.	<p>Difference between Tramp and liner ships.</p> <p>Tramps this are ships which have a fixed schedule and fixed route as well and can't go the without its schedule. WHILE Liners this are the ships which do not have fixed routes or schedule so they are free all the time.</p> <p>Liner ships. This ships can be hired by anyone at anytime because they have no fixed routes or schedule. WHILE Tramps this ships can't be hired by at anytime because of their fixed routes.</p> <p>Tramps this ships they only carry passengers and few cargoes. WHILE liners this ships they do carry both passengers and heavy cargoes as well and the large cargoes to.</p> <p>Tramps. This ships are only suitable for short distances like Anzha to moshi or Dar-es-salaam. WHILE liners. The ships are good for long distance trips like from Tanzania to Kenya and so on.</p> <p>Tramps. This ships are the fastest because they only have one fixed route so that means they only have one destination. WHILE Liners this ships since they have no fixed route which means that they stop at any destination to deliver cargoes.</p> <p>Tramps. This ships are expensive because it is a part way of reaching the destination in time without being late. WHILE Liners. This ships are not expensive they are kind of cheap that is why they are mostly used by low cargo.</p>
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Extract 2.2: A sample of an incorrect response to question 2

In extract 2.2 the candidate confused the difference between the tramp and liner ships hence Mr. Masika can make incorrect decisions based on this response. The candidate also lacked essay writing skills as he/she neither introduced nor concluded the work.

2.1.3 Question 3: Banking

The question was set to test the candidates' ability to assess the necessary factors a the bank loan officer for commercial bank loans like National Micro Finance Bank (NMB) has to consider before providing a loan to customers.

The question was attempted by 1,187 (87.6%) candidates among them 844 (71.1%) scored from 12 to 20 marks, 323 (27.2%) scored from 7 to 11.5 marks and 20 (1.7%) scored from 3 to 6.5 marks. None of the candidates scored zero in this question. The question was well performed since 98.3 percent of all candidates scored from 7 marks and above. Figure 3 illustrates the candidates' performance in question 3.

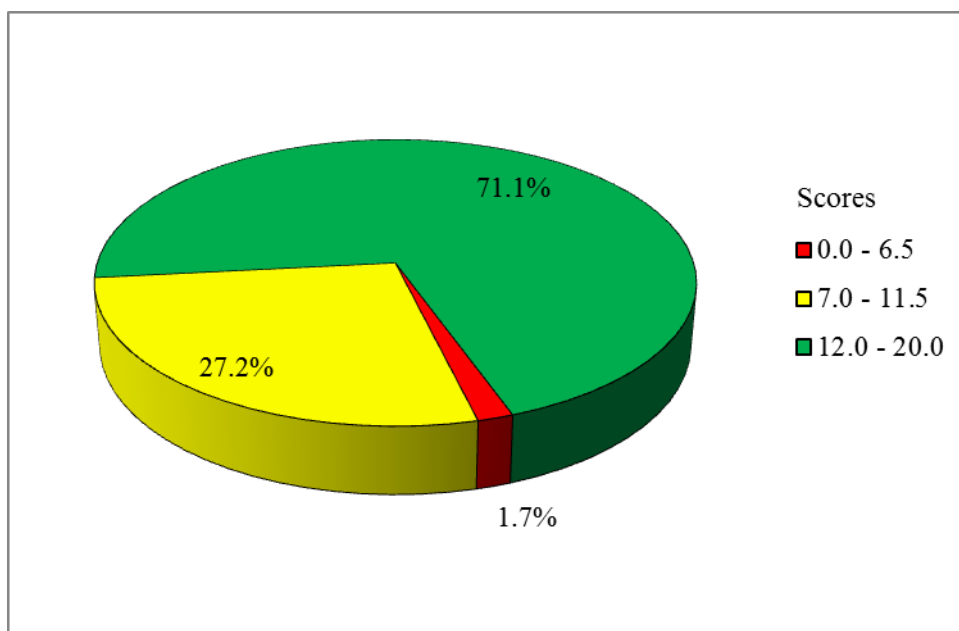


Figure 3: *Candidates' Performance in Question 3*

The figure shows that 98.3 percent of all candidates scored from 7 to 20 marks. These candidates were aware that before the commercial banks like NMB, CRDB, KCB and others in Tanzania provide loans to the customers they must have clear details of the customers. As a loan officer you need to know about the ability of the borrower to pay back the loan. Also you have to think about what will happen if borrower falls to repay the loan where the solution will be collateral security. You also need to know why the need for the loan?; that is the purpose of the loan. You must know if the business

or the project intended is profitable or not. You should also consider the issue of the age of the customer. Customer must have 18 years and above. These candidates in this category incorporated most of these factors in their responses. They were also aware that the bank officer needs to consider the reputation of the customers in terms of being trustworthy and the customer's historical back ground; the amount of interest to be charged to customers and terms and conditions for loan repayment. Extract 3.1 is a sample of a response from a candidate who scored high marks.

3.	<p>loan refers to the financial assistance provided to customers by providing a specific sum of money issued by a financial institution to be repaid over a given period of time under agreed conditions. Among the main functions of Commercial Banks is provision of credits to the public to enable them to conduct various economic activities and purposes. However, on advancement of loan as in Commercial Banks, the loan officer has to consider some factors before extending loan to customer. The factors are as follows.</p> <p>Amount of loan required; The loan officer has to consider firstly the volume of loan required by the customer. He/she has to check if the loan is in large scale or in small scale and reflects to the ability of the bank to withstand such a loan by reflecting to the liquidity and profitability of the bank itself. A small amount of loan can be easily advanced to a customer (in accordance to other criteria) but a large amount of loan require more processing and documentations.</p> <p>Purpose of the loan; Another factor to consider when advancing loan to a customer is to reflect on the way that customer wants to take out that loan? The purpose must straight forward and be productive in nature. Meaning that loan taken should be relied on a purpose of generating more income rather than spending a whole sum of money on an activity that brings zero return. Example of productive activities are like investing in shares or starting up a retail business.</p>
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3. Value of collateral security; Another factor to consider before advancing a loan is that the customer needs to have a collateral security that is equal or above the amount of loan and not less than the value of loan. When a customer obtains a sufficient collateral security in accordance to his loan it becomes easy to obtain loan but once there is insufficient collateral security the advancing of loan becomes impossible to the customer.

Credit worthiness of the customer: Before advancing of a loan the loan officer must measure the credit worthiness of the customer. This is by measuring the ability of the customer to pay the term or time without any inconsistency. To prove creditworthiness of a customer the bank can visit the customer's premises example location of business - to see how he/she operates business and measure the ^{pattern of} income. Then the customer agrees to see if he/she can withstand pattern of repayment of the loan.

Trustworthiness of the customer (loyalty): The ~~the~~ Commercial banks also analyse on the character of the customer meaning to see whether the customer would be loyal enough to make repayments faithfully and entirely. This is done by examining to see if the customer has ever been involved in any criminal cases that justify him/her not to be trusted. Also contacting various referees to prove on trustworthiness of the customer.

Examination of essential documents and certificates: Before advancing a loan the loan officer must also make

3	<p>sure that the person who is obtaining a loan is really who he/she states he/she is. That is by having customer to submit identification documents, such as birth certificate, identification cards for identification. Also documents like bank statements and financial statement of the customers company/firm are needed for examination to be able to determine whether or not the loan should be advanced.</p> <p>Therefore, when advancing a loan the mentioned factors must be adhered so as to ensure safe advancement of loan that guarantee repayed to the bank. Also there is factor to consider for choosing collateral security which include that the value of security must be stable must be easily realized, it must not be attached to any liability and it should not be under dispute, thus advancing of loan is important in promoting economic growth in the economy.</p>
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Extract 3.2: A sample of a correct response to question 3

The data analysis shows that 20 (1.7%) candidates scored low marks from 3 to 6.5. Some of the reasons for candidates' to getting low marks in this category include inadequate knowledge and inappropriate explanations on some of the points. Some of these candidates were able to provide at least two or three of the factors like: *profitability of the business, customer's ability to pay back the loan and the terms of loan repayment, collateral security, loan condition, purpose of the loan and applicants' own capital* but the elaborations they provided were inadequate.

Other candidates in this category gave a few correct points but failed to provide explanations that match with the demands of the question. One of the candidates for example, mixed explanations of the points like; *knowing the characteristics of customers and the time to pay back the loan*. The other reason for candidates failing was repetition of the point regardless of the correct or incorrectness of the point. Some of these candidates explained some points which were not appropriate: like *the applicant's*

business location; the loan officer must instigate to know where the borrower planned to invest and they must be sure that the borrower has business knowledge and be able to record all business transactions in the books of account. These are not factors to consider when giving loan to a customer. Extract 3.2 shows a sample of an incorrect response.

3) The following are the factors would consider before giving loan to such a customer:

short information to customer; before giving a loan must be know short information to customer like: full name of the customer, where to live; address of the customer there must be consider before giving a loan.

Own property to customer; before giving a loan must be know what customer own their property and hence giving a loan.

Interest charge; before giving a loan the customer must be know the interest charge of money to be paid before giving a loan.

Time; Customer must be know the time can finish to pay a debts before giving a loan must be considered.

Customer employee or not; before giving a loan must be ensure that the customer employee that are help to pay debts by deducting from the salaries.

All in all through NMB giving loan to the customer that help to improve standard living of the customer.

Extract 3.2: A sample of an incorrect response to question 3

In extract 3.2 the candidate had idea of the requirement of the question but some of the points were not correct because the candidate's responses based on the customer instead of the bank loan officer.

2.1.4 Question 4: The Concepts of Commerce

The candidates were required to validate the statement that “Barter system did not exist for a long time”. It was intended to test the candidates’ ability to justify why barter trade did not take long a time by addressing the limitations of barter trade.

The question was attempted by 959 (70.8%) candidates out of which 803 (83.7%) scored from 12 to 20 marks, 108 (11.3%) scored from 7 to 11.5 and 48 (5%) scored from 0 to 6.5 marks. Figure 4 summarises the candidates’ performance in question 4.

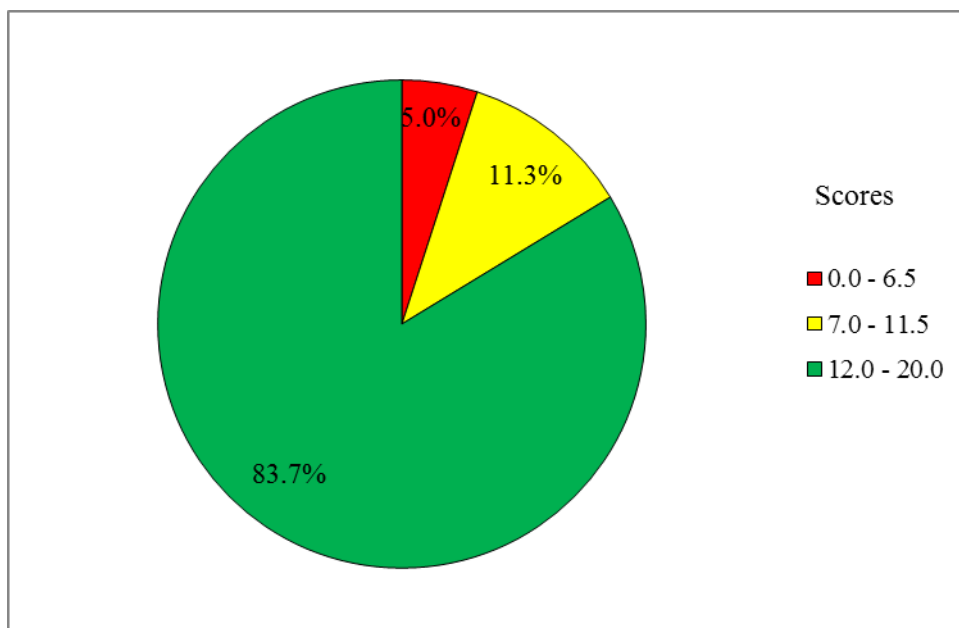


Figure 4: *Candidates’ Performance in Question 4*

The general performance of the candidates in this question was good because only 5 per cent of the candidates score below 7 marks. This shows that the candidates were knowledgeable on the sub topic of barter trade.

The analysis shows that the candidates with scores that ranged from 12 to 20 marks were able to meet the demand of the question though there were some slight were also noted on some of the candidates. Majority of the candidates’ responses portrayed their understanding of the concept of barter trade especially on the limitations. Some of these candidates could not

provide relevant examples to some of the points. Other candidates in this category mixed the explanations for standard of deferred with that of store of values. They failed to realize in the measure of value it is difficult to determine how much of a certain commodity is to be exchanged for a given quantity of another commodity whereas in store of value there are some commodities in exchange which cannot be kept for future use. Extract 4.1 is a sample of correct response.

4.	<p>Barter trade refers to the exchange of goods for goods. It was very popular before the invention of money. People exchanged one commodity for the other so as to satisfy human wants. Example, Exchange of Maize for wheat or exchange of pen for pencil. Barter trade was mainly the exchange of agricultural goods at that time. Barter trade did not exist for a long time, this is because of the following reasons.</p> <p>lack of double coincidence of wants; double coincidence of wants refer to the situation whereby a person needs what you have, and has what you need. This situation was very difficult to find. Example, Mr. A wants an apple and has a banana, so Mr. A must find a person who wants a banana and has an apple for barter trade to take place. Because of lack of double coincidence of wants, barter trade did not exist for a long period of time.</p> <p>lack of measure of value; Measure of value refers to the situation^{ability} of knowing how much of one commodity should be exchanged for a particular quantity of another commodity. During barter system, it was very difficult to determine what value of one commodity will be equal to a certain value of another commodity. Example, how much kilos of rice should be exchanged in order to receive 10 litres of milk. Because of such situations, Barter trade could not exist for a long period of time.</p>
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4. lack of store of value; During barter system, some items were very difficult to be stored.

Such items include the perishable goods like Meat, milk, fish, eggs, these goods decay in a very short period of time. Therefore, it was not possible to store them for future use leading to decay. This situation made the barter system not exist for a long time.

Indivisibility of some items; During barter trade system, it was not possible to exchange a small commodity with a large one, but also it was not possible to divide the large commodity into smaller units without destroying its value. Example; A person cannot exchange a cow with a piece of cloth because a cow is much bigger in size and value, and you can no more divide a cow into smaller units, these caused problems in barter trade to take place hence it did not exist for long time.

Portability; During barter trade system, heavy and bulky goods were difficult to be transported from one place to another such as 100 kilos of Maize, they were difficult to be carried from place to place, hence, barter trade could not take place, and it did not exist for a long time.

Standard of deferred payments; It was difficult to determine the amount of goods to be given on credit for a certain amount of another good during barter trade because it was difficult to determine the value of the

4	goods. This created problems in giving credit to other people, hence, it did not exist for a long period of time.	
	Therefore, Even though barter trade did not exist for a long period of time because of its problems, it still had advantages. These advantages include the following; It is useful where money is too scarce, the economy is not affected by economic problems, The value of goods tend to be stable for a long period of time and the risk of theft is lower.	

Extract 4.1: A sample of a correct response to question 4

In extract 4.1 the candidate was able to validate the statement that “Barter trade did not exist for a long time” by using examples.

Further analysis shows that 11.3 percent of the candidates who answered this question had average scores which ranged from 7 to 11.5 marks. Some candidates in this category were able to provide a few points with examples like *double coincidence of wants*, *problem of portability and indivisibility* to validate the statement. However, most of the candidates in this category faced a problem of differentiating the points that are used to validate the statement like: *lack of measure of value*, *lack of store of value* and *lack of standard of deferred payments*. Hence, they ended up confusing interchanging the explanations of the concepts and providing incorrect examples. The problem in the point of *lack of measure of value* is that it is difficult to determine the exact value of the commodities in exchange. If you have a five coconut for example and you want to get a kilo of rice it is difficult to measure the real value of coconuts compared to a kilogram of rice. So it is done by assumption. In the case of *lack of store of value* the candidates were supposed to know that it is difficult to keep the value of these items in exchange for the future use especially for perishable goods. It is difficult to store the value of the products like tomatoes, eggs, milk for example to be used in future for exchange.

In addition, the analysis of the candidates' responses shows that, although the question was well performed, there were 48 (5%) candidates who scored low marks ranging from 0 to 6.5. Some candidates, scored marks from identifying the reasons for the barter system not existing for a long time but they could not elaborate their answers. Most of them could not provide relevant examples as per requirement of the question. They also had a problem of differentiating some of the problems of barter trade such as *lack of measure of value, lack of store of value, lack of standard of deferred payments* and *problem the of portability*.

Other candidates confused lack of standard of deferred payment as *lack of standard of making payments on different types of goods or services that people are involved in barter trade*. Instead they should have explained that it is difficult to decide the value of the same product in the future. If someone for example need to exchange a piece of land with a cow it is difficult to decide the value of that land in three years to come.

There were also some candidates who did not understand the demand of the question therefore responded contrary to the requirement. One of the candidates for example, explained how aids to trade facilitate trade to take place instead of validating the statement given. Furthermore, another candidate wrote the benefits of barter trade instead of the limitations as follows: *the trade does not involve documentation, no foreign exchange was involved, it reduced the problem of portability, it promotes mutual and social relationship to encourage domestic production*. Similarly, other candidates in this category explained the functions of money which are used as a solution towards the limitation of barter trade. Extract 4.2 is a sample of an incorrect response from one of the candidates.

4.	Barter system this is the exchange of goods for goods.
	Aids to trade or auxiliary services are activities which facilitate trading activities. The following are the reasons to why barter system has not existed for a long time:
	Warehousing: This is the process of storing goods in warehouses until they are demanded by the consumers. The goods are stored in godowns/depots. This removes the hindrance of time whereby it makes goods available whenever necessary. Through warehousing the barter system does not exist because during barter the perishable products were not easily stored but nowadays there is introduction of refrigerators. Example;
	Advertising: This is the process of knowing or making people aware of what goods and services are available in the market. During barter system this was not there because people were not aware of what goods that were available in the market therefore people had to move from one place to another in order to get the double coincidence of wants.
	Insurance: This is the system of pooling risks together by contributing a small sum of money to a common pool of people who in long run compensate those who suffer actual loss. During barter system this was not there if the goods were damaged or destroyed it was upon yourself to suffer the loss but at this time insurance compensates those who suffer loss hence decline in barter system.
	Transportation: This is the movement of goods or people from one place to another place. During barter system the transportation of heavy goods was not possible because there were no proper transport facilities to transport heavy commodities but nowadays goods are transported from one place to another either the goods are heavy or not heavy due to this barter system has declined in the economy.

4.	<p>Banking. This is the financial institutions which make the activities of accepting deposits, advancing of loans, safeguarding of funds and making them available to its customers. During barter system the above services were not there if one didn't have a certain commodity then transactions couldn't take place compared to money.</p> <p>Communication. This is the transmission of information from one point or person to another point or person. During barter system it wasn't easy to transfer information and tell people about the transaction that it is supposed to take place, unlike these days communication is the major connection whereby people communicate for transactional motives.</p> <p>Conclusively, the above one show why barter system hasn't existed for a long period of time. This has lead to the improvement of the economy in different sectors because barter system is merely practised in these days.</p>
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Extract 4.2: A sample of an incorrect response to question 4

In extract 4.2 the candidate did not understand the requirement of the question. As a result, the candidate's response was on the comparison of aids to trade during the barter system and currently where money is used as a medium of exchange in trade.

2.1.5 Question 5: Production

The candidates were required to analyse the problems facing primary production in developing countries. The question examined the candidates' knowledge of primary production and the ability to analyse the problems facing primary production.

This question was attempted by a total of 1071 (79.0%) candidates. Among them, 802 (74.9%) candidates scored high marks that ranging from 12 to 20 and 250 (23.3%) scored average marks from 7 to 11.5. Furthermore, 9 (1.8%) candidates scored marks ranging from 0 to 6.5 marks. Figure 5 summarises this performance in percentage.

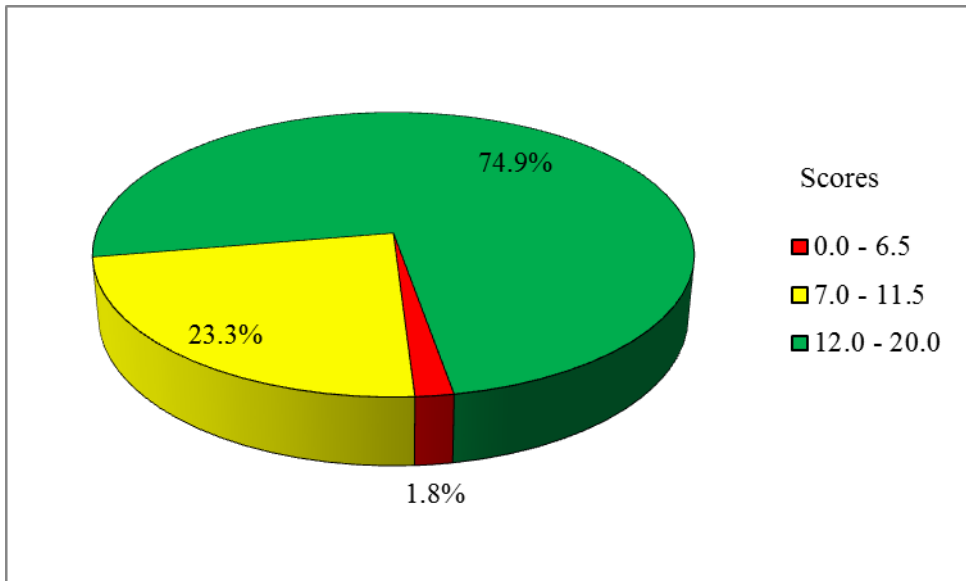


Figure 5: *Candidates' Performance in Question 5*

Figure 5 shows that a majority (98.2%) of candidates scored average and above. This indicates that the general performance of the candidates in this question was good. The candidates who scored average and above were able to analyse the problem facing primary production in developing countries. The variation of their scores was due to the strengths of their explanations and the number of correct points. Some candidates for example, responded to the question by giving four instead of six points. Other candidates gave four correct points out of the six required points which made them score less than 20 marks.

05.	<p>Primary production is the process of extracting raw material direct from the earth and sea. Primary production involve the following activities, agricultural, industry, Lumbering, mining, forestry and fishing. Primary production is the first stage of production activities which involve extracting raw material direct from the earth and sea. The following are the problems facing primary production in developing countries.</p>
	<p>Shortage of enough capital, it's the one of the problem facing primary production in this stage it require a large amount of capital so that we can extract raw-materials differ from the earth and sea. For example mining activity and fishing activity need a large capital in order to extract minerals and fishes by buying different machines such as fishing ships and other equipments such as cars.</p>
	<p>Poor technology, it's another problem facing primary production because in this stage most of people engage apply poor (outdated) technology (method) which result them to obtain low output but waste a lot of time and also use high cost of production of the raw material. For example in agriculture they use hand hoe which cultivate a small area over a long period of time and obtain small quantity of units.</p>
	<p>Shortage of trained personnel, it's another problem facing primary production in developing countries because in this stage there is a shortage of trained personnel who are skilled on how to extract raw-materials from the earth. So due to the its shortage that result to inefficiency in extracting raw-materials from the earth surface. For example in</p>

05.	fishing, mining and agricultural there is shortage of trained personnel.
	Poor infrastructures, poor transport and communication networks is another problem facing primary production in developing countries because discourage the movement of raw-material extracted from the earth from the source to the market area or industries also discourage mobility of labour to the sources of extracting raw materials. For example in rural areas there is poor and transport systems.
	Poor storage facilities, it's another problem facing primary production in developing countries because because most of the people they lack place where can store raw-material without being destroyed. Especially those who deal with agriculture products, obtain are perishable can be destroyed in a short period of time. For example in agricultural and fishing they lack storage facilities to their product because for perishable goods (raw-material).
	Price fluctuation and social and political instabilities, it's another problem facing primary production in developing countries because there is high tendency of change in price for primary production which discourage people and also social and political instabilities in the country discourage extraction of raw material from the earth. For example in Congo political instabilities discourage extraction of gold mining.
	To sum up, Primary production faced many problems in production which causes the production to be very low due to shortage of capital, poor technology, shortage shortage of trained personnel, poor infrastructure and price fluctuation of products.

Extract 5.1: A sample of a good response to question 5

The candidates with average scores (7 to 11.5marks) were able to analyse some problems facing primary production in developing countries. Some of these candidates however mixed correct with incorrect responses. One of these candidates for example was able to explain the concept such as lack of capital, low level of science and technology, poor storage facilities and

lack of reliable market. The candidates however included in the response such as: *availability of good infrastructure, use of modern agricultural equipment, availability of water and electricity*. These points were explained as the strategies for achieving high primary production. Some candidate in this category also provided few points because they assumed that primary production is only about agriculture which was a wrong perception hence they scored low marks. They forgot that fishing and mines are under primary production.

The analysis of the candidates' performance shows that, despite having good performance in this question some candidates scored low marks which range from 1.5 to 6.5. Most of these candidates listed few correct points and failed to link the points with the demand of the question. One of the candidates for example mentioned the points like: *lack of market, lack of capital, poor infrastructure and government support*. The points were correct but some of the explanations did not elaborate the points. Another candidate treated one point as four points for example: *lack of tools, lack of cash, lack of machines and lack of money to pay labour* were explained as four different points whereas it is a single point: *lack of capital*. Extract 5.2 is a sample of a response from one of the candidates with low marks in question 5.

05.	<p>Primary production:- Is the situation of produce the goods or product in level of primary production for example easy products like sugar.</p> <p>The following are six problems facing primary production in developing country</p> <p>lack of government support:- when the products are produce in primary production their government should not support them in the society.</p> <p>lack of new skills:- due to their country are developing so that does not need new skills in produce or product which can be problem to the primary production.</p> <p>lack of labour supply:- when the products are produce but the labour supply are few their can be problem to the primary production in developing countries such as china.</p> <p>lack of land:- due to the developing countries in primary production it can not having large land to produce their goods/products which can be problem to the primary production.</p> <p>lack of advertising:- the products of primary production can be advertising more than secondary production which can cause problem to the primary industry of production the goods/products.</p> <p>lack of products:- in developing countries the primary production can not produce many products because their know that the society does not need primary production.</p>
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Extract 5.2: A sample of an incorrect response

The explanations on the points mentioned in extract 5.2 did elaborate correctly the points. The candidate was also not aware of primary production because he/she gave an example of secondary production in introduction.

2.1.6 Question 6: Retail Trade

In this question, the candidates were required to explain six advantages of multiple shops that make retailers not to regret from engaging in large scale retail business.

The question was attempted by a total of 708 (52.3%) candidates. Among them, 383 (54.1%) candidates scored high marks that range from 12 to 20 marks and 102 (28.5%) scored average marks from 7 to 11.5. Furthermore, 123 (17.4%) candidates scored from 0 to 6.5 marks. Figure 6 summarises this performance.

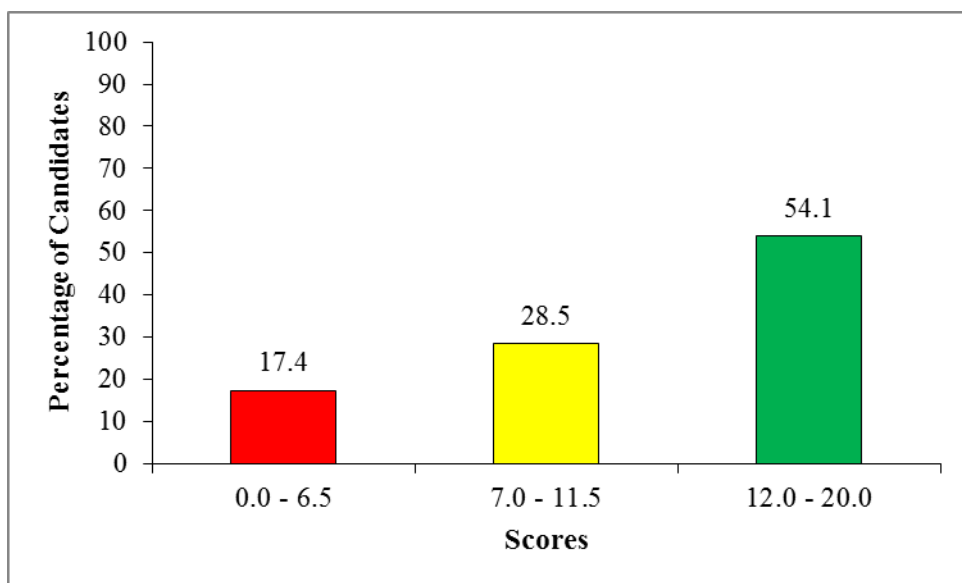


Figure 6: *Candidates' Performance on Question 6*

The majority of the candidates 383 (54.1%) performed well in this question. Higher scores were attributed to good understanding of the requirements of the question for example by showing the meaning of multiple shops and explaining the benefits that a retailer enjoys by looking at some features of multiple shops. The features include centralized buying and decentralized selling; not providing credit facilities to avoid bad debts; transfer of product from one shop to another; the issue of decision making; advertising the products etc. These shops are located in different places but are under central ownership and control. They are advantageous to customers and business owners. One candidate explained that: *Multiple shops are featured by centralized buying and decentralized selling whereby*

the head office buys the goods direct from the manufacturer and distributes them to branches. Thus, it is easy to control the movement of goods and profits made at each branch. Also, unlike other types of retailers, multiple shops do not allow credit facilities to customers hence there is no chance for bad debts. There were some candidates who wrote all the six advantages but gave inadequate explanations on few points. Others explained correctly four to five points out of the required six. The differences in the candidates' scores depend on: the candidate's ability to clarify the points according to the demands of the question; organization of ideas and good essay writing skills. Extract 6.1 is a sample of a good response.

<p>(a)</p>	<p>Multiple Shops: It refers to the form of large scale retail trade which involve selling of similar products in different places. The multiple shops are characterized by similar appearance of its premises, similar products which are sold and other.</p> <p>Below are advantages of Multiple Shops in large scale retail trade :-</p> <p>Low sales promotion expenses, the multiple shops or chain stores they incur very little expenses concerning the sales promotion which include advertising, this is due to the fact that the advertisement of one branch is enough to promote the products in all branches, this leads to high profit margin.</p> <p>Transfer of stock, in multiple shops which involve stocking the similar goods, it's possible for one branch to transfer the stock to another branch, this helps in the sales of the products and which reduces the spoilage products - within the organization.</p> <p>Compensation of loss, also the chain stores (multiple shops) it is advantageous in the compensation of loss incurred in one branch, this loss simply will be compensated by the other branches, for example the loss of Anusha branch can be compensated by the excess sales of Dar-es-salaam branch.</p>	
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6. Reduced chances of bad debt, also in Multiple Shops there is no chances of bad debt, this is due to the fact that Multiple Shops they conduct Cash Sales Only, this helps in generating the good return on investment due to reduced expenses for debtors such as provision for bad debt.

Low Operational expenses, also the Owners of Multiple Shops do not regret from engaging in large scale retail business through the high profit gained due to the low expenses, the low Operational expenses in multiple Shops results from being Operated on self services system which lowers the number of workers.

It brings goods nearer, also the Multiple Shops or Chain Stores are scattered in the whole Country which brings goods near to their prospective customers, this reduces the transportation cost and order taking cost, this results to the high profit margin gained.

Conclusively, Multiple Shops enjoy the economies of scale through the different factors such as marketing economies of scale, financial economies of scale and other, which leads to easy development of Chain Stores with high rate of profit margin through the low cost per unit of output.

Extract 6.1: A sample of a good response to question 6

A total of candidates 102 (28.5%) who scored average marks understood the requirements of the question but provided less than the six required points. These candidates had partial knowledge about the multiple shops. Some of these candidates mentioned all the six advantages of the shops but did not provide correct explanations on most of the points. There were

some candidates who outlined the points but failed to organise their points in essay form.

There were a few candidates 123 (17.4%) who performed poorly. The analysis shows that the main reason for poor performance was inadequate knowledge on the advantages of multiple shops. Most of the candidates in this category misinterpreted the demand of the question hence provided incorrect responses. Some of them explained advantages of small scale retailers. Other candidates mixed the advantages of large scale retailers who have multiple shops and the advantages of small scale retailers. Some of the candidates mentioned only one or two advantages of the multiple shops. These responses showed that these candidates misunderstood the demands of the question. Extract 6.2 shows a sample of an incorrect response.

6	<p>Multiple shops. this is the type of small scale retailers which conducted their business under a roof or in a specific rooms eg and their under the names of owners eg Mangi shop, Karimata shop etc. the following are the advantages of multiple shops.</p> <p>It need small capital in order to start and run the business. they need small capital due to they buy goods in small quantities from wholesalers which have no much cost to them so they can attain it effectively and meet the demand of its customers eg a person who buy only one crate of cola</p> <p>they sell goods in small quantities. these retailers always sells goods in small quantities which is already packed either by the manufacturer itself or wholesaler so it reduce cost of buying a large quantity of goods while they sell in small quantities</p> <p>they generate large capital. they get large capital compared to the manufacturer and the wholesaler because they sell the goods in small quantities and at a long period of time so in order to make this they sells goods in a high price</p>
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Extract 6.2: A sample of an incorrect response to question 6

In extract 6.2 the candidate failed to provide the advantages of multiple shops. Instead he/she explained the advantages of small scale retailers particularly, single shops.

2.1.7 Question 7: Advertising

In this question, the candidates were required to give six reasons why the Azam Industries in Tanzania have to keep on advertising in despite of its popularity.

This question was attempted by a total of 1,215 (89.7%) candidates. Among them, 979 (80.6%) candidates scored high marks that range from 12 to 20 marks and 214 (17.6%) scored average marks ranging from 7 to 11.5. Furthermore, 22 (1.8%) candidates scored 0 to 6.5 marks. Figure 7 summarises this performance in percentage.

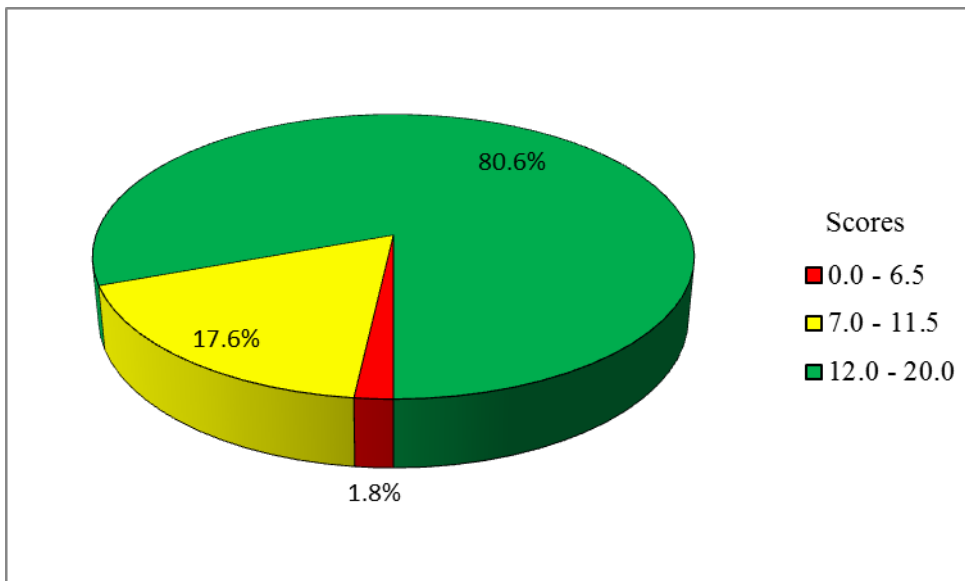


Figure 7: *Candidates' Performance in Question 7*

The performance of the candidates in this question was good because 979 (80.6%) candidates scored high marks ranging from 12 to 20. This indicates that the candidates were familiar with the importance of advertisements in the operation of a business in their daily commercial transactions. Majority of the candidates in this category were able to correctly explain that advertisement is necessary to continue keeping, attracting, persuading and convincing customers to buy the products. One candidate for example

explained: *Apart from letting customers know the products advertising aim to increase sales which in turn increases profits and Azam firm must advertise its products to create and improve the image of the firm inside and outside Tanzania.* Another candidate insisted that *regardless of how popular Azam Industries is, it is necessary to advertise so as to retain those customers to the company.* This shows that the candidates had adequate knowledge on the topic examined that is why they were able to explain the role played by advertisements. The variation of marks was due to the number of the correct points provided by individual candidates, accuracy and adequate explanations as well as good essay writing skills. Extract 7.1 is a sample of a good response.

7	<p>Advertising refers to a non personal communication through a paid media which aims to pursue, convince, inform or remind the customers about organisational product. It is a tool of promotion. An advertisement may be prepared by the advertising department of a firm or the firm may decide to employ advertising agency. Despite the popularity of Azam industries product in Tanzania yet the firm still advertises it's product due to the following reasons</p> <p>To create awareness about new product in the market. Daily Azam discovers and invent different product to meet the ongoing or endless human wants hence it is through advertising the public is made aware of new products launched by the industry. Hence it is one way he uses to communicate with prospective and potential customer. Example when Azam cola where introducing it is through advertising the people were aware of the new product.</p> <p>Promoting the reputation of business. It is normally believed that the advertised goods are always of good quality in the market. Just the affordability to advertise through expensive media like television creates a good image of the company to the market as well as advertising of the qualified goods offered by Azam promotes a name for the company.</p> <p>So as to widen the size of the market. Azam through advertising through various media he reaches a million people at once and attract even new customers for it self this make Azam industry in position to earn high profits due to wide size of market. Example at first Azam dealt with food stuffs only but now after advertising it is other products example decordore, azam boat the size of market has widen but also through advertising azam is in position not only to serve the local as well as engage in foreign trade.</p>
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7	<p>To keep pace with the competition in the market. Despite Azam industries products being popular yet there is competition from other firms in the market. Hence it is through advertising (competitive advertisement) the Azam industry is able to pursue buyers to purchase his products than that of the competitor. This ensures the Azam industry from losing it is customers to the competitor. Example a major competitor of Azam industry is Mo products.</p> <p>Providing instruction on the use of certain products. Example the Azam industries technical products like Azam decoder sometimes people find difficult to use and some have common problem it is through advertising the Azam firm is able to instruct it is customer on how to use and solve the minor problem. Example Azam decoder when had the problem of loosing channels it is through advertising the Azam industry were to instruct users on how to retain back the lost channels.</p> <p>Boosting of sale and restore of customer. Azam industries aim at times to remind the public about it is old sales when it seems the fall in sales is due to people forgetting the product. Hence Azam industries uses advertising as a way to remind customer so as to increase sales which were now going down.</p> <p>Advertising is essential for any firm despite the popularity of the firm the main thing to consider is that the advertisement inserted to capture the attention of the targeted group and pass message correctly so as to observe the positive effects of advertisement to a firm.</p>
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Extract 13.1: A sample of a good response to question 7

A total of 214 (17.6%) candidates scored average marks ranging from 7 to 11.5 marks. The responses from these candidates show that they understood the requirements of the question but had partial knowledge about advertisements. The analysis made in the sampled scripts of these candidates revealed that most of these candidates had inadequate knowledge on advertisements. Some of these candidates wrote all the advantages of advertisements but were unable to provide explanations and vivid examples to support their answers. Others candidates in this category

were able to explain correctly three to four advantages while others were had knowledge on the concept but failed to organise them in essay form.

Although candidates performed well in this question there were 22 (1.8%) candidates who had low scores (0 - 6.5) out of the 20 allocated marks. Some of these candidates misunderstood the question and explained the functions of market instead of the reasons why a popular producer such as Azam industries still needs to advertise its products. Other candidates in this category mentioned two to four advantages correctly but did not provide the required explanations on the advantages. There were some candidates who mixture advantages of advertisements with functions of the market due to their inadequate knowledge to be able to distinguish the two concepts. Such candidate scored a mark only in the introduction. The variation of the scores among the candidates depended on the number of correct points they gave and the explanations given by the candidate. Extract 7.2 is a sample of a candidate's incorrect response.

7	<p>Advertising refers to the process of making or letting the customers to know what kind of goods are available in the market. It divided into three types which are Informative advertisement, persuasive advertisement and generic advertisement.</p> <p>The following are reasons the firm keeps on advertising its products as follow as:-</p> <ul style="list-style-type: none"> To brand their products; through advertising the firm can keep the name of particular product in order their customer to know easily. example Coca-cola brand name To merchandising their products; through advertising the firm can make the sale promotion of goods which produced example through window display, public auction. To standardizing their products; through advertising firm can put good into quality, quantity and price in order customer can identify easily when he or she seen example through shelves or tables can put goods. To granding their products; firms can put goods into class or sort into class in order to identify
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Extract 7.2.A sample of an incorrect responses to question 7

In extract 7.2.the candidate failed to explain the reasons why Azam Industries continues advertising while it is popular, instead he/she explained the functions of the market.

2.2 152/2-COMMERCE PAPER 2

2.2.1 Question 1: Marketing

The question required the candidates to explain three benefits and three limitations for a Lishe Bora manager using a personal interview as a source of marketing information. The question aimed to test the candidates' understanding on the concept of personal interview in marketing the products.

This question was compulsory therefore it was attempted by all 1,355 (100%) candidates whereby 346 (25.5%) candidates scored from ranging from 12 to 20 marks, 772 (57.0%) scored mark ranging from 7 to 11.5 marks and 237 (17.5%) candidates scored marks ranging from 0 to 6.5 marks. The highest mark in this question was 18.5 marks. The analysis reveals that the candidates' performance in this question was good. Figure 9 shows a summary of candidates' performance in this question.

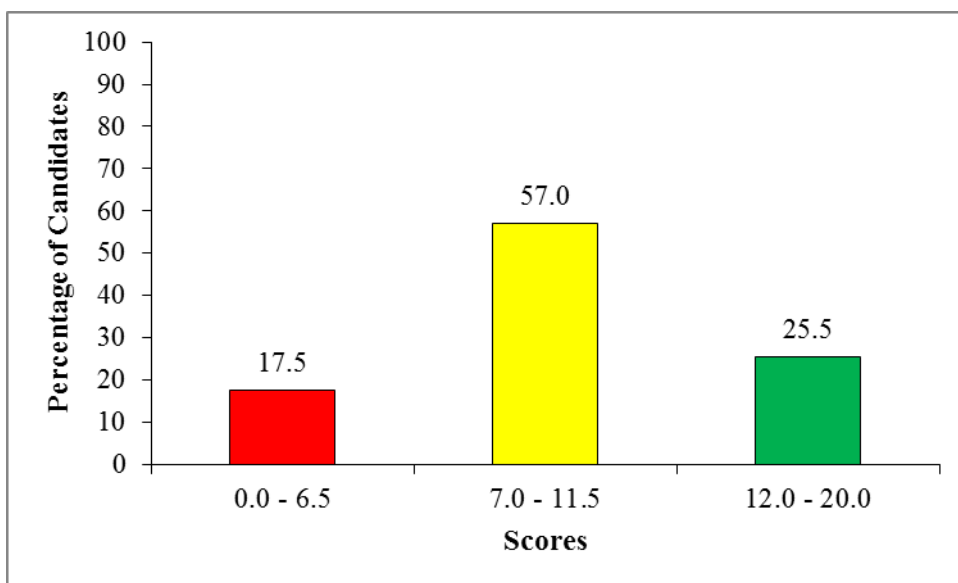


Figure 8: *Candidates' Performance in Question 1*

There were 346 (25.5%) candidates who performed well in this question. These candidates demonstrated good understanding of the topic of marketing particular the concept of personal interview. These candidates understood that through a personal interview the Lishe Bora marketing manager can benefit by getting more information through open ended questions. The marketing manager can also be in a position to access the body language of the respondents towards Lishe Bora products. These candidates were also aware that a personal interview can allow the marketing manager to get information that has a high degree of validity from the respondents, to obtain unexpected information especially for competent interviewers, and to observe the behaviour of the respondents towards the products because of a face to face interview.

The candidates explained the limitations that the Lishe Bora marketing manager may face when exercising the personnel interview as a source of collecting information about their products. Candidates included points like: the response from the interviewee will depend on the mood of the two parties; interviewer and the interviewee not clearly presented. This method of collecting information about their products may take too long therefore may be time consuming. Further the analysis shows that the candidates in this category realised that a personal interview is expensive as it involves traveling cost and salaries for interviewers. Some candidates wrote that: *the manager can get incorrect information from the respondents therefore it can lead to getting unreliable information. The sample size is also limited by budget constraints.* Though, the candidates provided both the benefits and limitations their scores varied because of the explanations they gave on the benefits and limitations. The number of points given and good essay writing skills also is used in determining candidates' scores. Candidates failed to score full marks provided partial explanations for some points. Extract 8.1 is used to shows a sample of a correct response to question I of paper 2.

1.	Interview is the method which is used to get	
	marketing information through asking questions to the buyers.	
	either by questionnaire or face to face. Interview has got	
	both limitations and benefits as a source of information.	
	The following are the benefits and limitations of interview as	
	a source of information. By starting with benefits of	
	interview as a source of marketing information:	
	Accurate: interview as a source of information	
	provide information which are accurate as they are	
	coming direct from the customers. Unlike other methods,	
	interview enable the gaining of accurate information	
	from the targeted group to provide information	
	(marketing information).	
	Wide scope of information: interview enable a	
	firm to get a wide scope of information concerning marketing as	
	an interviewer is able to ask many questions as possible	
	so that to get more information (under face to face interview).	
	So, the business is of the advantage of highly informed on the	
	marketing situation for proper planning of production and marketing processes.	
	Reliability: The interviewer is able to see	
	the mood of the interviewee. Also the interviewer is able to	
	choose the best answers according to the information obtained.	
	This is especially in face to face interview where by the	
	interviewee and interviewer are in direct contact and interviewer	
	is able to get immediately feedback and to know the expression of the customer.	
	On the other hand the following are the limitations of the	
	interview as a source of information:-	
	Costful: interview as a source of	
	information is too costful as it involves movement to the	
	area of marketing research. So, transporting cost is involved. Also,	
	when doing interview through questionnaires it becomes costful	
	to provide the printed questions on the paper and so forth.	

1.	Wastage of time; interview as a source of information involves wastage of time. Example in face to face interview one person take a long time to provide data (marketing information). This causes use of a lot of time to obtain small details of marketing in particular areas.
	False information may be given; - interview can involve false giving of information by interviewee. Interviewee can provide false information which is the big disadvantage towards the business on doing proper marketing planning to win the market of the particular product and planning for the production and so forth.
	Therefore, marketing research is very important as it enable proper planning of production by the producer, producer will be able to anticipate demand of the products, effective marketing research enable high return of profit to the business through meeting the demand of the consumer efficiently and so forth.

Extract 8.1: A sample of a correct response to question 1

A total number of 772 (57.0%) candidates whose performance was average were able to list some correct points in terms of the benefits and limitations but gave incorrect elaboration on some of the points that made them to score less marks. Some of these candidates managed to explain well the benefits of a personal interview but failed to analyse the limitations. Some of these candidates failed to express themselves in English language. Other candidates in this category presented their essays in good format but explained only three correct points instead of the six required points.

The candidates with weak performance 237 (17.5%) were not able to explain the benefits and limitation of a personal interview correctly. They had inadequate knowledge and skills on marketing particularly on personal interview. One of these candidates for example wrote the benefits; as

obtaining detailed for the respondents, it creates employment, and it is cheap. The last two points were wrong since the industry wanted to know the acceptability of its products to the public and not about employment. Furthermore, the point that a personal interview is *cheap* was incorrect because this method is expensive as it involves paying salaries to interviewers and sometimes it involves transport costs for the interviewers to meet the interviewees. So basically this is limitation and not a benefit. Some candidates misunderstood the question instead of explaining the benefits and limitations of a personal interview they explained the functions of the market such: *buying, assembling, sales and transportation* as benefits of a personal interview. Some candidates failed to differentiate the limitations with the benefits while others explained the types of marketing. Others candidates failed to explain the benefits of a personal interview but mentioned a few correct points on limitations of a personal interview such as: *It is very expensive since to get reliable information a manager needs to use a large sample and qualified interviewers to search for the necessary information. The method is time consuming because it is not time bounded.*

Some of the candidates in this category scored a zero mark because of failure to understand the demands of the question. Some of these candidates explained the shortcomings of a personal interview instead of the benefits and they gave incorrect limitations. Some of the incorrect points given by these candidates include: *time management, good number of people, buying goods, transport, selling direct to customers at their home, visiting customers.* This response explained the functions of marketing and the advantages of personal selling. The low scores for candidates in this category were also due to poor mastery of the English language and inadequate knowledge on the concepts related to marketing. Extract 9.2 is a sample of response from a candidate who scored low marks in that question.

1.	<p>Market is the place whereby buyer and seller meet to transact or to exchange. Marketing is the process of people to find the market that trading activities which take place. Also interview is the process of obtained information from the different source like grouped or individual. The following are the benefit of personal interview.</p> <p>It help to understand personal:</p> <p>Personal interview it help the seller to understand what type of goods or services which are geted to customer example At the market has shortage of luxury goods so the seller after getting information may produced and can sell at the market.</p> <p>Price of commodity: The seller may find the information through personal interview in order to understand the price of commodity at the market for different seller example the customer before buying any good they compare price for difference seller after make make decision where to buy.</p> <p>Save time: Also the interview may save time to the seller and help to operating his/her business in order example the seller may getting these information about all activities running in the market without has to find information it self and sometime less time with out obtained good feedback. The following are the limitation of personal information</p> <p>Wastage of resource: Sometime the personal interview which has lead to wastage of resource.</p>
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1.	because may produce goods without understand qualities and quantity may are needed at the customer example the seller may produce luxury goods but the customer doesn't need because he or she has best qualities and quantities like cars.
	Unexistence of buyer: The personal interview sometimes may limitation of for manager for tell them this/her their are many customer or buyer that need such kind of product but arising, they are not existence of buyer that need the product produced example At the Kariakoo market people may need goods that has good and qualities but the information has they need a simple goods so that after arising at the market may appear unexistence of buyer.
	clear information: The personal interview may limit for provide wrong information for manager and sometime may get shortage without to find other detail example: people may not need demand of the product but the person may tell people need or demand these goods so then may get unclear information.
	Therefore the manager may find the difference source to obtained information and then may secure after that take their decision.

Extract 8.2: A sample of an incorrect response to question 1

In extract 8.2 the candidate failed to explain the benefits and limitations of a personal interview instead the candidate wrote some concepts related to the topic of marketing but could not answer the question.

2.2.2 Question 2: Foreign Trade

In this question, the candidates were required to explain reasons for the government to impose restrictions on international trade.

The question was opted by 1,350 (99.6%) candidates whereby 1,210 (89.6%) candidates scored marks ranging from 12 to 20 marks, 107 (8%)

scored marks ranging from 7 to 11.5 marks and 33 (2.4%) scored marks ranging from 0 to 6.5 marks out of the 20 allocated marks. The candidates' performance in this question was good. Figure 10 shows a summary of the candidates' performance in question 2 of paper 2.

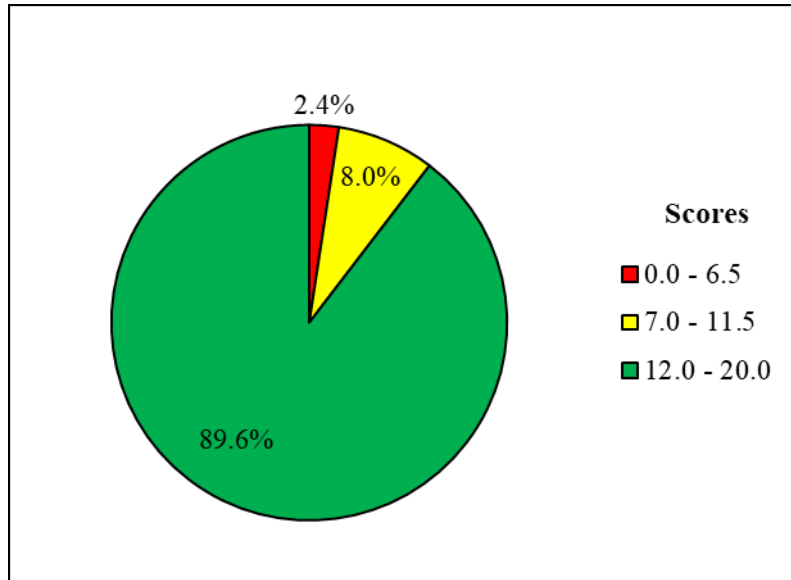


Figure 9: Candidates' Performance on question 2

The candidates 1,210 (89.6%) who scored high marks in this question pounded correct reasons for the government to impose restrictions on international trade. These candidates had knowledge and clear understanding of the concept of international trade. They were able to relate the concept with the demands of the question. A few candidates (3%) scored all 20 marks in this category. They mastered the concept. This was illustrated in the introduction, main body and conclusion. They gave good explanations. The responses given by these candidates included: *Restrictions on international trade particularly on imports enable a country to protect infant industries by creating a market for home based infant industries, through international trade restrictions basic industries which are the key for the development of other industries are protected, control of dumping, creation of favourable balance of payment, it enables a country to produce a variety of goods as substitutes to imports whereby those goods which were formerly imported will be locally produced for the growth and prosperity of the home industries.* The candidates who failed

to score full marks in this category provided all correct points but gave inadequate explanations on some of the points or at least five out of the required six. Some of these gave all the correct reasons but they did not give a conclusion of their response. Extract 10.1 is a sample of a response from a candidate who scored high marks.

Q2.	International trade is a form of trade which is conducted between two or more countries. This means the exchange conducted across the border of the country. Example, Tanzania trading with Kenya and Uganda. The process of imposition of restriction on international trade is known as protectionism. It is categorised into tariff barriers and non-tariff barriers such as product standardisation, trade embargo and import quotas.
	The following are factors for imposition of restrictions on international trade:
	Source of government revenue. The restrictions like tariff barriers are sources of government revenues which are used to finance their expenditures which also is the reason for imposition of the restriction on the international trade. For example, the imports are imposed with the import duty and exports are imposed with the export duties.
	Protect domestic industries. The restrictions such as the import quotas which is the quantitative limit on goods imported help to protect the domestic industries from the stiff competition the domestic industries face against the imported goods which have a better quality and are sold at a relatively lower price. Hence through the restrictions on international trade the domestic industries are protected and promotes their consistency.

02.	Discourage Importation of Harmful products.
	The restrictions such as Import duty discourage importation of harmful products. The fixing of high duties on the harmful products will eventually lead to the increase in their prices and reduces their demand. Example of Harmful goods are drugs and alcohol. Hence the imposition of restrictions limit the on international trade, discourage importation of harmful products.
	It discourages dumping. The restrictions such as the Import Quotas and product Standardisation - Help to discourage dumping. This is the importation of goods with low quality in the country. Example importation of fake products like electronic devices or devices of low standards. Hence the imposition of restrictions on international trade, have discourage dumping.
	Promotes favourable balance of payment. That is the comparison between the receipts against imports and payments for exports. The restrictions such as the tariffs are used to discourage imports by imposing higher duties on imports and encouraging exports by imposing a relatively lower duties on the exports. Example, Import duties of 20% and Export duties of 10%, Hence the imposition of restrictions on the international trade, Has helped to promote favourable balance of payment in the whole economy.

Q2.	Promotes Higher & Better standards of living in the economy. The restrictions Such as the trade embargo to which there is a total ban is exchange & importation of various goods in the country. This is done due to the existence of many problems caused by those particular goods. The Example in Tanzania, there was a total ban in importation & usage of plastic bag and also unsterilised alcohol drinks. Hence imposition of trade restrictions on international trade promote higher standards of living in an economy.
	There fore, the restrictions also have some negative impacts in the economy if they are not controlled which can cause imported inflation but also a country may face trade retaliation from other countries.

Extract 9.1: A sample of a correct response to question 2

The candidates who scored marks ranging from 7 to 11.5 marks were able to provide at least three correct points out of the six required. The analysis from the candidates' scripts shows that these candidates understood the question but had inadequate knowledge about international trade. Most of these candidates were able to give and explain some correct points but provided wrong examples. Some of these candidates' explanations were wrong in some of the points, for example, some confused explanations of some correct points provided.

Although this question was well performed a few candidates 33 (2.4%) scored low marks as they failed to explain the reasons which make countries impose restrictions on international trade. These candidates had inadequate knowledge of the topic of foreign trade, particularly on the reasons for imposing trade restrictions. Some candidates explained the reasons against restrictions instead of those for imposing restrictions. One of the candidates for example, argued that trade restrictions *remove the*

local industries in competition with the foreign industries by giving them monopoly power and this makes them continue to produce goods of poor quality, it is a source of shortage of goods in the market and it influences increase in the price of the goods. Some candidates also scored some marks on the point of the protection of the domestic industries. These candidates highlighted the points such as balance of payment but they failed to relate their explanations with trade restrictions instead they gave the meaning of the term balance of payment. Repetition of the points was another weakness noted in the analysis of responses from the candidates in this category. Extract 10.2 is a sample of a response from a candidate who scored low marks.

Extract 10.2

02.	International trade:- Is the process of selling and buying of good from the two or more countries such as having of export and import trade.
	The following are six point that why do countries impose restriction on international trade while contributes toward the economic development of the countries involved:-
	Different resources:- their international trade due to the getting of different resources which can help in the economic development of the countries example minerals.
	Geographical areas:- when their export and import trade should help to know the different geographical areas which can help countries to development in economic activities
	Different skills:- their restriction of international trade help to get different skills in our product which can help to the countries development in economic example through using the better system trade now having trade development.
	Different climate:- due to the climate change of the countries that why their restriction on international trade took place so that to help in the economic development of the countries. example people export and import wool cloth in order to use in cold condition whether.
	Economic growth:- when their restriction on international trade took place should help the economic activities growth
	Increase of income:- the income increase due to the economic development that why their restriction on international trade took place

<p>need in order their countries income to increase more can economic development example selling goods to the other countries. Generally the international trade help to improve demand and supply of the countries example Tanzania.</p>

Extract 9.2: A sample of an incorrect response to question 2

In extract 9.2 the candidate explained the reasons for international trade instead explaining the need for trade restrictions on international trade.

2.2.3 Question 3: Business Organisation and Management

The candidates were required to respond to the interviewer by explaining the importance of planning for industry and the criteria of a good plan.

The question was opted by 795 (58.7%) candidates, whereby 471 candidates (59.2%) scored marks ranging from 12 to 20 marks, 269 (33.9%) scored marks ranging from 7 to 11.5 marks and 52 (6.9%) scored marks ranging from 0 to 6.5 marks. The candidates' performance in this question was good. Figure 11 summarises the candidates' performance in question 3 of paper 2.

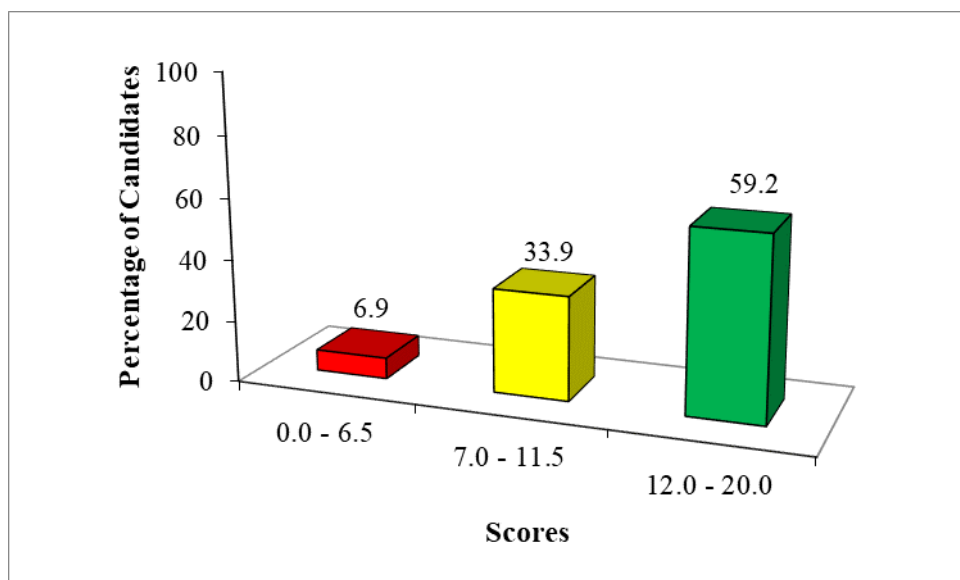


Figure 10: Candidates' Performance in Question 3

The 471 (59.2%) candidates who scored high marks understood the requirements of the question and had adequate knowledge of the concept. These candidates explained planning as the process of setting the objectives and formulating strategies to achieve these objectives. These candidates understood the benefits of planning; they explained that because of planning it is easy to offset uncertainty and changes since no one is certain about future events. These candidates were also aware that if an organization makes use of a plan it is possible to perform its tasks efficiently using low cost of operation. This is because there will be no wastage of resources in terms of time, labour and materials. Planning is regarded as a standard of measurement. It facilitates better coordination in the organisation and encourages innovation and creativity in the organization. Many candidates in this category were able to explain the need for planning as required in the question. There were some candidates who provided all the three criteria for a good plan but their explanations on some points was not adequate hence they did not get the full marks allocated. The criteria for a good plan include: *It should lay down clearly the nature of its mission and objectives, it should give out a clear provision of measure to achieve the objectives satisfactorily, it should guide those who are engaged in the accomplishment of the objective of the plan.* Most of these candidates managed to explain the importance of planning and the criteria for a good plan despite a few discrepancies observed in their responses such as inadequate elaboration on some points. The candidates who scored full marks were able to give correct responses together with relevant examples. Their answers were well organised and had an introduction and conclusion. Extract 11.1 is a sample of the response from a candidate who scored high marks.

03. Planning is the management function which involves the arrangement of work and activities that needs to be performed towards the achievement of the business objectives and goals. A plan is the set of statement set out regarding away certain activity will be conducted toward the target specified at a given period of time and resources. A plan needs to be comprehensive and cover all sectors and sections, specific and measurable. For any business to flourish and succeed it needs to plan and the work is carried out by a planning officer who is a team worker, has the ability to forecast the future, provide simplicity to difficulties, intelligent and good decision maker. Planning is important to the organisation but it is helpful only if it is well planned.

The following are the benefits and importance of planning to an industry.

Proper allocation of resources without wastage. Through planning the industry is able to know and determine effective places to allocate certain resources so as to have good and proper returns. Both human and physical resources become well utilized towards the goal of the industry thus, minimizing wastage and risk of loss.

Facilitates coordination and control. Plan help the managers to ensure that every activity is carried out in a

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03	<p>use simple language and be brief to avoid the use of cumbersome words that will lead to wrong interpretation of a plan.</p> <p>Comprehensiveness and integrativeness of all sectors and activities of the industry. A good plan need to cover all important sector for quick attainment of the target of the industry. It needs to integrate the activities of various department and thus, development of the whole entity and easy goal achievement.</p> <p>Finally, planning is one among the most important management function, which when left behind the performance of the industry or business will also lag behind. Many of the big and well developed business activities have achieve all of the success as they have good and greater plans set specified at a given period of time. These process need to be done continuously and need to be flexible to change with the changing situations in the country.</p>
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Extract 10.1: A sample of a good response to question 3

The analysis shows that the 269 (33.9%) candidates who got average performance understood the requirements of the question and were able to provide at least two correct points on the importance of planning and two correct points on the criteria for effective good plan according to the demands of the question. Some of these candidates were able to analyse the importance of planning, but failed to give correct criteria for effective good plan. Other candidates explained the importance of planning giving at least one correct criterion for a good plan. There were candidates in this category who write almost all the correct points on the importance of planning and the criteria for a good plan but they failed to give correct explanations on those points.

A few 52 (6.9%) candidates who scored marks ranging from 0 to 6.5 marks were unable to explain the importance of planning and the criteria for a good plan. Among these candidates, some mentioned correct points on the importance of planning but gave inadequate explanations and incorrect criteria for a good plan. Other candidates in this category explained at least one correct point on the importance of planning but mixed the criteria with the functions of management. Some of the candidates wrote the importance of planning but did not provide correct explanations. Some of the incorrect points on the criteria for a good plan given by one candidate include: *A good plan must be attractive, a good plan must obey the principle of simplicity and a good plan is within convenience and must be short.* Some of the candidates with low scores misinterpreted the question and wrote the disadvantages of planning instead of its importance. Some candidates skipped some parts of the question. The reasons for low scores included inadequate knowledge of the concept of planning in Business management and organisation, misconceptions of the requirements of the question and lack of seriousness. Extract 11.2 illustrates a sample of the candidates' poor response.

3	<p>Good planning refers to the process of making good decision on how to organize and to manage the business or the organization. The following are the responses which I will provide to interviewers to qualify for the post.</p> <p>Qualified personnel: to have enough education on the matter of post office which will help to organize well and control the office post and provide services to people.</p> <p>Enough knowledge and skills about office post; the evidence is that as you have been working for many years in that office so due to that have enough knowledge about the office post.</p> <p>Leaving Certificate certificate which can lead office post; Through this will help or will convince the interviewers to accept the ambition which you are providing to them because of the certificate which show the top best level performance</p>	
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3	<p>The certificate of age for verification; through this the interviewers will help to know the age of interviewee which will help or will support to be accepted in that of to be working in the office post office</p> <p>The years of being working in the post office; Also through this will help if you are responder to be accepted by the interviewers because of being working for many years in a certain offices</p> <p>Generally; The responses that interviewers will be accepted to qualify for the post & such as qualified personnel, enough of knowledge about the office post through this will help the interviewee to be accepted by the interviewer to be was an officer of post.</p>
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Extract 10.2: A sample of an incorrect response to question 3

In extract 10.2 the candidate wrote the criteria for a person to be employed instead of the importance of planning and the criteria for a good plan.

2.2.4 Question 4: Contract of Sales.

The candidates were required to analyse three rules on the transfer of property and three rules regarding the delivery of property.

This question was opted for by 228 (16.8%) candidates out of whom 54 (23.7%) candidates scored marks ranging from 12 to 20 marks, 86 (35.1%) scored marks ranging from 7 to 11.5 marks and 94 (41.2%) scored marks ranging from 0 to 6.5 marks.

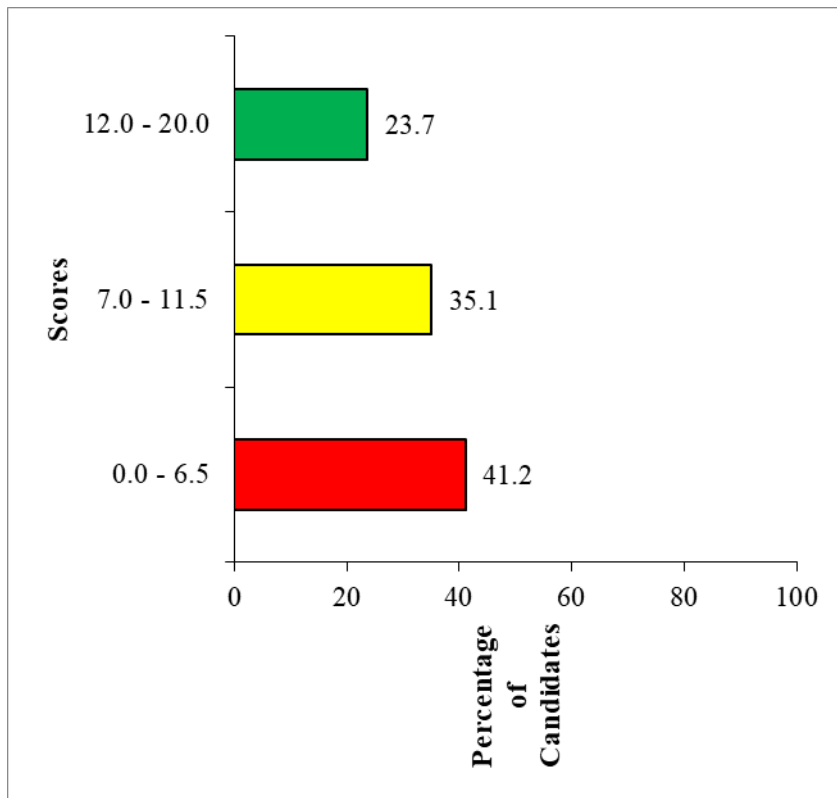


Figure 11: *Candidates' Performance on Question 4*

The candidates' performance in this question was average as 58.8 percent scored marks ranging from 7 to 20.

The analysis shows that 54 (23.7%) candidates with good performance knew the rules of the delivery of goods. They explained for example that when goods are in delivery state the ownership of the property move from the seller to the buyer as soon as the contract is made. They also understood that the seller should prepare or make the goods purchasable condition because property does not move from the seller to the buyer until the process is completed and a buyer has a notice thereof. In contract of sale, transfer of the property to the buyer occurs when the goods have been ascertained, identified and valued. The analysis also shows that some candidates wrote points such as: *it is when goods are sold on approval basis or sales on return basis* but they could not provide detailed explanations. Majority of the candidates in this category were able to provide the three rules of the transfer of property and three needs of the delivery of property. Some candidates explained only two correct points out of the required three the transfer of the property and delivery of the

property respectively. However, some of the candidates did not provide a comprehensive elaboration on some of the points. Only one of these candidates scored all 20 allocated marks as he/she was able to exhaust all the required points and explained in details the three rules on the transfer of property and the three rules on the delivery of property. Extract 12.1 shows a sample of a response from a candidate who scored high marks.

4	<p>A sale of goods contract is the agreement between buyer and seller to transfer the property in goods for a consideration called price. A sale of good contract is distinct from other contracts because it has features like; the consideration of the contract is price for the goods, the subject matter is goods, it contains both sale or agreement to sale, seller and buyer should be two distinct parties, and it involves transfer of property ownership.</p> <p>By starting with transfer of property in goods, it simply means transfer of ownership of goods from seller to buyer. It is not the same with possession, as possession is only a custody over the goods. The rules regarding transfer of property in goods are as follows;</p> <p>When goods should be put in a deliverable states; when goods to be transferred to the buyer are not in a deliverable state and there are certain conditions to be fulfilled upon so as to make the goods in a deliverable state, the conditions must be fulfilled first and then transfer of property in goods may be affected. For example, if the goods have to be pre-packed and assembled, the transfer of property in goods will be affected when they are throughfully packed and assembled.</p> <p>When goods are in a deliverable state; when the goods whose ownership have to be passed on to the buyer are in a deliverable state, the seller can then transfer to property in goods to the buyer as per terms and</p>	
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Conditions of the contract: For example, when goods are readily packed and all conditions for making the goods in a deliverable state are met, the seller can transfer the property in goods to the buyer.

When the goods have to be measured; when the goods are not in a deliverable state and have to be measured, the transfer of property in goods can not be affected unless the goods are genuinely measured. For example, goods like agricultural produces including sugar, wheat and flour have to be measured to determine their weight and measures before transferring property in goods as per buyer's needs.

For delivery of the goods, this simply means a physical transfer of goods from the seller to the buyer.

The rules regarding the delivery of goods are as follows;

Place of delivery; the goods should be delivered to the buyer during the working days in the working hours.

In a sale, the place of delivery of goods is where the contract is made because it involves immediate transfer of property in goods while in agreement to sale, the place of delivery is where the goods are at at the time of affecting the contract. For example, place of delivery in sale is for instance when a buyer visits seller's premises and buys goods promptly the seller's premises is the delivery point.

Delivery expenses; all expenses which involve delivery of goods to the buyer are met by the seller.

The seller is the one responsible to borne the expenses of delivery as they are assumed to be included in the price of the goods as a cost of sale. For example, costs like carriage of goods to buyer's premises are includable in the seller's accounts.

Time of delivery; the time of delivery of the

goods will vary to different buyers as the time of	
delivery is agreed upon during the time of making the	
contract. The seller and the buyer will both agree on the	
time that will be convenient for both of them to make the	
delivery. For example, the time of delivery may be in the	
normal working hours from 08:00am to 04:00pm depending	
on the time stated in the contract.	
Hence, contract of sale should adhere all rules	
to make the contract effective. Failure may lead to	
breach of contract on either warranty or condition which	
may lead to compensation of damages or termination	
of the contract effectively.	

Extract 11.1: A sample of a correct response to question 4

The 86 (35.1%) candidates who scored average marks had some weaknesses in their responses. Some of these candidates failed to explain correctly the rules of the transfer of property but they explained correctly the rules of the delivery of goods. There were some candidates who managed to explain the three rules of the transfer of the property and failed to explain three rules of the delivery of goods. The majority of the candidates in this category managed at least to give two points for the rules the transfer of property and two points on the rules of the delivery of goods. The clarity of the responses varied from one candidate to another hence the variation in scores.

A total 94 (41.2%) candidates who had low scores ranging from 0 to 6.5 marks, had inadequate knowledge on the concept of contract of sales. Most of these candidates managed to explain a few correct points while others outlined the points without any elaboration. Some other candidates in this category were not able to provide correct answers on either the rules of transfer or delivery of goods. There were a few candidates who discussed the rules of the transfer of goods only whereas the question also demanded all the rules of transfer and delivery of goods because the two processes are related. Some of the candidates under this category were unable to provide a relevant introduction and conclusion. Extract 12.2 is a sample of an incorrect response.

4. Sale of goods contract bases to the agreement of buying and selling of goods between two parties (seller and buyer). Transfer of goods refers to the moving of goods from the seller to the buyer for example if the seller selling goods to the buyer that is transfer of goods. Delivery of goods refers when the buyer get the goods from the seller. The following are the rules of transfer of property

Acceptable; The one rule of transferring property must be acceptable by the buyer to the seller before transfer of property must to make sure that the property is Acceptable.

Price; Also another rule of transfer property is the price that the price of property must be agreed for both two sides the seller and buyer.

Mutual consent for goods; Also this means before transfer of goods must have the Agreement between buyer and seller.

The following are the rules to regarding delivery of property;

Must to look the quality of delivery property; Due to this means the one rules of Delivery goods must to look the quality of goods before use

Must to know and look the expired date of the delivery property; Also due to this means after deliver property must the buyer to look the expired date of property.

Buyer have the right to use goods if it is not good to him/her; Also the another rule of delivery goods the buyer have the right to use goods if it is wrong

Extract 11.2: A sample of an incorrect response to question 4

The extract 11.2: is a sample of an incorrect response from a candidate who explained some essentials of a valid contract instead analysing the rules of the transfer of goods and the rules of the delivery of goods.

2.2.5 Question 5: Import Trade

The candidates were required to explain the procedures that a tourist company in Arusha Tanzania needs to follow to buy two different cars from Japan

It was an optional question which was opted for by 680 (50.2%) candidates only. The candidates' performance in this question was average since 127 candidates (17.4%) scored from 12 to 20 marks, 231 (33.9.0%) scored from 7 to 11.5 marks and 331 (48.7%) scored from 0 to 6.5 marks. Figure 14 summarises the candidates' performance in this question.

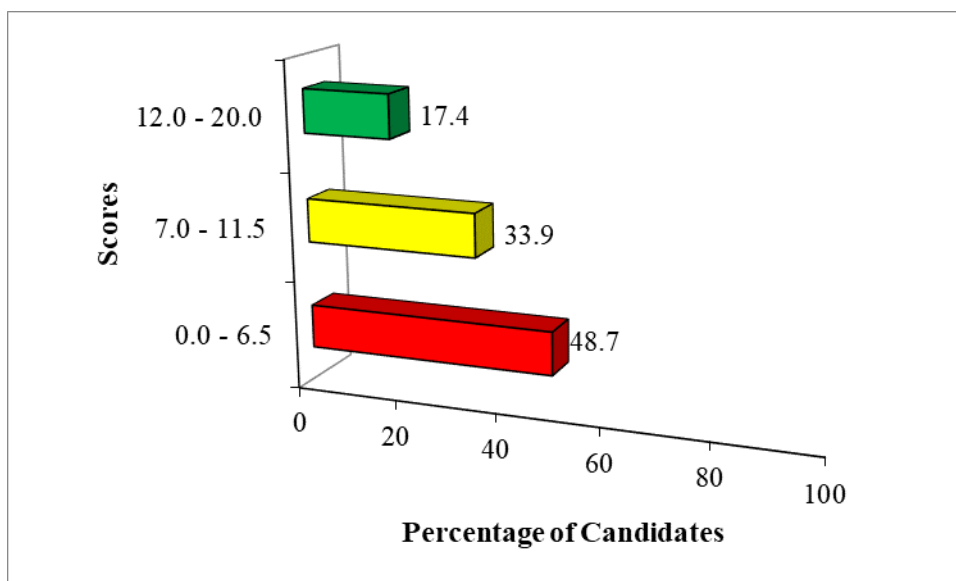


Figure 12: *Candidates' Performance in Question 5.*

The candidates 127 (17.4%) who scored from 12 to 20 marks were able to explain the procedures that the tourist company in Arusha should take into consideration when buying the two tourist cars from Japan. The response from the candidates who scored high marks revealed a good understanding of import trade procedures. The procedures to be followed can be it two ways depending on the terms of payment. This depends on if the tourist company in Arusha has to ask for credit from a bank or has cash money to pay for the transaction. If the customer buys on credit the letter of credit must be included in the procedure to facilitate credit. Most of the candidates were familiar with the procedures involved with credit transactions. They were able to explain most of the procedures correctly but some among them confused procedure number three; arrangement for

placing an order with number four, dispatching letter of credit. The rest of the procedures were correctly followed although a few candidates gave insufficient explanations to few points. The extent of clarity of explanation differed from one candidate to another leading to variation in scores. Extract 13.1 is a sample of a correct response.

05.	Import trade, refers to the trade	
	which involves acquiring of goods tangible or	
	intangible (services) from other countries,	
	example Purchasing of purchasing of machine	
	from Kenya to home land Tanzania. The	
	following are the procedures involved in import	
	trade.	
	Enquiries and quotations. the	
	buyer has to ask that the kind of cars	
	he or she was wish to import from Japan	
	whether is available or not, its price, quality	
	and time of useful life. he may be answers	
	through quotations by means of journals,	
	Price list, booklet concerning all his	
	needs.	

	Procuring licence and quota, a	
	<p> tour company has to pass to the authorities concerned with import trade to get official licence of importation. at the same time he has to be identified on the volume limit of his an or her importation. The licence allow the company to engage in such trade. </p>	
	<p> Obtaining foreign exchange, after getting licence the buyer has to go further to exchange the domestic currency over foreign currency. He or she may convert to get foreign currency which could enable and facilitate the whole process of importation. foreign exchange can be obtained at central bank or its official branches. </p>	
	<p> The indent, this means an order </p>	

Q5:	<p> in international trade, after tour company attracted to the quotation then they place order for the motor car they want from the Japan Japanese exporter </p>	
	<p> Despatching a letter of credit. a tour company has to sent a letter of credit from his bank so as to prove that he is in the creditworthiness for recovery of the debt soon after placing the order for delivery of the car. </p>	
	<p> Procuring a documentary bill, A tour company has to get bills of exchange together with other bills like bill of lading, certificate of insurance shipping bills, those so as to safe guard the car in transit, to prove the as the document of title to the goods </p>	

	Cleaning the goods, a company	
	may use then cleaning agent or otherwise	
	to receive the cars from the port of destination	
	to inspect, its quality, colour and cost	
	before the goods (cars) transferred to the	
	A tour company in Arusha.	
	Making the payment, after	
	receiving the cars then the company has	
	to prepare the banks account to finance his	
	exporter, payment to exporter can be made	
	through Bank draft, Telegraphic transfer	
	bills of exchange, or documentary bill to the	
	bank of exporter.	
	Conclusively, the import trade	
	involves alot of formalities in trade, only few	
	people has accessibility of the trade, this has to be considered	

Extract 12.1: A sample of a correct response to question 5

Candidates 231 (34%) who scored from 7 to 11.5 marks were able to provide at least four correct procedures with correct explanations. Majority of them managed to give some explanations on the procedures but were not able not point out clearly the purpose of each procedures and the preparation of a letter of credit before goods have been shipped. Some of these candidates' responses included all the eight procedures but with unsatisfactory explanations and not good order. The variation of the scores among the candidates depended on the correctness of the points explained.

A total of 331 (48.7%) candidates had weak performance because of inadequate knowledge of the topic of import trade especially on the procedures of importing goods from the rest of the world. Most of them answered the question partially in all the procedures or answered only one procedure correctly. Some of these candidates failed to arrange the procedures of importing cars from Japan to Tanzania chronologically. Other candidates in this category misinterpreted the question because they failed to distinguish export from import procedures in international trade they did not answer the question accordingly. Some of these candidates demonstrated a poor understanding of the procedures of importing goods

from abroad. They wrote some documents which are used in international trade such as: *consular invoice, letter of credit, indent, documentary bill of lading, letter of enquiry* and *import license*. They could not explain the use of these documents in international trade to answer correctly the demands of the question. There were also some candidates who failed to explain any of the procedures correctly. Other factors contributing to low scores were poor mastery of English language, insufficient technical and practical skills and inadequate knowledge of the subject matter. Extract 13.2 shows a sample of an incorrect response.

5.	<p>Sending the letter of inquiry: The second procedure to a tour company in Amusha is just to send the letter of inquiry to ask about availability of this car to exporter, and what price.</p>
	<p>Receiving the letter of inquiry: After the ask exporter about availability of cars then the tour company receive the car quotation from the exporter showing the car available, packing method used, means of payment and the list price.</p>
	<p>Making an international order: After receiving the letter of inquiry the tour company make an international order through his agent it can be open indent or closed indent to show the car quantity and type of car to which they require.</p>

	Receiving delivery of goods: After making	
	order the tour company receive the delivery of goods	
	from exporter in Japan through his agent and to	
	see	
	Receiving Invoice from exporter: After	
	receiving of goods the tour company receive Invo-	
	ice showing the quantity of car, price, discount and	
	final balance to be paid	
	Accepting the bill of exchange: After	
	receiving of invoice Invoice the tour company receive	
	a bill of exchange from the exporters of	
	Japan and accept them for making payme-	
	nt:	
	final making of payment: After	
	the is accepted the tour should make payment	

Extract 13.2: A sample of an incorrect response to question 5

In extract 13.2 the candidate wrote a few import procedures in a random order giving some incorrect explanations.

2.2.6 Question 6: Business Units

The candidates were required to explain to Mr. Siwazi six (6) advantages he will benefit for being in partnership which cannot be found in sole proprietorship.

It was an optional question which was opted by 1,201 (90.8%) candidates. The candidates' performance in this question was good since 1201 candidates (90.8%) scored from 12 to 20 marks, 115 (8.7%) scored from 7 to 11.5 marks and 7 (0.5%) scored from 0 to 6.5 marks. Figure 13 summarises the candidates' performance in this question.

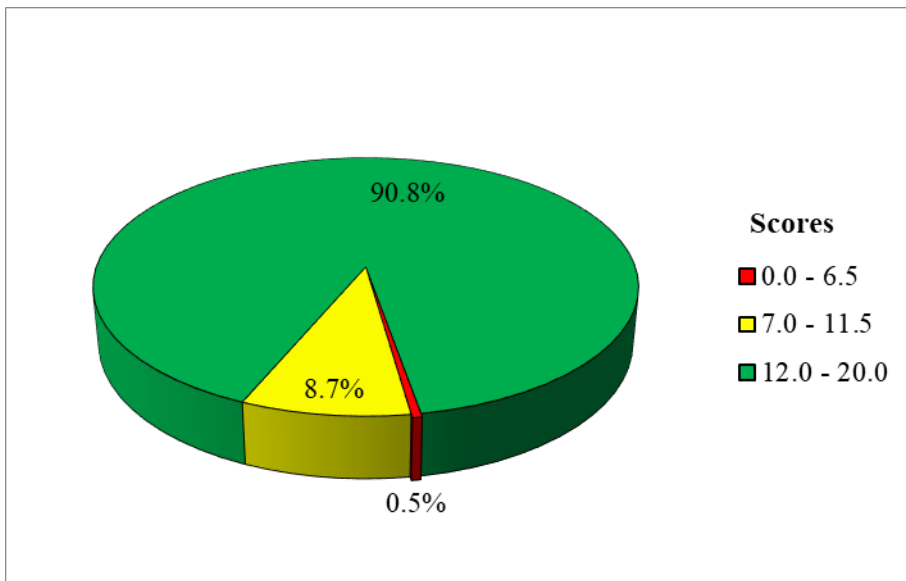


Figure 13: Candidates' Performance on Question 6

The total of 1,201 (90.8%) candidates who scored high marks showed a good understanding of the benefits of partnership business over sole proprietorship. They used the benefits of partnership such as: *loses sharing, limited liability, good decision making, cost sharing, collective management and high amount of capital* which are not found in sole proprietorship to convince Mr. Siwazi to join the partnership business. The extent of clarity of the points varied from one candidate to another leading to variation of scores Extract 13.1 is a sample of a good response.

6	Partnership is a business formed by agreement between
	two or more people to undertake a common business jointly.
	Sole proprietorship is a business owned and managed by a
	single individual. Partnership is characterized with features inclu
	ding sharing of profit and losses in proportion, agreement betw
	een two or more people, unlimited liability. A partnership busin
	ess is formed a partnership deed is required which may be oral
	or written. I convince Mr. Siwazi to engage in partnership busin
	ess due to the benefits he will get than engaging in sole pro
	prietorship in the following grounds;
	Large capital is contributed. Compared to sole proprie
	torship each partner contributes capital for business which in
	turn creates a large pool of capital. Mostly under sole propriet
	orship Mr. Siwazi the sources of capital are personal savings which
	leads to low capital. With large capital Mr. Siwazi with the rest of
	the partners will be in position to operate the business smoothly.
	Distribution of work where one person is not overloaded.
	Under partnership business the duties including management
	duties and others are dispersed among partners which reduces
	the heavy work load. If Mr. Siwazi is to opt for sole proprietor
	business he will be overloaded since both management, selling duties
	are done by a single person which reduces efficiency. I convince
	Mr. Siwazi to go for partnership so as to release himself from
	heavy work load.
	Proper decisions are made. Under partnership the decisions
	are made by approval of partners who differ in ways the view
	things so at the end of point in putting together all those ideas
	a best choice is opted. Mr. Siwazi if does not go for partnership
	he will not be able to enjoy this benefit and hence he may ma
	ke wrong decisions with no one to argue leading to poor per
	formance of the business. It is due to so Mr. Siwazi I
	convince him to go for partnership

6	<p>There is sharing of losses in the business. It is for that matter I convince Mr. Siwazi to engage in partnership. This reduces the burden of heavy loss to one person in the business which cause a great financial loss. In partnership the loss is shared among in proportion to capital contributed by the partners. Hence reduces burden of heavy loss to a person unlike if Mr. Siwazi engages in sole proprietorship where in occurrence of loss he is likely to suffer the entire loss alone.</p> <p>Easy to raise capital for expansion of the business. Under partnership the capital contributed is large hence there are adequate assets of the business that can be used as the collateral security in seeking loans from financial institutions. If Mr. Siwazi engages in partnership he will be in position to easily seek for loan as partnership business and use it to expand business unlike when engages under sole proprietor with limited assets it difficult to raise capital.</p> <p>Efficient management is made possible. In a partnership business since there are partners who have specialised skills but also it is possible to employ specialist in different aspects. There are partners who are responsible for the management or the the daily operation. But also under partnership Mr. Siwazi is in position of gaining 'new knowledge concerning business from other partners.</p> <p>Mr. Siwazi will benefit more if engages in partnership business despite the numerous benefit obtained does not mean the negative part of it should be ignored things like sharing of profit, risk of implying agents and blocking of capital are challenges that will be faced by Mr. Siwazi under partnership yet I still convince him to go/engage in partnership business.</p>
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Extract 13.1: A sample of a correct response to question 6

115 (8.7%) a candidate with average performance had inadequate knowledge of business units. The candidates partially explained most of the correct points and had in some cases irrelevant explanations. Some of

these candidates gave at least three correct points out of the required six points. Most of these candidates' responses included inadequate explanations on some points, insufficient number of points and incorrect explanations. One of the candidates for example confused the advantages of sole proprietorship with those partnership other candidates in this category explained the advantages generally without giving distinction.

The candidates 7 (0.5%) with weak performance scored from 0 to 6.5 marks. They were unable to differentiate the terms sole proprietorship and partnership. They provided the advantages of sole proprietorship generally without distinction with the advantages of partnerships. Some of these candidates were able to mention some advantages of sole proprietorship but provided unrelated explanations. Most of these candidates elaborated the general advantages of sole proprietorship instead of the benefits or advantages of being engaged in a partnership versus sole proprietorship. Extract 14.2 presents a sample of the incorrect response from one of the candidates.

6.	<p>Sole proprietorship refers to the form of business that is owned and managed by one person. Partnership business is a form of business that is owned jointly by two or more persons. Both are forms of business and differ in characteristics and operations of activities. However sole proprietorship seems to be more advantageous and efficient than partnership business. The following are the advantages of sole proprietorship over partnership;</p>	
	<p>Ease of formation/establishment; A sole proprietorship is very easy to start up compared to partnership business. This is because it involves less legal formalities, documentations and bureaucratic tendencies that are more present in partnership business. In partnership it requires partners to enter into contracts, formulate rules and regulations to govern partnership business in which in sole proprietorship business it involves less formalities which leads to easy formation of business.</p>	
	<p>It is flexible; A sole proprietorship is much advantageous since it has more flexibility than partnership. If the sole proprietor assesses the business and reveals it is not performing, he/she can quickly transform the kind of business and deal with another line of goods/services offered. But this is not for partnership as it is not easy to change the course of business unless all partners decide to approve their limits flexibility of business.</p>	
	<p>Faster decision making; Sole proprietorship is a better form of business over partnership since</p>	

6 decision-making in sole proprietorship is much easier and faster. If sole proprietor decides to change layout of goods or improve method of selling, he/she can quickly do so without having anyone's consent / disapproval. But partnership's decision-making is very complicated since an idea cannot be implemented unless all partners agree to it and if not then it can not prevail.

Sole proprietor enjoys all profits generated in sole proprietorship. The owner gets a not shared but a wholly enjoyed by the sole proprietor. Thus no profit distribution which makes the sole proprietor to enjoy higher revenue. On the other hand partnership requires profit to be distributed among the partners which reduces the earning capacity compared to sole proprietorship. Thus the sole proprietorship becomes more efficient since there is no profit distribution.

Personal incentive for growth of business; The sole proprietorship is much more advantageous since the business is owned and managed by one person. He/she becomes personally motivated to work hard and improve performance of the business since it is his/her own business. Thus it increases efficiency and promotes growth of business. Unlike for partnership some partners may not be motivated thus leads to less efficiency and business of some of partners since business is owned jointly. Thus sole proprietorship increases efficiency motive for growth.

It is easy to control and manage. The sole proprietorship is better compared to partnership since the controlling of business is done by one

6	<p>person who can easily make decisions, improvements and adjustments without having to get in meetings and cause delay in conducting activities. The management of the partnership is formed by many individuals in which it makes the whole managed and control comprehensive compared to the sole proprietorship business.</p> <p>Therefore, sole proprietorship business seems to be much advantageous than partnership business due to the mentioned benefits (advantages). However, sole proprietorship has its limitations and disadvantages that can limit effectiveness of the business such as the owner has unlimited liability in case of loss/bankruptcy the whole burden falls to the owner and a wrong step made in decision making affects the whole business since it is done by one person.</p>
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Extract 14.1: A sample of an incorrect response question 6

In extract 14.1 the candidate explained the advantages of sole proprietorship over those of partnership instead of using the advantages of partnership versus those of sole proprietorship to convince Mr. Siwazi to join the partnership.

2.2.7 Question 7: Export Trade

The candidates were required to explain how tourism as invisible export contributes to the development of commerce in Tanzania.

The question was opted by 1,036 (76.5%) candidates out of which 682 candidates (65.8%) scored from 12 to 20 marks, 312 candidates (30.1%) scored from 7.0 to 11.5 marks and 42 candidates (4.1%) scored from 0 to 6.5 marks. The overall candidates' performance in this question was good. Figure 14 summarises the candidates' performance in this question.

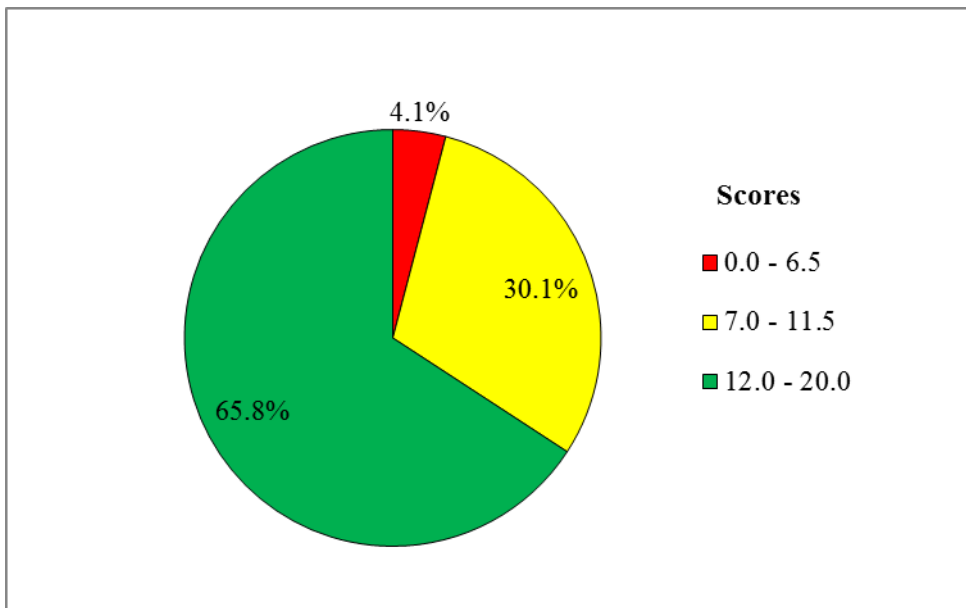


Figure 14: *Candidates' Performance in question 7*

The candidates who performed well in this question had adequate knowledge of export trade. In addition, they managed to reflect on the different commercial activities carried out between Tanzania and the rest of the world. Some of them provided relevant examples to support their answers to the concept examined. The variation of the candidates' scores was determined by the number of correct points provided, the clarity of the points given and essay writing skills applied. Extract 14.1 shows a sample of the candidates' good response.

7

Export trade is the trade which involve the selling of goods to other country. Export trade can be visible export or invisible export like tourism. Development is the positive change from lower life standard to the higher life standard. Tourism is the situation where by people move to other country for leisure or other activities. The following are the benefits or contribution of tourism to the development of commerce in Tanzania.

Tourism attract foreign investment. The presence of tourism in Tanzania help to attract foreign investment. Different traders move from their country to our country in order to look for the good location which can be used in investment. So when they invest in our country commerce can develop because the exchange of goods and services can increase due to the increase in investment.

Enable the government to collect more revenue. Furthermore tourism help the government to collect more revenue which can be used in the improvement of infrastructure also in the improvement of providing banking services. When infrastructures like roads, railways, ^{and airways} are well improved can lead to the development of commerce because the exchange of goods can be easily.

Enable the country to earn foreign currency. Furthermore the country can earn foreign currency due to tourism. So when the country has different foreign currency can help the businessman to run their business easily because they can exchange it in the bank in order to make trade with another country which can lead to the development of commerce to increase.

7	<p>Increase international understanding and cooperation. Also tourism leads to the increase of international understanding and cooperation. This is very important in the development of commerce because the exchange of goods and services between Tanzania and other country which have good cooperation like China to be easily between themselves.</p> <p>Tourism help in the transfer of technology. Furthermore due to tourism different technology had been transferred from other country to our country. For example the use of bank cards, credit cards which have played a big role in the development of commerce. This is because the presence of banks which offer different service help to the exchange of money to be simple.</p> <p>Tourism has led to the introduction of Tanzania commodities to other country. Also there are some tourist who take our commodities and then use it to their countries. So when other people see that product is very good also it will attract him or her to buy that product in our country hence the growth of commerce and development can occur.</p> <p>In conclusion the government can increase the number of tourist attraction in order to attract more tourists to come in our country in order to have good relationship in trade with the other country.</p>
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Extract 14.1: A sample of a correct response to question 7

Although there was good performance in this question, a few candidates 312 (30.1%) scored average marks. They understood the demand of the question but failed to explain how export trade can improve commercial activities as well as the Tanzanian economy. Some of the candidates in this category provided partial explanations on some of their points. Most

of the candidates in this category were able to explain in detail three out of the required six points. Some of these candidates in this category provided more than three points but they were not able to provide satisfactory explanations on some points. The difference of the scores among the candidates depended on the accuracy of the points provided.

42 (4.1%) candidates with weak performance scored from 0.5 to 6.5 marks. These candidates had inadequate knowledge of export trade especially on export of services. They gave answers on exportation of goods while the question was on export of services. Some of these candidates explained the limitations of export trade while others explained the problems of foreign trade in general. Some of these candidates wrote incorrect responses such as: *to protect home industries, to increase production, to encourage competition, to improve balance of payment, and to control the consumption of harmful products*. This shows that they did not understand the question and had partial knowledge of the topic. Extract 14.2 is a sample of an incorrect response from one of the candidates who scored low marks.

7.	<p>Tourism this is the transfer of people from one place to another place for leisure. Tourism can be within the country or outside the country. Tourism in Tanzania has brought about economic development of commerce although it has invisible export contribution to the development of commerce in Tanzania.</p> <p>Below are the invisible export contribution of tourism in development of commerce in Tanzania.</p> <p>It makes difficult in marketing research. Tourism leads difficult in not conducting marketing research due to destruction of human resources and other natural resources. Due to this made the development of commerce to be invisible effects + in tourism side in Tanzania.</p> <p>Destruction of environment. Environment have been destroyed due to tourism since some of their transport facilities cross to the areas which are not allowed and hence lead to poor transport in Tanzania, this made difficult for traders to reach some areas hence discourage the development of commerce in Tanzania.</p> <p>It lead to unfavourable terms of trade. If the tourism is high in Tanzania it is lead Tanzania to import more from abroad than demanding the local products in the country hence bring about unfav underdevelopment of commerce in Tanzania.</p> <p>Killing of local industries. A lot of</p>
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7.	tourists from abroad visiting Tanzania so as to find the market of the products hence makes Tanzanian to demand more their products than local product finally leads destructing of local industries in Tanzania.
	It leads to problem of balance of payment. Due to tourism in Tanzania the payment of receipt from abroad exceed the export receipt hence lead to problem of balance of payment which hindering development of Tanzania.
	Therefore, So as the tourism to be favorable in the development of Commerce in Tanzania there must be restrict against tourism in Tanzania.

Extract 14.2: A sample of an incorrect response to question 7

In extract 14.2 candidate did not explain how tourism as an invisible export contributes to the development of commerce in Tanzania. Instead the candidate explained the disadvantages of international trade.

3.0 ANALYSIS OF THE CANDIDATES' PERFORMANCE ON EACH TOPIC

The analysis done on candidates' performance on each topic showed that, 12 topics out of 14 topics that were examined had good performance. These topics include: *Business Units* (99.8%), *Banking* (98.3%), *Advertising* (98.2%), *Production* (98.2%), *Foreign Trade* (97.5%), *Export Trade* (95.9%), *Scope of Commerce* (95.0%), *Business Management and Organisation* (93.0%), *Transport and Communication* (92.1%), *Stock Exchange* (87.8%), *Domestic Trade* (82.6%) and *Marketing* (82.5%). The candidates' good performance in these topics was due to the fact that the candidates understood well the topics examined. The candidates were also able to identify the demands of the questions.

The analysis shows that two topics which are: *Contract of sales* (58.8%) and *Import trade* (51.4%) had average performance. The reasons for the average performance in these topics because candidates had partial knowledge on the topics examined and therefore provided unsatisfactory responses. Lack of English Language proficiency was also one of the reasons for the candidates failing to provide explanations on some correct points given. The candidates' performance on each topic is summarised in the Appendix.

4.0 CONCLUSION AND RECOMMENDATIONS

4.1 Conclusion

Candidates' had good performance (99.85%) in 152 Commerce subject because of a number of factors such as: competence on the topics examined, ability to follow the examination instructions, proficiency in English language and good essay writing skills. Candidates with performance had inadequate knowledge and skills some of the topics. They also failed to relate the demands of the questions with the real environment. The candidates who scored low marks lacked knowledge on some the topics tested. They also failed to interpret the demands of some of the the questions.

4.2 Recommendations

The candidates' performance in Commerce Subject can be improved in the future if the following is done:

- (a) Students should learn how to relate the demands of the question with their environment/reality. This will help the students not only to recall what they have learnt in the classroom but to understand and apply what they have also learnt.
- (b) Teachers should arrange for field trips to let the students to reflect on what they learnt in the class based on the reality in the field. In the teaching and learning process for example, students can be taken to commercial banks, Dar es Salaam stock exchange and different import offices so as to become familiar with banking, stock exchange and import trade topics.
- (c) Teachers should assist students by giving them many tests and quizzes, marking them and providing feedback to improve their performance.
- (d) Teachers should arrange for debates among the students to clear some misconceptions on some topics especially the topics with average performance.

Appendix

A Summary of the Analysis of the Candidates' Performance on each Topic

S/N	Topics	Number of questions	Percentage of candidates who scored the average of 35 or above	Remarks
1	Business Units	1	99.5	Good
2	Banking	1	98.3	Good
3	Advertising	1	98.2	Good
4.	Production	1	98.2	Good
5	Foreign Trade	1	97.5	Good
6	Export Trade	1	95.9	Good
7.	Scope of Commerce	1	95	Good
8.	Business Management and Organisation	1	93.0	Good
9	Transport and Communication	1	92.1	Good
10	Stock Exchange	1	87.8	Good
11	Domestic Trade	1	82.6	Good
12	Marketing	1	82.5	Good
13	Contract of Sales	1	58.8	Average
14	Import Trade	1	51.4	Average

