

THE NATIONAL EXAMINATIONS COUNCIL OF TANZANIA



**CANDIDATES' ITEM RESPONSE ANALYSIS REPORT
FOR THE CERTIFICATE OF SECONDARY EDUCATION
EXAMINATION (CSEE) 2015**

**061 COMMERCE
(For School Candidates)**

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FOREWORD

The Certificate of Secondary Education Examination (CSEE) marks the end of the four years of secondary education. It is a summative evaluation which among other things shows the effectiveness of the education system in general and education delivery system in particular. Essentially, the candidates' responses to the examination questions is a strong indicator of what the education system was able or unable to offer to the candidates in their four years of secondary education.

This report analyses some of the factors that contributed to understanding some of the reasons behind the performance of candidates in the Commerce subject. The analysis shows that the candidates who performed well were able to provide correct responses to the questions. They had adequate knowledge of the subject matter, were able to identify the demands of the questions and provided clear explanations on the concepts. Furthermore, it was observed that, poor performance by some candidates was due to misinterpretations of the questions, insufficient knowledge to the subject matter, poor organization of ideas and poor mastery of the English Language. The feedback provided will enable the educational stakeholders to take the appropriate measures to improve candidates' performance in future.

The National Examinations Council of Tanzania will highly appreciate remarks, opinions and recommendations from all stakeholders, which will facilitate better preparation of Examiners' Reports in the future.

Finally, the Council would like to thank all the Examiners and all who participated in the preparation of this report. We would also like to express sincere appreciation to all staff members who participated in analysing the data used in this report.



Dr. Charles E. Msonde
EXECUTIVE SECRETARY

1.0 INTRODUCTION

This report analyses the candidates' performance in Commerce examination for the candidates who sat for Certificate of Secondary Education Examination (CSEE) on 13th November 2015.

The paper consisted of ten (10) questions divided into three sections, namely section A, B and C. Section A consisted of 2 (two) questions each carried 10 marks. Section B consisted of four (4) short answer questions each carried 10 marks. Section C consisted of four (4) essay questions each carried 20 marks. Questions in section A and B were compulsory while in section C candidates were required to answer only two questions.

A total number of 22,251 candidates sat for Commerce examination in 2015 of which, 8,014 (36.08%) passed and 14,200 (63.92%) failed whereas in 2014 a total of 17,358 candidates sat for the examination of which 5,952 (34.29%) passed. This indicates that in 2015 the performance of the candidates increased slightly by 1.79% as compared to 2014.

The pass mark for each question was 30 percent and above of the marks allocated. The candidates' range of scores of 45 to 100, 30 to 44 and 0 to 29 percent shows good, average and weak performance respectively in 2015. However, in 2014 the ranges of scores were 50 to 100 (good), 30 to 49 (average), and 0 to 29 (weak). The candidates' performance is summarized in the appendix attached where by green colour represents good performance, yellow depict average and red colour indicates weak performance. The colours are also used in the different charts and graphs to illustrate the candidates' performance in various questions.

This report analyses the performance of candidates in each question. It further provides the requirement of each question and the reasons behind candidate's performance in a particular question. It highlights the strengths and some misconceptions observed in the candidates' scripts. The samples of candidates' poor and good responses are used to illustrate the candidates performance in individual/various questions therefore the report will be useful to the teachers, candidates and other stakeholders for the purpose of improving teaching and learning of Commerce subject.

2.0 ANALYSIS OF PERFORMANCE OF CANDIDATES IN EACH QUESTION

2.1 Question 1: Multiple Choice

This question consisted of ten (10) multiple choice items (i) – (x), which were composed from various topics of the syllabus such as *Business Units, Trade documents, International Trade, Theory of Demand, Communication, Production, Taxation and Banking*. The candidates were required to choose the correct answer among the given five alternatives. Each item carried 1 mark, making a total of 10 marks.

The analysis shows that 100 percent of candidates attempted this question out of which, 13.9 percent scored from 5 to 10 marks. Furthermore, the analysis shows that 49.2 percent scored from 3 to 4 marks. 39.9 percent scored from 0 to 2 marks of which 4.2 percent scored a 0 mark. The overall performance in this question was good as 63.1 percent of the scored an average of 30 percent and above.

Though the performance in this question was good, 36.9 percent of the candidates scored below the average of 30 percent of the marks allotted as shown in Figure 1. These candidates had insufficient knowledge on various subject matter examined.

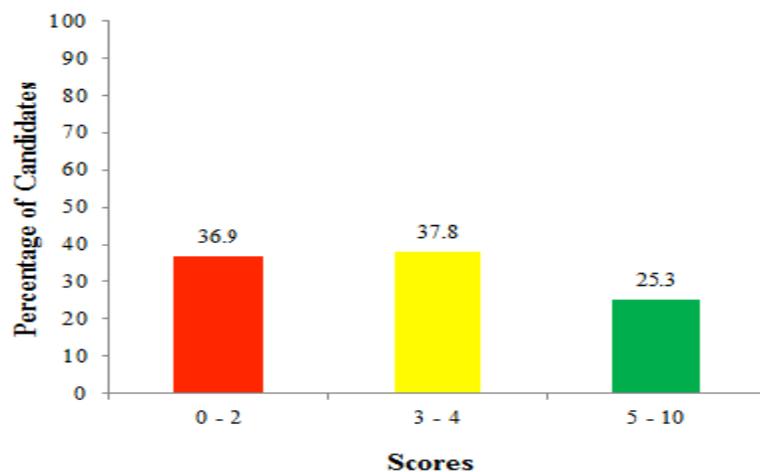


Figure1 Candidates' performance in question 1

In item (i), the candidates were required to identify a document used by the company to invite the general public to buy shares. The correct answer was C “Prospectus”. The candidates who chose the correct answer had adequate knowledge of necessary documents used in the formation of the company. However, those who opted for A “Memorandum of Association” confused the contents of the Memorandum of Association. The Memorandum of Association is designed to govern the relationship of the company with the outsiders but not specifically for invitation of shares. Some candidates who opted for B “Articles of Association” failed to identify the rules and regulations contained in the articles of association. The Articles of Association deals with the internal organization of the company. Also option D “Certificate of trading” and E “Certificate of incorporation” were not correct because the two documents give a company a legal existence and the power to commence the business respectively and not to buy shares.

Item (ii), required the candidates to analyse the reason for issuing a debit note. The correct response was B “to correct an undercharge in an invoice”. A seller has to issue a debit note to a buyer to inform him/her that his/her account has been debited with the amount which in error had not been shown in the invoice issued. Some candidates who opted for A “to correct any error in an invoice” were wrong because the corrections made on an invoice must be specific, whether over or under charge of an invoice. The candidates who opted for C “to correct an overcharge in an invoice” failed to differentiate a credit note from a debit note. A credit note is used to correct overcharge in an invoice. Moreover, candidates who opted for D “to correct an overcharge in account” and E “to correct an undercharge in account were also wrong because the options did not specify the account to be corrected whether debtor’s or creditor’s account. Debit note is specifically used for correction of an invoice and not an account but it is used as a source to document to correct customer account.

In item (iii), the candidates were required to identify the principle which is applied by a country in making a decision to produce

goods or services that brings a greatest advantage to the country. The correct response was C “Comparative advantage”. The candidates who opted for A “absolute advantages” failed to differentiate between comparative advantage and absolute advantage. The absolute advantage principle states that if a country can produce a certain commodity more efficiently and profitably then it is better to produce than to buy from outside. Also the principle is applicable if the country has a monopoly of producing a certain product. On the other hand, the candidates who chose B, “competitive advantage”, were also wrong because competitive advantage specifically aim at capturing the market. The candidate who opted for D “cooperative advantages” lacked knowledge on the principles applied in international trade in importing or exporting the goods because cooperative advantage is found in Business Units topic. All candidates who opted for the distractors were attracted by the word *advantage* that appeared in the distractors and in the stem.

Item (iv), required the candidates to determine the price elasticity of demand for the given data as:

Find the price elasticity of demand using proportionate change method for maize when demand falls from 800 kg to 600 kg due to increase in price from shs 40 per kg to shs 60 per kg?

$A \quad \frac{3}{4}$	$B \quad \frac{-3}{4}$	$C \quad \frac{20}{21}$
$D \quad \frac{-20}{21}$	$E \quad \frac{-1}{2}$	

The correct option was “E” $-\frac{1}{2}$ however, the last result could be multiplied by negative 1 to give a positive figure which allows for interpretation of the value obtained.

On the other hand, the candidates who failed to choose the correct response applied an incorrect formula which is used to compute the price elasticity of demand. Those who chose A $\frac{3}{4}$ took the

original quantity over new quantity which was an inappropriate formula while those who chose $B - \frac{3}{4}$ computed it by using negative original quantity over new quantity and ignored the prices. Generally, the use of an incorrect formula led them to choose the incorrect responses.

In item (v), the candidates were required to identify from the given alternatives the factor which should not be taken into consideration while communicating. The correct response was D “the evidence of communication”. Options A “the source of communication”, B “the consent of the message”, C “the process of which the communication is processed” and E “the method by which the message is transmitted” are factors to be considered when communicating thus candidates who opted for them might have ignored the word “should not” in the stem of the question.

Item (vi) tested the candidates knowledge of the classification of production. The correct response was B “industries, commerce and direct services” the candidates who opted for the correct option had sufficient knowledge on the production flow chart from which the main classes of production is drawn. The candidates who opted for the wrong options failed to differentiate the main classes of production from sub classes of production. Those who opted for A “constructive, extractive and manufacturing industries” failed to recognize that all that stands for industry(ies) which is a sub classes of production. Some candidates who opted for C “industries, trade and aids to trade” failed to realize that *trade and aids to trade* forms commerce thus two classes of production. Candidates who opted for D “home trade, aids to trade and direct services failed to recall that home trade is sub branch of trade and aids to trade are among the branch of commerce, but direct service is a branch of production so they cannot form production. The same case applied to those who opted for E “foreign trade, aids to trade and direct services” the only difference is that foreign trade is a branch of trade which involves buying and selling of goods and services outside the country.

Item (vii) required the candidates to identify the correct name given to a document sent by the seller to the buyer showing the details of the commodity and its total value for which the receiver will have to pay. The correct response was C “invoice”, the candidates who opted for the correct response had sufficient knowledge on various documents used in home trade. However, some candidates who opted for A “consignment note” did not know that a document is only used whenever goods are sent on consignment. Furthermore, other candidates who opted for B “delivery note” were attracted by the word *receiver* in the question and related it with the word *deliver* from the options. The candidates who opted for D “proforma invoice” failed to differentiate invoice from proforma invoice. Proforma invoice does not make the importer responsible to pay (it does not bill the importer). Those who opted for E “consular invoice” failed to realize that consular invoice is an invoice of the exporter which is certified by the consul of the importing country who is stationed in the exporting country.

In item (viii), the candidates were required to identify the canons of taxation which shows clearly the amount to be paid to the state by the tax payer. The correct answer was C “certainty”, the candidates who opted for the correct response understood the meaning of the canons tested thus identified the correct response from other distractors. The candidates who opted for A “Convenient” failed to understand its meaning in relation to the question. The convenient canon of taxation states the time and manner of collecting tax which is convenient to the tax payer and the government. The candidates who opted for B “Equity” failed to realize that in equity canon the burden of taxation must be proportional to the payers’ income. However, all candidates who opted for D “Economy” failed to understand that the canon states about the cost of tax collection. Furthermore, those who opted for E “productivity” were wrong because in productivity the tax rate should be easy to adjust. This can generally be concluded that, candidates who failed to opt for the correct response lacked knowledge of the canons of taxation.

Item (ix) required the candidates to identify the place where Ex works price quotation is charged. The correct response B “manufacturer’s premises”, was chosen by the candidates who were familiar with the fact that, the buyer will be responsible to collect his/her goods from manufacturer’s premises and incur all other costs to his/her premise. Those who opted for A “bonded warehouse premises” and E “public warehouse premises” did not understand the *incoterms* because the options are not among the list of incoterms. Those who opted for C “port of destination” were not aware of the term because in this case the price quotation includes transportation cost from the seller to the buyer’s premises.

In item (x), the candidates were required to identify the bank whose function is to issue the legal tender currency in any country. The correct response was B “Central Bank”. The candidates who opted for the correct response understood the functions the Central bank and that of commercial banks therefore managed to identify the correct response. Candidates who opted for D “Bank of Tanzania” misinterpreted the question because the question focused on *any country* and not Tanzania in particular. Those who opted for A “Commercial banks” failed to differentiate the functions of the Central bank from those of the commercial banks. Others who opted for C “Investment bank” and E “National Bank of Commerce failed to realize that the options are referred to Commercial banks.

2.2 Question 2: Matching Items

The question was composed from Insurance topic. It intended to measure the candidates’ knowledge on different terms as used in insurance. It consisted of (10) matching items. The candidates were required to match the items in **Column A** with responses in **Column B** by writing the letter of the correct response from **Column B**.

The analysis shows that the question was attempted by all (100%) candidates of whom, 10.1 percent scored from 5 to 10 marks. 24.4 percent scored from 3 to 4 marks. Furthermore, 65.5 percent

scored 0 to 2 marks out of which 22.9 percent scored a 0 mark. The statistical data show that the performance in this question was average as 34.5 percent of the candidates scored an average of 30 percent and above of the marks allotted.

The question was as presented in the table below:

<i>Column A</i>	<i>Column B</i>
(i) <i>The close connection between what makes the loss and risk insured.</i>	A <i>Reinsurance</i>
(ii) <i>Loss/damage to vessels, cargo or passengers during transportation in high seas.</i>	B <i>Fidelity insurance</i>
(iii) <i>The means by which some of the risks incurred in the business can be overcome.</i>	C <i>Endowment policy</i>
(iv) <i>The situation where an insurer takes the risks to another insurance company to cover part of its risk.</i>	D <i>Marine insurance</i>
(v) <i>The amount paid to the insured who no longer wishes to continue with an insurance contract.</i>	E <i>Proximate cause</i>
(vi) <i>A temporary policy issued before the actual policy has been issued.</i>	F <i>Indemnity</i>
(vii) <i>Compensation to an employer whose money or goods has been stolen by an employee.</i>	G <i>Cover note</i>
(viii) <i>Insurance contract for the protection of loss caused by unlawful possession of goods from the insured person.</i>	H <i>Insurance</i>
	I <i>Livestock insurance</i>
	J <i>Double insurance</i>
	K <i>Life assurance</i>
	L <i>Plate glass insurance</i>
	M <i>Surrender value</i>
	N <i>Burglary insurance</i>
	O <i>Insurable interest</i>

<p>(ix) <i>The sum assured is payable at the expiration of the specified period or if the assured dies before the period expired.</i></p>	
<p>(x) <i>The insured should be in the same financial position as before the risk occurred.</i></p>	

The candidates who scored high marks (5 to 10) in this question showed greater understanding of different insurance principles and terminologies. The items which were correctly responded by most of these candidates were item (i), (ii), (iv), (vi) and (x) while items (vii), and (ix) challenged most of the candidates.

In item (i), the correct response was E “Proximate cause” most of the candidates opted for the correct answer. They understood well the principle of proximate cause. However, very few candidates were attracted by distractors F “indemnity” and O “insurable interest”. Such candidates failed to differentiate various principles of insurance by their key features. The candidates who opted for O ‘insurable interest’ were attracted by the word connection from the stem of the question and related it with the meaning of insurable interest which states that the insurer in person must suffer the financial loss from the occurrence of the event (the insurer feel the pinch in connection with the loss occurred).

In item (ii), the correct response was D “marine insurance”. Majority of the candidates managed to realize that marine insurance is involved in the transportation of goods, passengers and the vessels in the sea. However, few candidates matched it with incorrect options like L “plate glass insurance”. Such candidates were attracted by the word *damage* and related it with *plate glass* assuming that plate glass in nature can easily be damaged. The candidates who opted for K “life insurance”, were attracted by the word passengers from the question and thought that because life insurance involves the insurance of a person then *life insurance* could be the right answer. Candidates who opted for

C “endowment policy” didn’t understand that endowment policy is a type of life insurance and deals with peoples’ life and not both people and properties.

In item (iii), the correct response was H “insurance”. The candidates who opted for the correct option understood that insurance aims at overcoming the risk. Some of the candidates who failed to respond correctly chose J “double insurance”, such candidates were attracted by the word insurance from the options but failed to realize that in double insurance the same property is insured in more than one insurance company but once the event occurred the principle of indemnity will be applied in compensation.

In item (vii), the correct response was N “burglary insurance” but many candidates opted M “surrender value”. They failed to recall the meaning of surrender value which is the amount of money paid to insured whose insurance contract is terminated while burglary insurance is a contract which protects the loss caused by unlawful possession of goods from the insured.

In item (ix), the correct response was C “endowment policy” but most of the candidates opted G “cover note” which is a document given to the insured soon after paying the first installment of the premium require.

However, most of the candidates who scored low marks from (0 to 2) failed to opt for the correct responses. Those who managed to score at least 1 mark responded correctly to some of the items which seemed to be conversant to them. Such is like item (iii) H “insurance”, which was chosen by many candidates because the meaning of insurance itself attracted them through some word like *to overcome the risk incurred*. Other candidates scored marks from item (x) F “indemnity” understood that insurance does not intend to benefit the insured but to restore him/her to the financial position as before the occurrence of loss.

2.3 Question 3: Stock Administration and Warehousing

This question was divided into three parts (a), (b) and (c). In part (a), the candidates were required to explain in brief the term “stock administration”. In part (b), they were required to elaborate functions of stock administration and in part (c) to list the advantages of a bonded warehouse to the government.

The data show that the question was attempted by all (100%) the candidates. However, the performance in this question was poor as 70.3 percent scored from 0 to 2.5 marks among them 31.4 percent scored a 0 mark, 15.7 percent scored from 3 to 4 marks and 14 percent scored from 4.5 to 10 marks.

Some candidates with poor performance (0 to 2.5 marks) failed to understand the demand of the question, and others had partial knowledge of some parts of the question. Some of these candidates mentioned few functions of stock administration like *receiving* and *issuing* of goods. Others listed few points on the advantages of a bonded warehouse. Moreover, the candidates who scored a 0 mark could neither provide a brief explanation on the term stock administration and elaborate its functions nor list the advantages of a bonded warehouse to the government. For example, some responded to part (b) incorrectly by outlining types of stock level like *minimum stock*, *average stock* and *maximum stock* instead of elaborating the functions of stock administration. Extract 3.1 is a sample of poor response from a candidate who failed to adhere to the demand of the question.

Extract 3.1

(a)	Stock Administration is the way or process of people to know the end stock or the good which have been remain in the given year
(b)	1) To know good remain or stock
	(i) It help to know cost of production
	(ii) It help to know profit of business
	(iv) It help to know percentage or average stock
	v) It help to know calculation of the stock remain
(c)	1. It keep good which are imported
	2. To ensure that they have being wants taxes
	3. To keep wantd consumer wants to buy for health
	4. To keep wantd consumer wants to buy.

Extract 3.1 is a sample of poor response from a candidate who scored a 0 mark. In part (a) the candidate tried to define stock taking instead of stock administration; in (b), the candidate listed the activities done under some of the functions of stock administration and in (c), he/she listed the points which relate to the general functions of a warehouse though the sentences were not clear.

However, the candidates who scored from 3 to 4 marks showed a better understanding of the task on some parts of the question although they had some weaknesses in responding to the question. Some weaknesses noted from their responses include; mentioning the functions of stock administration instead of elaborating, providing partial definition of term stock administration and provision of insufficient number of points on the advantage of Bonded warehouse to the government.

The candidates who scored from 5 to 10 marks in most cases adhered to the demand of the question. However, their marks varied due to their differences in ability of responding to the question. There were some candidates who failed to provide brief explanation on the term stock administration in part (a) but

managed to elaborate the functions of stock administration in part (b). They were also able to list some of the advantages of a bonded warehouse to the government. Other candidates correctly explained the term stock administration, listed the advantages of bonded warehouse to the government and elaborated the functions of stock administration. One of the functions which was wrongly elaborated by many candidates was *placing of items*. They elaborated it as placing of a new order of stock instead of proper arrangement of items in the shelves or in store according to their date of purchase and the date of sale (before expire date). The candidates confused the functions of stock administration with types of stock level. They related placing of items found in stock administration with placing of new order under order point found in stock level. A sample of such responses is illustrated in Extract 3.2

Extract 3.2

3	<p>a) stock administration is a management of stock in a warehouse in order to ensure that goods available in any time in a store so that to satisfy human wants.</p> <p>b) Five functions of stock administrations are as follows:-</p> <p>Receiving of goods; A warehouse keeper must ensure he receive goods compared with document.</p> <p>Placing of goods; A store keeper must ensure store goods on a good condition.</p> <p>Caring of stock; he must care goods in order to avoid shrinkage.</p> <p>Issuing of goods; he issues goods when he get order from trader.</p> <p>Stock Control: he must prepare stock bin card so as to know the value of stock held at the end of period.</p> <p>c) A Bonded warehouse is a type of warehouse where imported goods are waited until the duty is paid.</p> <p>The following are the advantages to the government</p> <p>(i) It ensure that, no person can avoid to pay the custom duty.</p> <p>(ii) It helps a government to protecting smuggling goods</p> <p>(iii) It increase revenue to the government</p>
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(iv) It promote living standard of people because
use many people are employed to that warehouse
as a result the problem of employment reduce.

Extract 3.2 shows a sample of the correct responses from the script of a candidate who scored high marks. This candidate was able to explain the term stock administration, elaborate the functions of stock administration and list the advantages of a Bonded warehouse.

2.4 Question 4: Business units and wholesale trade

This question had parts (a) to (e), the candidates were required to differentiate (a) Brokers and Factors, (b) Commission agents and Del-Credere agents (c) Public corporations and Parastatal Bodies (d) Specialization and Division of labour and (e) Naked Debentures and Mortgage Debentures.

This question was attempted by all (100 percent) the candidates out of which, 88.6 percent scored from 0 to 2.5 marks, among them 54 percent scored a 0 mark. Furthermore, 6.3 percent scored from 3 to 4 marks and 5.1 percent scored from 4.5 to 10 marks. The general performance in this question was poor as 11.4 percent of candidates scored 30% and above of all marks allotted. Figure 2 illustrates the candidates' performance in this question.

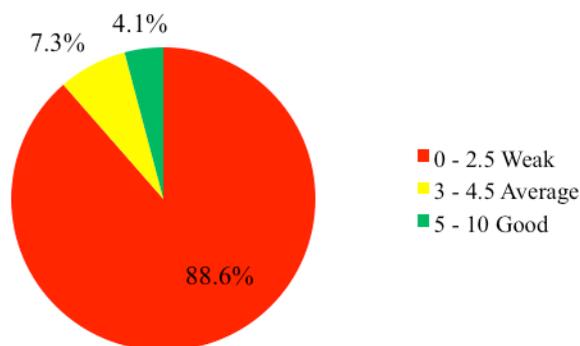


Figure 2: performance in percentage in question 4.

The candidates who scored low marks (from 0 to 2.5) had inadequate knowledge on the commercial terms tested. The candidates who scored a 0 mark failed to differentiate the terms as required. Some of them misinterpreted some of the terms, for

example in part (a), some candidates mentioned the factors of production such as *land, labour, capital and entrepreneur* instead of differentiating Broker and Factor. On the other hand, others considered Brokers as *persons who break the bulk* instead of the agents who represent a buyer or seller in negotiating a purchase or sales of goods without physically handling them. Most of the candidates who scored 0.5 to 2.5 marks in this group managed to differentiate specialization and division of labour while others provide insufficient descriptions on differentiating the terms. Extract 4.1 is a sample of poor response from a script of the candidate who scored a 0 mark.

Extract 4.1

4	(a) Brokers is the man who stand before the agent.
	WHILE:
	Factors is the other things to be consider.
	(b) Commission agents is the person who deal with business issue.
	WHILE
	Del-credere agents is the one who deals with mercantile issue.
4	(c) public corporation is the public cooperation with used with anyone.
	WHILE:
	Parastatal bodies this is owned by a person so is private and is used by selected people.
	(d) Specialization is the form of business.
	WHILE:
	Division of labour is the divided of labour where a man can not do a job that is equal with a woman.
	(e) Naked Debentures this is a debenture where by is able to used by everyone.
	WHILE:
	Mortgage Debentures is the one which are not able to used by anyone.

Extract 4.1 shows a sample of response from a script of the candidate who scored a 0 mark. This candidate failed to differentiate the commercial terms.

The candidates who scored from 3 to 4 marks responded partially to some parts of the question due to partial knowledge on the concepts as their responses showed some discrepancies like incomplete meaning on some of the terms and others cited some examples of the terms instead of differentiating them. Most of the candidates correctly responded to parts (d) and (e), but some candidates' responses in part (e), Naked Debentures and Mortgage Debentures encountered with some weaknesses. One among the noted weaknesses was that, candidates differentiated the naked from mortgage debentures as *naked debentures do not have security pledge while mortgage debentures the property is pledged against the loan* but they did not explain what happened if a debenture holder failed to repay the loan.

Candidates who managed to score 4.5 to 10 marks understood the demands of the question and had sufficient knowledge on the commercial terms given. The candidates who scored all 10 marks managed to provide clear distinction on the terms. However, candidates' marks varied due to their varied competence of differentiating the terms. Extract 4.2 revealed a sample of a good response.

Extract 4.2

Qn 4	
(a)	Brokers refer to the middlemen that have the duty of finding market for a particular seller without him having possession of the goods while factors are middlemen who sell goods under their name and their own prices and they possess the goods.
(b)	Commission agents are agents which sell goods on behalf of a certain supplier and are entitled to a commission after selling the goods while Del-credere agents are middlemen who sell goods on behalf of a supplier and may issue credits. In case the debtors have not yet paid he is liable to pay that particular amount with his own money. He is a trust worthy agent for he guarantees payment.
(c)	Public Corporation are business units whose majority of the shares belong to the government and they aim at providing a certain service to the public. Private people are also allowed to have shares while Parastatal bodies are business units which are completely owned by the government and they usually offer a specific service to the public example Mubimbili hospital.
(d)	Specialization is the concentration of an individual in one particular activity only example a doctor specialized in eye defects is termed as an Ophthalmologist while division of labour is the splitting of work in different pieces such that each piece is done by a certain person/specific group of people example in production one harvests while others pull out the weeds.
(e)	Naked debentures are units of loan of a joint stock company which is not entitled to any security. In case the company fails to pay, its holder will be ranked in the normal creditors while Mortgage debentures are the debentures with security. In case the company fails to pay, the holder is liable to take the assets of the company for compensation.

Extract 4.2 shows a sample of a response from a script of a candidate who scored high marks. This candidate was able to differentiate correctly the terms.

2.5 Question 5: Whole Sale Trade and Retail Trade

The question had parts (a) and (b). Part (a) required the candidates to design an invoice for the data provided. In part (b), they were required to describe the term (i) trade discount and (ii) cash discount.

This question was attempted by all (100%) the candidates of which, 80.7 percent scored from 0 to 2.5 marks but 62 percent in this category scored a 0 mark. Nevertheless, 9.7 percent scored from 3 to 4 marks and 9.6 percent score from 4.5 to 10 marks. The data analysis shows that the performance of the candidates in this question was poor.

The majority of the candidates (80.7%) scored low marks including 62 percent who scored a 0 mark. Poor performance was caused by a number of factors; like failure to identify the demand of the question, poor knowledge on trade documents used in home trade and incompetence in simple calculations for example, some candidates who failed to interpret and use correctly the data provided in part (a), multiplied the weight on each item with the price per unit and found 5% from the result on each item as trade discount and they did not prepare an invoice Others failed to differentiate invoice from the books of prime entry by noticing that an invoice is a source document used in the preparation of some books of prime entry like sales and purchases day book. They were attracted by the data which resembles the one used in the preparation of sales day book/purchases but failed to identify the requirement of the question. Some candidates prepared cash account and others drew demand and supply curves which were meaning less to the question' demand. Supply curve is a curve which shows the relationship between price per unit and quantity supplied whereby demand curve is a curve which shows the relationship between price and quantity demanded. Extract 5.1 is a sample of poor response from a candidate who failed to understand the demands of the question.

Extract 5.1

5a)	Maize	
	$100 \times 28000 = 2800000$	
	$2,800,000 \times 50\text{kg} = 1400000$	
	$= 1,400,000$	
	$1400000 \times \frac{5}{100} = 70000$	
	Sugar	Maize = 70000
	$92000 \times 55 = 5060,000$	
	$5,060,000 \times 50\text{kg} = 25,300,000$	
	$25,300,000 \times \frac{5}{100} = 1,265,000$	
	Sugar: 1,265,000	
	$100,000 \times 100 = 100,00000$	
	$10,000,000 \times 50$	
	$500,000,000 \times 5$	
	100	
	$250,0000$	
	Wheat flour = 2500,000	
	$OMQ = 12000 \times 30 = 360000$	
	$360,000 \times 5 = 1800000$	
	$1,800,000 \times \frac{5}{100} = 90000$	
	boxes of OMQ = 90,000	
	Cooking = $85000 \times 50 = 4250000$	
	$4250,000 \times 20 = 85,000,000$	
	$85,000,000 \times \frac{5}{100} = 4250000$	
	Cooking = 4250,000	

Extract 5.1 is a part of a sample of a poor response from the script of a candidate who failed to prepare an invoice in part (a). The candidate computed the units of items and deducted discount from the wrong figures obtained from incorrect calculations.

On the other hand, the candidates who scored from 4.5 to 10 marks understood the requirement of the question, had sufficient knowledge and calculation skills. However, the candidates who could not score 10 allotted marks managed to differentiate correctly trade discount from cash discount in part (b), but failed to score full in part (a) as they failed to show properly the address of the seller and buyer, the date and invoice number. Other candidates managed to show correctly the addresses, date and invoice number but failed to calculate the correct amount of trade discount hence obtained incorrect amount to be paid by the buyer. Nevertheless, only 0.1 percent of all the candidates scored 10 marks allotted as they managed to differentiate correctly trade discount from cash discount and design an invoice. Extract 5.2 evidences the work done by a candidate who had adequate knowledge on trade documents used in home trade.

Extract 5.2

5 d)				
MASHANGA WHOLESALERS				
P.O. BOX 45230				
DAR-ES-SALAAM				
Invoice No: 342			Date: 18-03-2013	
<u>INVOICE</u>				
TO: K&K TRADERS				
P.O. BOX 574				
ARUSHA				
S/N	Particulars	Qnt	Unit price	Total
1.	Bags of maize flour	100	28,000	280,000
2.	Bags of sugar	55	92,000	5,060,000
3.	Bags of wheat flour	100	100,000	10,000,000
4.	Boxes of G.Mo sty	30	12,000	360,000
5.	Tins of cooking oil 70 lbs	50	85,000	4,250,000
	Total		→	22470000
	less: 5% trade discount		→	1,123500
				21346500
	E&OE			

b)	
i)	Trade discount is an allowance made by the wholesaler to the retailer when he buys goods in bulk. It is usually used in credit transactions.
ii)	Cash discount is an allowance made by the seller to the buyer for prompt payment. It is usually used in cash transactions.

Extract 5.2 is a sample of a good response from the script of a candidate who properly designed an invoice and differentiated trade discount from cash discount.

2.6 Question 6: Banking

The question had two parts; (a) and (b). In part (a) (i) the question required the candidates to explain briefly on the term cheque and (ii) to elaborate three parties to a cheque. In part (b) candidates were required to describe the advantages of paying the debts by cheque.

The question was attempted by all candidates (100%) whereby 72.7 percent scored from 0 to 2.5 marks, 13.7 percent scored from 3 to 4 marks and 13.6 percent scored from 4.5 to 10 marks. Therefore the overall performance was poor.

Most of the candidates (72.7%) who scored from 0 to 2.5 marks managed to mention the parties to a cheque such as *drawer*, *drawee* and *payee* in part (a) (ii) but failed to provide correct elaborations. Others listed the advantages of paying by cheque without giving any descriptions thus scored few marks. However, the candidates who scored a 0 mark had some weaknesses in attempting the question such as misinterpreting the question, for example, the term cheque in part (a) (i), was misinterpreted as *check*, and (ii) parties to a cheque was incorrectly interpreted as *types* of cheque. In part (b) some candidates responded on the *reasons for a cheque being dishonoured* instead of the advantages of paying by cheque. Extract 6.1 shows a sample of a response from a script of a candidate with inadequate knowledge on banking.

Extract 6.1

6a: Cheque - this is profit which the business person must have.
6b: Dishonoured cheque
ii: Issuing cheque
iii: Discount cheque.
c: i: It create market
ii: It create profit in the market.
iii: It create customers.
iv: It gives information in the business.
v: It create production in a business.

Extract 6.1 shows a sample of poor response from a script of a candidate who failed to define the term cheque, listed the terminologies from banking topic in part (a) (ii) and mentioned some advantages of advertising to the business in part (b).

On the other hand, the candidates who scored from 3 to 4 marks had knowledge to some parts of the question but failed to apply such knowledge to meet the demand of the question. There were some candidates who managed to define a cheque and elaborate parties to a cheque while others mention the parties to a cheque and some advantages of paying the debts by cheque.

Lastly, the candidates who performed well (13.6%) showed good mastery on banking topic and adhered to the demand of the question. Most of them managed to answer correctly part (a) and partially part (b). However, very few candidates managed to score all full marks because they were able to define the term cheques, elaborate parties to a cheque and explain the advantages of paying the debts by cheque. However, their scores varied according to their ability to provide coherent descriptions according to the demands of the question. Extract 6.2 is a sample of good response from a candidate who scored high marks.

Extract 6.2

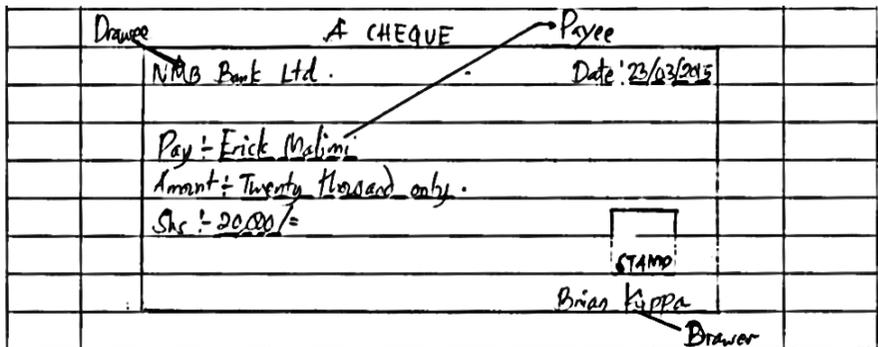
6(i) Cheque - Is an order in writing by a customer demanding his or her bank to pay a specific amount of money to the person named on the cheque or bearer. It can be an opened cheque or crossed cheque. Opened cheque a bearer can take money from the bank counter while crossed it's a safe one and money is deposited into the bank account.

6(ii) Parties of cheque

i → Drawer - This is the person who draws the cheque, or the one who demands his bank to pay a certain person a certain amount of money.

ii → Drawee → This is the bank which is supposed to pay a person written on the cheque (The bearer) for example NMB bank, CRDB and so on.

iii → Payee → This is the person to whom the cheque is drawn and one responsible to receive the money written on the cheque.



6(iii) It is safe method especially when crossed cheque is used, no one can withdrawal the money if not mentioned on the cheque.

iv/- It prevents carrying large amounts of money on hand which is dangerous since a person can be attacked by robbers.

vi/- It is a simple and quick method of payment since a person gets money on his or her account.

vii/- A cheque can be endorsed to another person.

v/- It is easy to handle and carry a cheque than money in cash.

Extract 6.2 indicates the responses of the candidate who adhered to the demand of the question. This candidate managed to define the term cheque, elaborate the parties to a cheque and describe advantages of paying the debts by cheque.

2.7 Question 7: Transportation

The question required the candidates to describe the advantages and disadvantages of using air transport for transporting flowers and fishes from Tanzania to Japan to a businessman.

The question was attempted by 75.8 percent of the candidates and the general performance was average as 15.9 percent scored from 9.5 to 17 marks, 23.3 percent scored from 6 to 8.5 marks and 60.8 percent scored from 0 to 2.5 marks of which 13.7 percent scored a 0 mark.

The candidates with good performance managed to explain the advantages and disadvantages of air transport to businessman who deals with perishable goods. However, there were some discrepancies noted on the candidates' responses such as some general advantages and disadvantage of air transport which were not applicable to the trader as the question required.

The candidates with an average performance (23.3%) described few advantages and disadvantages of air transport to a business dealer who deals with perishable goods over long distance. Other candidates pointed out the correct advantages and disadvantages but they explained them superficially.

On the other hand, the candidates who scored low marks (0.5 to 5) had inadequate knowledge on air transport because most of them described the simplest advantage and disadvantage to recall like *faster* and *very expensive* means of transport respectively. The main reason for their response on these two points was the nature of transport itself. However, some of them failed to provide correct descriptions to the disadvantage mentioned *very expensive* because the descriptions of the majority was about high initial and maintenance cost which was incorrect. The correct description was supposed to base on transportation cost. Others managed to

describe the two points correctly and pointed out other advantages/disadvantages without any descriptions.

Nevertheless, some candidates who scored a 0 mark misunderstand the question thus provide general advantages of air transport such as transportation of delicate and valuable goods, creation of employment and rise government revenue. These candidates did not read the question carefully. Some candidates who misinterpreted the question listed different mode of transport while others pointed out the elements of transport. Furthermore, others copied the question. Extract 7.1 is a sample of poor response. Extract 7.2 shows a sample of incorrect response from a script of the candidate who used poor English Language and misinterpreted the question.

Extract 7.1

7.	Transport - is the movement or one place to another for doing pur pose / to satisfy human need or wa nt from one country to another. The following are the types of transpor t. These are	
	Land transport Means that these are the types of transport.	
	Air transport but to this t there are the types of trans port. for example Mwanza to Kibaha.	
	Water transport These means that there are types of tra nsport. for example Mwanza to Mwanza.	

Fore example of transport.			
Transport:			
Air	land		Water
Aeroplane			- Ocean
Car	Inland	land	- River
	- River	- Ocean	
Advantage of transport.			
- It move from one place to another			
- It increase bankers bank.			
- It increase courage in the government			
- It increase specialization.			
- It support the central bank.			
Disadvantage of transport.			
- It increase the "ajali" to the people			
- It can cause the road safety			
- Loss of the industry or capital			
- Loss of communication			
- Loss of profit and loss account.			

In extract 7.1 indicates a response from a candidate who incorrectly listed advantages and disadvantages of air transport to a trader contrary to the demand of the question.

Extract 7.2

7	<p>A help to get take goods or service from japan, because from international trade of Tanzania you not agricultural of new but japan the every day or goods of government so Tanzania to take poverty from government to present of people.</p> <p>the following disadvantage of transport of air to remove production or goods services.</p> <p>to export money, because Tanzania you not money of movement of go to japan but export of money in air port to present poverty of nationality you to not language of japan, because people of Tanzania you make noise of Kiswahili to go the national of japan to make noise of english but poor of education and you not movement of product or goods to just wait from not language.</p> <p>poor of education, because education the every thing of life - but people to get air port to not explain of sign of shift of to move home but just to first day to just go in education of sign</p> <p>because not not time of go in the japan, because - people of Tanzania to present jobs of time but time of japan in move of air port to the movement but people and product you just you</p>
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Extract 7.2 is a sample of poor response from a script of one of the candidates who provide irrelevant points to the question. This candidate failed to interpret the question and used poor English Language in her/his responses.

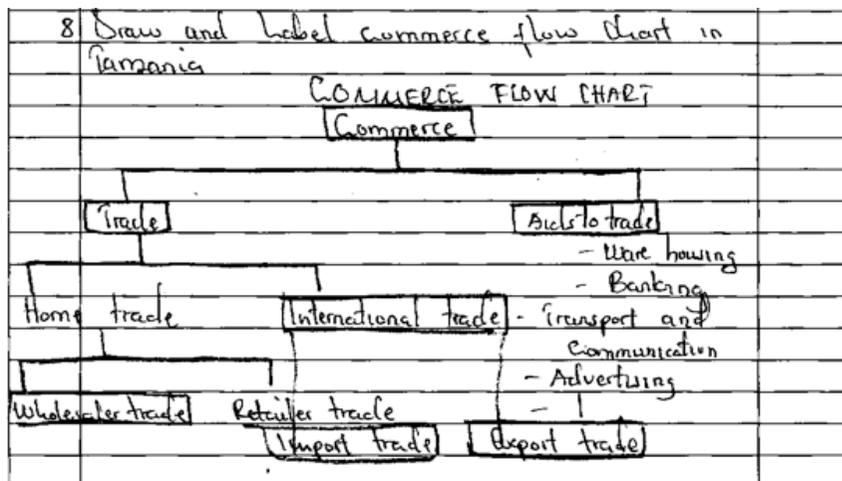
2.8 Question 8: Marketing

The question had three parts: (a), (b) and (c). The candidates were required to: (a) explain the advantages of packing of the product, (b) explain three main methods of personal selling to the producer of the goods and (c) elaborate two limitations of personal selling to the producer of goods.

This was the least opted question as it was attempted by only 6.9 percent of all candidates. The candidates' performance was poor as 94.6 percent scored from 0 to 5.5 marks of which, 47.4 percent scored a 0 mark, 3.4 percent scored from 6 to 8.5 marks and only 2 percent scored from 9 to 18 marks.

The majority of the candidates (94.6%) who scored low marks lacked knowledge on marketing. Those who scored a 0 mark failed to provide any relevant response to all parts of the question. For example in part (a), some provided examples of packing materials which are used to pack in different products like; *plastic bags, boxes and disposable soft drinks containers*. Nevertheless, others explained the importance of marketing instead of the advantages of packing the product in part (a). Most of the candidates did not attempt part (b) and (c) and few who attempted then provided incorrect, for example, some of the candidates explained the method/ways in which wholesalers can be eliminated from the distribution channel in part (b). These suggest that probably the topic was not well understood. Extract 8.1 present a sample of poor response from a script of a candidates who scored a 0 mark. This candidate deviated completely from the requirement of the question.

Extract 8.1



Commerce is the branch of buying and selling of goods and services from producer to the consumer
Trade is the buying and selling of goods and services from manufacturers
Aids to trade: Are all things that make to be possible for example Banking, transports
Home trade is the branch of Trade which involve of manufacture
International trade is the branch of buying and selling divided by import trade and export trade in Tanzania

Extract 8.1 shows a poor response from a script of the candidate who drew a commerce chart and incorrectly elaborated commerce with its branches

On the other hand, few candidates (2%) who scored from 9 to 18 marks had adequate knowledge on marketing topic and hence managed to answer the question according to its demand. However, the candidates' scores varied from one candidate to another depending on the individual candidate ability to elaborate and explain the points to each part. However, majority of the candidates responded only in part (a). Extract 8.2 is a sample of good response from a script of a candidate who managed to attempt all parts of the question.

Extract 8.2

8:	Packing is a process of keeping goods/ product
(a)	in a standardise container either to distinguish it from other commodities or to make trade easier
	Packing is advantages since;
	It is safe. Packing has an objective of protection hence it is safe since some other goods are packed to avoid spoilage example glass materials.
	Can cause attraction to customers. Packages of various goods attract customers and hence prompt them to buy a certain product even when unexpected.
	Packing can create awareness to the customer about the producer of goods. A package can act as a brand mark or brand name of the producer hence make one aware of the product of a certain producer.

	<p>Helps in window display, also packing helps in display of goods so that they can easily be bought by consumers example in supermarkets various packed goods can be identified or displayed.</p> <p>Prevents spoilage and helps in transportation of goods. Packing prevents spoilage of some goods and is safe for goods such as oil or oxide materials hence it helps in easy transportation of goods.</p>	
408(b)	<p>Personal selling is the process by which a sales man sells goods directly to the final consumer.</p> <p>Personal selling involves methods such as;</p> <p>Trade affairs and exhibitions where a sales man is always available to sell goods to the interested buyer and hence he/she uses every means to ensure the purchase of goods by the consumer.</p> <p>Sales in the field: Personal selling can also be done through sales in the field whereas a sales man follows the buyer to the field and he/she sells goods directly to the buyer.</p> <p>Showroom sales: also personal selling can be done through showroom sales where a room displays all products produced by a manufacturer hence he/she (sales man) involves directly in the sale of goods.</p>	
8(c)	<p>However various disadvantages are faced by producers due to personal selling and these include;</p> <p>It is sometimes difficult and expensive to train salesman. Training salesman on the places and methods to sell goods directly to consumers is expensive and hence a disadvantage to the producer.</p> <p>Some salesmen are not faithful to their work hence discourage the purchase of goods by the buyer.</p> <p>In conclusion, personal selling is also important since face to face communication between a seller and buyer is available.</p>	

In extract 8.2 the candidate managed to explain the advantages and disadvantages of packing the product, the methods of personal selling to a producer of goods and the limitations of personal selling to a producer of goods.

2.9 Question 9: International Trade

The question had two parts (a) and (b). The candidates were required to (a) discuss the problems faced by Tanzania for being involved in international trade and (b) explain the methods used by a country to control the volume of imports.

It was attempted by 69.2 percent of all candidates whereby 84.8 percent scored 0 to 5.5 marks, 10.3 percent scored from 6 to 8.5 marks and only 4.9 percent from 9 to 19 marks. The analysis shows that the general performance in this question was weak since only 15.2 percent of the candidates managed to score the average marks of 30 percent and above

The majority of the candidates (84.8%) whose performance was weak had insufficient knowledge of the topic on international trade. Part (a) of this question challenged most of the candidates however, the majority of these candidates scored few marks from part (b) because they were able to discuss at least few methods of controlling the volume of imports. Other candidates in this group mentioned few methods while others failed to provide clear explanations. However, some candidates who scored 0 marks discussed the reasons for international trade while others responded on advantages of international trade. Extract 9.1 is a sample of poor response from a candidate who listed the documents used in international trade with incorrect explanations.

Extract 9.1

9 a)	To discuss five problems faced by Tanzania for being involved in international trade.
	International trade. It involves the physical transfer of goods from one country to another.
	The following problems faced by Tanzania for being involved in international trade
	• Bill of lading is the most import and export document
	Certificate of Origin some country have a most well agreement of change or issues customs duties on goods imported from one to another
	Ident an ident as a request to the with an appropriate for exporter

proforma invoice. It resembles an ordinary invoice in all details except one it does not include the one who buys the goods.
Freight note - This is a document drawn by the shipping company indicating the charge for shipping the goods.
The above two discuss first problems faced by Tanzania for being involved in international trade.
9 b) Explain five methods a country may use to control the volume of imports.
International trade - It involves the physical transfer of goods from one country to another.
The following methods a country may use to control the volume of imports.
Bill of lading - Is the most important and export document.
Certificate of origin - Some countries have a mutual agreement of charge no or lesser customs duties on goods imported from one to another.
Ident - an ident as a request to the agent to place an order on behalf of the importer with an appropriate exporter.
proforma invoice. It resembles an ordinary invoice in all details except one it does not include the one who buys the goods.
freight note. This is a document drawn by the shipping company indicating the charge for shipping of the goods.
The above methods a country may use to control the volume of imports.

Extract 9. 1 presents incorrect response from a script of a candidate who scored a 0 mark. The candidate explained different documents used in international trade which did not relate to the requirement of the question.

The candidates (15.2%) who scored an average of 30 % and above of the marks allotted had sufficient knowledge on international trade. They applied such knowledge on responding to the question such as explaining the methods used to control the volume of imports. Majority of the candidates in this group explained methods used to control import though some of them were not able to provide appropriate explanation to the points. Extract 9.2 shows a sample of good response.

Extract 9.2

9(a)	<p>International Trade is the buying and selling of goods and services from one country to another. It is a trade conducted between countries, a country can either import or export goods to other country. There are three forms of International trade that is Bilateral trade which involves two countries only, Multilateral involves more than two countries and interport trade. Tanzania as a nation have a lot of advantages involving in international trade however there are several problems that a country like Tanzania faces in conducting international trade including the following:</p> <p>Destruction of local industries; this is the most common problem that a country like Tanzania faces in conducting international trade. Many local industries have been collapsed due to importation of goods from foreign countries in large quantity as a result the locally produced products lacks market as they fail to compete with foreign imported goods that sell at low price and have relatively good quality examples MWATEX industry</p> <p>Dumping problems, also this is another problem of international trade, more developed countries like USA have a tendency of dumping their goods which are outdated or of low quality to poor countries like Tanzania example is importation of used cars from Japan is contributing to air pollution in high percentage</p> <p>Importation of harmful products; also this problem may arise when involved in international trade, harmful products like dangerous drugs such as cocaine and prohibited cosmetics and medicines may enter the country and affect the citizens of our country example importation of dangerous bleaching cosmetics from Congo has affected many women in Tanzania.</p> <p>Price fluctuations in world market; also this is another problem that a country may face in international trade, the daily rise and fall of prices in world market can affect the prices of goods exported to another country and make people of our country not benefiting from their exports and incur losses.</p>
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9b	<p>Trade restrictions are international trade barrier on the movement of imports or exports across the countries. There are ways in which the government had adapted to control the volume of imports in a country. There are several reasons for a government to restrict the importation of certain products such as protecting local producers.</p> <p>The following are the methods that can be used to control import volume in a country.</p> <p>Imposing heavy import duty; a country can impose heavy import duty on goods imported, this will firstly discourage frequent importation of certain goods and also make the price of import expensive as they are charged high import duty, so discourage consumers to buy due to high prices and importers to import due to high costs and lack of market.</p> <p>Fixing import quotas; the government by its agencies like ministry of industry and commerce may fix the maximum quantity of a certain product to be imported in a country for a specific period of time. Example allow importation of 100 tonnes of sugar per year and should not exceed this volume in a given time.</p> <p>Total ban (Embargo); also a country may totally prohibit the importation of a certain product in a country. Example banning importation of maize from other country to protect local producers in a country. This can greatly help in controlling imports.</p> <p>Import licenses; this is the permission to import certain goods in a country, an import license is issued by ministry of industries and commerce and can be used to control amount of imports by providing it at high price or giving it to few number of people so as to control amount of imports in a country.</p> <p>Devaluation; this is the reduction of the value of currency at the time of exchange. A country can decrease the value of its currency making foreign currency expensive hence making the prices of import more expensive. This will discourage importation as producers will lack market due to less number of consumers.</p>
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	Exhaustion of resources; another problem that may arise from international trade is exhaustion of our countries' resources due to over exploitation. This is because a country tends to focus more on one resource that they have greater efficiency over other countries hence over extraction occurs example in Tanzania the mineral sector is highly exploited hence cause exhaustion.	
	International trade is very important and has great importance in the economy of a country therefore government should work together to make sure that it provides chances to traders as eradicate their problems.	

Extract 9.2 is a sample of good response from the scrip of a candidate who managed to score high marks as he/she was able to adhere to the requirement of the question.

2.10 Question 10: Wholesale Trade and Retail Trade

The question had three parts (a), (b) and (c). The candidates were required to: (a) differentiate wholesale trade from retail trade, (b) elaborate the services provided by a retailer to the final consumers and (c) describe four steps involved in the distribution of goods from the manufacturer to the final consumers.

This question was attempted by 36.6 percent of the candidates from which 62.2 percent scored from 0 to 5.5 marks, 26.9 percent scored from 6 to 9 marks and 10.9 percent scored from 9.5 to 18 marks. The analysis shows that the performance in this question was average.

The candidates with high scores (9 to 18 marks) understood the demand of the question and were knowledgeable on the subject matter. Some of these candidates managed to provide correct distinction between wholesale trade and retail trade. This portrayed their understanding on the branches of home trade. However, they failed to give sufficient elaborations to some services provided by the retailer to the consumers with insufficient elaborations to some of the services in part (b). Others responded correctly to the services of the retailers to final consumers by providing at least four points. Some of the services provided by these candidates were incorrect because they involved retailers to

manufactures services. There were few candidates who managed to score above 15 marks out of 20 marks as they were able to respond correctly to part (a), (c) and partially in part (b). Extract 10.1 presents a sample of good response from the script of one of the candidates who scored high marks.

Extract 10.1

10	(a) Wholesale trade is the trade which involve buying of goods directly from producer at large quantities and sell them to the retailers in small quantities. While a retail trade is a trade which involves buying of goods in large quantities from a wholesaler and sell them in small quantities to the final consumers.
10	(b) Retailer is a trader who buys goods in large quantities from the wholesalers and sell them in small quantities to the final consumers. It divided into two types which are small scale retailers and large scale-retailers. The following are the services provided by a retailer to the final consumers, these are; Storage of goods, the retailer stores goods which later on could be consumed or demanded by consumers. Provision of credit facilities a retailer provides credits as well as he/she sells goods to the final consumers in installments. Provision of advice to the final-consumers, a retailer provides advice to the consumers about consumption of some goods thus consumers benefiting from those goods which a retailer provide an advice.

1010) well as are consumed by final consumers in small quantities.

The last step is from producer to manufacturer's own retail outlets, to final consumers. In this step goods are produced by producers and sent to manufacturer's own retail outlets, then are transferred to the final consumers as well as from manufacturer's own retail outlets to final consumer for direct consumption of these goods.

Generally, explained are steps in which goods pass from manufacturer or producer to the final consumer. Thus before goods reach to the consumer, it passes through different steps. Also this can be illustrated as follows.

```

graph TD
    PRODUCER --> ManufacturerOwnRetailOutlets[Manufacturer's own retail outlets]
    PRODUCER --> WHOLESALER
    PRODUCER --> LargeScaleRetailer[Large Scale Retailer]
    WHOLESALER --> SmallScaleRetailer[Small Scale Retailer]
    ManufacturerOwnRetailOutlets --> FINAL_CONSUMER[FINAL CONSUMER]
    SmallScaleRetailer --> FINAL_CONSUMER
    LargeScaleRetailer --> FINAL_CONSUMER
  
```

It includes steps of distribution of goods such as:

- from producer to wholesaler to small scale retailers to consumers
- from producer to manufacturer's own retail outlets to consumers
- from producer to large scale retailers finally to consumers.
- from producer to wholesaler to large scale retailers to consumers.

Extract 10.1 shows a sample of good response from a candidate who was able to meet requirement of the question.

The candidates who scored from 6 to 8.5 marks answered some parts of the question partially by providing unsatisfactory explanations to some of the parts. For example in part (b), most of the candidates mentioned the services provided by the retailer to the final consumers, and few among them elaborated the points but failed to provide adequate explanations that match with the services mentioned.

However, the candidates who scored low marks (0 to 5.5) showed some weakness like inability to identify the demand of the question, poor knowledge on wholesale and retail trade and poor

command of English Language. The candidates who scored a 0 mark failed to differentiate a trader with trade so they differentiated wholesale trader from retailer instead of wholesale trade and retail trade in part (a). In part (b), some of these candidates misinterpreted the term *services* from the question and translated it as goods supplied by the retailers to the final consumers while others regarded it as *the qualities of a good retailer*. In part (c), some candidates mentioned the middlemen who are involved in the channel of distribution instead of the steps. Extract 10.1 is a poor response from a candidate who wrongly translated the question.

Extract 10.2

10 a)	Wholesale trade is the person who to promote goods from Manufacturer to send the retailer trade but. Retailer trade is person who to produce goods from the wholesaler to give the final consumer.
b) i)	Sugar
	ii) Oil
	iii) Soap
	iv) Groundnuts
	v) Maize
	vi) Beans
	vii) Wheat
c) i)	Manufacture was to produce good
	ii) To transferring by wholesaler
	iii) Wholesaler to transfer by retailer
	iv) Retailer who to transfer by final consumer

Extract 10.2 is a sample of poor response from a candidate who misinterpreted the question. He/she regarded trade as traders, mentioned some goods involved in trade and also used improper English Language.

3.0 CANDIDATES' PERFORMANCE IN EACH TOPIC

The analysis of the candidates' performance in CSEE 2015 in 061 Commerce subject shows that the general performance of the candidates was average. Question 1, which comprised the multiple choice items set from various topics maintained its good performance its performance has increased to 63.1 compared to 61.1 in 2014. The analysis shows that, candidates had an average performance in the topics of *Transportation (39.2%)*, *Wholesale and Retail Trade (37.8%)* and *Insurance (34.5%)*.

Further analysis shows that, candidates' performance was weak in the following topics: *Stock Administration and Warehousing (29.7%)*, *Banking (27.3%)*, *Production and Business Units (15.2%)*, *Import and Export Trade (11.4%)*, and *Marketing (5.2%)*. The reasons for poor performance in these topics are misinterpretation of the questions, inadequate knowledge and poor mastery of English language.

The 2015 performance shows a decline in performance in the topics of *Wholesale and Retail Trade*, and *Import and Export Trade*. The analysis shows that in 2014 the performance *Wholesale, Retail Trade* was 53.5 percent (good) while in 2015 it was 37.8 percent (average). On the other hand, in 2014 performance of *Import and Export Trade* topics was 31.7 (average) while in 2015 it was 15.2 percent (weak). The comparison of the candidates' performance topic wise between CSEE 2014 and 2015 is summarised in the Appendix.

4.0 CONCLUSIONS AND RECOMMENDATIONS

4.1 Conclusions

The analysis of the candidates' performance in the CSEE 2015 Commerce subject indicates a slight increase in the candidates' performance by 3.56 percent as compared to CSEE 2014. The reasons for such an increase could be attributed to candidates' better understanding of some questions, proper presentation of responses to some questions and proper use of the English language by some of the candidates.

However, some of the candidates encountered problems in the interpretation of the questions due to poor mastery of the English language or inadequate knowledge of the topics tested.

4.2 Recommendations

In order to improve the performance of the candidates in the Commerce subject the following are recommended:

- (a) Teachers should make sure that all topics are exhaustively taught according to the syllabus.
- (b) The candidates should revise the topics taught, especially on the areas found difficult in learning process.
- (c) Teachers should set the examinations which are competence based to their candidates.
- (d) Teachers should encourage candidates to read different commercial books to widen their knowledge of the subject.
- (e) Teachers and parents should encourage candidates to read different novels journals and magazines to improve their English Language which is the medium of instructions.
- (f) Candidates should be very careful when reading the examination questions so as to identify the requirement of the questions.
- (g) Teachers should give adequate number of exercises and assignments to their candidates and provide them with feedbacks.
- (h) School inspectors should make regular visits to schools in order to observe how effective teaching and learning process is conducted. The authority concerned should ensure availability of qualified Commerce teachers in schools.

**The Summary Showing the Comparison of the Candidates Performance
topic wise for the Years 2014 and 2015**

S/N	Topics	CSEE 2014			CSEE 2015		
		Number of Questions	Percentage of candidates who scored an average of 30 % and above	Remarks	Number of Questions	Percentage of candidates who scored an average of 30 % and above	Remarks
1	<i>Multiple Choice items</i>	1	61.1	Good	1	63.1	Good
2	<i>Wholesale and Retail trade,</i>	1	53.5	Good	2	37.8	Average
3	<i>Transportation</i>	1	-	-	1	39.2	Average
4	<i>Insurance</i>	1	-	-	1	34.5	Average
5	<i>Stock Administration and Warehousing</i>	1	23.5	Weak	1	29.7	Weak
6	<i>Banking</i>		-	-	1	27.3	Weak
8	<i>Import and Export Trade</i>	2	31.7	Average	1	15.2	Weak
9	<i>Production and Business Units</i>	1	23.2	Weak	1	11.4	Weak
10	<i>Marketing</i>	1	4.5	Weak	1	5.2	Weak

