

## BUSINESS STUDIES MARKING SCHEME-KCSE 2024

1 (a) Guru, an entrepreneur wants his new products to reach the consumers. Explain five factors he would consider in choosing a distribution channel to use. (10 marks)

- i. **The type /nature of the product/the characteristic of the product** (will determine the channel e.g (fragility/perishability) a (highly) perishable/fragile may require short /direct channel
- ii. **Nature/spread /extend of the market** if customers are widely spread along channel may be used /may require use of intermediaries
- iii. **Size / resources of his business/firm** (the size of the firm determine the size of it's market hence channel to be used) if the producer does not have the required (distribution) resources/is small in size then along channel is used/accept examples of distribution resources as a mention
- iv. **Competition** a firm will select a channel that will complete favorably with the competitors/if competition is stiff the producer needs to be close to consumers/use a short /direct channel
- v. **Government policy/legal constraints** (various regulations may influence selection of the channel to use in distributing a product) government may demand sale of goods directly to consumers/where the law requires a given channel to be used the producer has to comply
- vi. **Role of intermediaries** if the middle man is to perform certain roles/branding/grading/packaging/e.t.c a long channel may be used
- vii. **Marketing risks** when producers want to avoid/spread risks involved in distribution, they may use middlemen/long channel
- viii. **Cost of the channel (to use)** use a channel that is affordable/cheap/cost effective
- ix. **Advancement in technology/development in IT /use of internet** can enable producers to reach consumers directly/use a short channel
- x. **Distance to the market** if consumers are far the producer will need to use long channel/intermediaries (to reach them)
- xi. **Tastes/preferences of consumers /customers** may require personal attention by the producer/use of a short channel
- xii. **Quantity/volume of outputs/scale of production** If many products are produced middle men will be required/long channel will be used
- xiii. **Availability of middlemen** if there are no middlemen the a short/direct channel is used
- xiv. **Size of market/number of consumers** if the market is small /consumers are few a short/ direct channel may be used
- xv. **Pricing of product** a short channel is used/intermediaries are used/where there is need to keep prices low
- xvi. **Profitability** to minimize use the least expensive distribution channel/use a short channel
- xvii. **Business / company policy** should be adhered to
- xviii. **Speed of the channel/urgency of product** channel chosen should ensure product reach at the required time /use a short channel if the product is a gently required
- xix. **Environment characteristics/economic/political/social factors** if favorable a short channel can be used

# October November 2014 Paper 2 Business Studies Marking Scheme

**Ying-Ying Zheng**



## **October November 2014 Paper 2 Business Studies Marking Scheme:**

**The Football Pools and the British Working Class** Keith Laybourn, 2022-07-22 This book is the first national study of the football pools in Britain which examines the politics and culture of the gambling on the football pools. It charts the rise of the football pools focusing upon its rapid growth from the 1920s and its prolonged decline in British culture from the 1990s partly as a result of the National Lottery. The book explores how this new gambling activity became a significant leisure opportunity for the working class, a way to feel that the individual skill of the punter could lead to the winning of some life-changing jackpot cheque being presented by a sporting personality of celebrity. Dominated by Littlewoods and other large commercial companies, the weekly filling in of the coupons was considered to be a safe form of investment guaranteed by the integrity of the pool companies rather than some seedy gambling operation. *The Football Pools and the British Working Class* looks at different elements of the football pools: from what attracted people to this form of gambling to how the industry developed and adjusted to the suspension of the football fixtures in 1936 and the bad winter of 1962-3. Above all, it examines the deep hostility that surrounded the filling in of the football pools arising from the National Anti Gambling League, religious groups, the football authorities and MPs. This book will appeal to all those interested in the history of British football and 20th century British working class culture.

*The Allocation of Multinational Business Income: Reassessing the Formulary Apportionment Option* Richard Krever, 2020-02-20 *The Allocation of Multinational Business Income: Reassessing the Formulary Apportionment Option* Edited by Richard Krever application of formulary apportionment in specific sectors such as digital enterprises and the banking industry; the political economy of establishing and maintaining a successful formulary apportionment regime; formulary apportionment proposals for Europe; the role of traditional tax criteria such as economic efficiency, fairness, ease of administration and robustness to avoidance; and incentive compatibility determining which parts of a multinational group are included in a formulary apportionment unit and whether innovative profit split methodologies such as those developed by China are shifting traditional arm's length methods to a quasi formulary apportionment system. Providing a comprehensive understanding of all aspects of the formulary apportionment option, this state of the art summary of history, current practice, proposals and prospects in the ongoing debate over arm's length versus formulary apportionment methodologies will be welcomed by practitioners, policy makers and academics concerned with international taxation, all of whom will gain an understanding of the case put forward by proponents for adoption of formulary apportionment in Europe and globally and the counter arguments they face. Readers will acquire a better understanding of the implications of formulary apportionment and its central role in the current debate about the future of international taxation rules, providing all the intellectual ammunition needed to carefully re-examine one of the ideas traditionally considered as apocryphal by the OECD and to a significant portion of the tax professional community. Readers of this book will come away not only with a renewed understanding of the multiple facets of formulary apportionment but also of some of the fundamental pressure

points in the international tax system Accordingly it is a welcome and timely addition to the literature Dr Stjepan Gad o Assistant Professor at University of Rijeka Faculty of Law British Tax Review 2021 Issue 2 p243 246      **The Political Economy of Electricity** Mark Cooper,2017-04-24 Providing critical insights that will interest readers ranging from economists to environmentalists policymakers and politicians this book analyzes the economics and technology trends involved in the dilemma of decarbonization and addresses why aggressive policy is required in a capitalist political economy to create a sea change away from fossil fuels The environmental damage across the globe is a result of the success of capitalist industrialism 250 years of carbon pollution resulting from consumption of fossil fuels to drive the economy and the worldwide aspiration to ever increasing levels of economic development But capitalism has also produced the tools to solve the problems it has created in the form of a technological revolution in low carbon renewables distributed resources and intelligent systems to integrate supply and demand This book comprehensively examines the political economy of electricity and analyzes the challenge of transforming today s electricity sector to meet the dual goals of decarbonization and development expressed in the Paris Agreement Author Mark Cooper defines the dilemma of development and decarbonization as the great challenge facing the electricity industry and documents how the economic resources costs of a 100 percent renewable portfolio has declined to the point that decarbonization can pay for itself making the low carbon renewable technologies that enable desired environmental and public health benefits an easy sell He identifies the substantial benefit of increasing use of information communications and advanced control technologies shows how targeted innovation could speed the transition by a decade or two and lower the overall cost of the transition by as much as half and explains why the flexible multi stakeholder approach of the Paris Agreement is the correct approach      **Putin's Russia** Stephen K. Wegren,2018-11-16 Now in a thoroughly revised expanded and updated edition this classic text provides the most authoritative and current analysis of contemporary Russia Leading scholars explore the daunting domestic and international problems Russia confronts considering a comprehensive array of economic political foreign policy and social issues Putin s approach for dealing with his country s challenges emphasizes recentralization of power and a strong state He has returned to power for a fourth term amidst unresolved policy issues both domestically and from the international community Only by understanding these challenges and previous efforts to deal with them will it be possible to understand the trajectory for Russia Well written and clearly organized this text is an indispensable guide for anyone wanting to understand contemporary Russia      **Handbook of Business Communication** Gerlinde Mautner,Franz Rainer,2017-07-24 In spite of the day to day relevance of business communication it remains underrepresented in standard handbooks and textbooks on applied linguistics The present volume introduces readers to a wide variety of linguistic studies of business communication ranging from traditional LSP approaches to contemporary discourse based work and from the micro level of lexical choice to macro level questions of language policy and culture      **Building the Digital Enterprise** Mark Skilton,2016-04-29 The digital economy is at a tipping point This

practical book defines digital ecosystems discusses digital design using converging technologies of social networking mobility big data and cloud computing and provides a methods for linking digital technologies together to meet the challenges of building a digital enterprise in the new economy      *The European Monetary Union After the Crisis* Nazaré da Costa Cabral,2020-06-09 This book provides a much needed detailed analysis of the evolution of Europe over the last decade as well as a discussion about the path of reform that has been trodden in the aftermath of the financial crisis It offers a multidisciplinary view of the E M U and captures the main factors that induced the reform of the monetary union a process that has not been linear and is far from being concluded The author examines the policy responses designed throughout the development of the crisis and assesses the scale of the crisis in Europe in comparison to other parts of the world as well as its prolonged effects both in economic and financial terms An update on the current state of the art in the conception of risk sharing mechanisms is provided With its innovative approach the book analyses the financing issues which need to be taken into consideration in the design of these instruments and highlights the main categories of governmental risk sharing mechanisms in particular the ones to be used as fiscal capacity This is a timely and topical book and will be of interest to a broad audience including experts scholars and students of European affairs particularly those with economic financial legal and political science backgrounds      **The Regulation of Megabanks** Katarzyna Parchimowicz,2022-11-22 Global systemically important banks G SIBs are the largest most complex and in the event of their potential failure most threatening banking institutions in the world The Global Financial Crisis GFC was a turning point for G SIBs many of which contributed to the outbreak and severity of this downturn The unfolding of the GFC also revealed flaws and omissions in the legal framework applying to financial entities In the context of G SIBs it clearly demonstrated that the legal regimes both in the USA and in the EU grossly ignored the specific character of these institutions and their systemic importance complexity and individualism As a result of this omission these megabanks were long treated like any other smaller banking institutions Since the GFC legal systems have changed a lot on both sides of the Atlantic and global and national lawmakers have adopted new rules applying specifically to G SIBs to reduce their threat to financial stability This book explores whether the G SIB specific regulatory frameworks are adequately tailored to their individualism in order to prevent them from exploiting overly general rules as they did during the GFC Analyzing the specific character and individualism of G SIBs in relation to their history normal functioning as well as their operations during the GFC this book discusses transformation of banking systems and the challenges and opportunities G SIBs face such as Big Tech competitors climate related requirements and the COVID 19 pandemic Taking a multidisciplinary approach which combines financial aspects of operations of G SIBs and legal analysis the book describes G SIB oriented legal frameworks of the EU and the USA and assesses whether G SIB individualism is adequately reflected analyzing trends in supervisory action when it comes to discretion in the G SIB context all in order to contribute to the ongoing discussions about international banking law its problems and potential remedies to

such persistent flaws      Demand-Driven Approaches in Vocational Education and Training Muthuveeran Ramasamy,2016-09-09 Muthuveeran Ramasamy shows that the formal way of vocational education and training VET in rural areas often ignores the illiterate the less educated and the poor The author demonstrates that VET programs need to be demand driven and consider the socio economic aspects of particular regions Therefore the significance of the study at grassroots level helps customize VET programs to respond to the demand of the individuals vocational training needs of rural people by keeping their endogenous needs at the centre of vocational skill development processes The findings and lessons learnt from action research are also intensively discussed as guiding principles of demand driven approaches from the learners societal perspectives      **Experimentalist Governance** Bernardo Rangoi,2023-08-09 What does non hierarchical governance mean Under what conditions are actors likely to engage in it Which trajectory best captures its long term evolution Through which mechanisms does it overcome gridlock To respond to these questions at the heart of regulatory governance Experimentalist Governance develops an analytical framework that draws on contemporary debates but seeks to overcome their limitations Notably it offers a definition of non hierarchical experimentalist governance that goes beyond institutional structures focusing attention on actors choices and strategies It shows that contrary to expectations functional and political pressures were more influential than distributions of legal power and bolstered one another Strong functional demands and political opposition influence actors capacity of using powers which de jure might be concentrated in their own hands Indeed actors can use non hierarchical governance to aid learning and mould political support Conversely they may override legal constraints and impose their views on others insofar as they are equipped with confidence and powerful coalitions beforehand This book also challenges conservative views that non hierarchical governance is doomed to wither away showing that on the contrary it is often resilient Finally it demonstrates that far from being alternatives positive shadow of hierarchy and negative penalty default mechanisms to avoid gridlock are frequently complementary By analysing five crucial domains electricity gas communications finance and pharmaceuticals in the European Union an examination is made of when how and why non hierarchical institutions affect policy processes and outcomes Combining temporal cross sectoral and within case comparisons with process tracing this book ultimately illustrates the conditions trajectories and mechanisms of non hierarchical governance      *The Battle Over Patents* Stephen H. Haber,Naomi R. Lamoreaux,2021 An examination of how the patent system works imperfections and all to incentivize innovation Do patents facilitate or frustrate innovation Lawyers economists and politicians who have staked out strong positions in this debate often attempt to validate their claims by invoking the historical record but they frequently get the history wrong The Battle over Patents gets it right Bringing together thoroughly researched essays from prominent historians and social scientists this volume traces the long and contentious history of patents and examines how they have worked in practice Editors Stephen H Haber and Naomi R Lamoreaux show that patent systems are the result of contending interests at different points in production chains battling

over economic surplus The larger the potential surplus the more extreme are the efforts of contending parties now and in the past to search out generate and exploit any and all sources of friction Patent systems as human creations are therefore necessarily ridden with imperfections This volume explores these shortcomings and explains why despite all the debate historically US style patent systems still dominate all other methods of encouraging inventive activity

**International Handbook of Media Literacy Education** Belinha S. De Abreu,Paul Mihailidis,Alice Y.L. Lee,Jad Melki,Julian McDougall,2017-04-21 At the forefront in its field this Handbook examines the theoretical conceptual pedagogical and methodological development of media literacy education and research around the world Building on traditional media literacy frameworks in critical analysis evaluation and assessment it incorporates new literacies emerging around connective technologies mobile platforms and social networks A global perspective rather than a Western centric point of view is explicitly highlighted with contributors from all continents to show the empirical research being done at the intersection of media education and engagement in daily life Structured around five themes Educational Interventions Safeguarding Data and Online Privacy Engagement in Civic Life Media Creativity and Production Digital Media Literacy the volume as a whole emphasizes the competencies needed to engage in meaningful participation in digital culture

**Terrorism and Counter-Terrorism in China** Michael Clarke,2018-10-01 China s problem with terrorism has historically been considered an outgrowth of Beijing s efforts to integrate the Xinjiang Uyghur Autonomous Region into the People s Republic of China Since the end of the Cold War however this internal dynamic has converged with an evolving external environment stimulating the development of linkages between Uyghur separatism and terrorism and broader terrorist movements in Central Asia South Asia and the Middle East This book brings together some of the leading experts on Chinese terrorism offering the first systematic scholarly assessment of the country s approaches to this threat Four areas of investigation are looked at the scope and nature of terrorism in China and its connection with developments in other regions the development of legislative measures to combat terrorism the institutional evolution of China s counter terrorism bureaucracy and Beijing s counter terrorism cooperation with international partners

**Reporting the Courts** Richard Jones,2024-12-04 This book makes a critical intervention into debates about journalism and the crisis in local news Interrogating the history and current practice of court coverage in the UK the author argues for its importance as a central feature of both open justice and public interest reporting The book challenges narratives of a decline in the perceived quality of local media Yet it also highlights a reliance on major local press companies facing acute financial challenges meaning court reporting faces a potentially precarious future The book critically examines coverage of the courts in the context of financial crises which have diminished both newspapers and the criminal justice system How the norms of court journalism emerged and evolved are put under scrutiny and the book then considers how court reporting is practiced today including the use of cameras and social media as well as remote hearings during and since the pandemic The author takes us inside a major murder trial and explores why

court reporting remains worth preserving and enhancing Offering recommendations which could help to maintain and extend coverage of the courts this volume will interest students and scholars of journalism mass communication media studies media law and communication studies      **Misery beneath the Miracle in East Asia** Arvid J. Lukauskas, Yumiko

Shimabukuro, 2024-12-15 Misery beneath the Miracle in East Asia challenges prevailing views of the East Asian economic miracle Existing scholarship has overlooked the severity persistence and harmful consequences of the social welfare crises affecting the region Arvid J. Lukauskas and Yumiko Shimabukuro fill this gap and put a major asterisk on East Asia's economic record Combining big picture analysis abundant data a dynamic interdisciplinary framework and powerful human stories they shed light on the social ills that governments have failed to address adequately including low wages child abuse elderly poverty and substandard housing One of the major forces behind the multidimensional welfare crises is the region's productivist welfare strategy which prioritizes economic growth while abandoning a robust social safety net leaving the most vulnerable segments of society largely unprotected Misery beneath the Miracle in East Asia brings the region into debates over the dangers of seeking growth at all costs that are currently embroiling the United States and other advanced industrialized countries      *The Business of Health* Pierre-Yves Donzé, Paloma Fernández Pérez, 2022-02-23 This book offers a

discussion about the dramatic development of healthcare business around the world during the twentieth century Through a broad range of cases in Asia Europe and the US it shows how health was transformed into a fast growing and diversified industry Health and medicine have developed as one of the fastest growing sectors of the economy around the world during the twentieth century However very little is known about the conditions of their transformation in a big globalized business This book discusses the development of health industries tackling the various activities in manufacturing drugs biotechnology medical devices etc infrastructure hospital design and construction and services nursing care insurances hospital management etc in relation to healthcare The business history of health carried out in this book offers a systemic perspective that includes the producers companies practitioners medical doctors and users patients and hospitals of medical technology as well as the providers of capital and the bodies responsible for regulating the health system government The chapters in this book were originally published as a special issue of the journal Business History      **Academics Engaging with**

**Student Writing** Jackie Tuck, 2017-07-14 Student writing has long been viewed as a problem in higher education in the UK Moreover the sector has consistently performed poorly in the National Student Survey with regard to assessment and feedback Academics Engaging with Student Writing tackles these major issues from a new and unique angle exploring the real life experiences of academic teachers from different institutions as they set support read respond to and assess assignments undertaken by undergraduate students Incorporating evidence from post 1992 universities Oxbridge members of the Russell Group and others this book examines working practices around student writing within the context of an increasingly market oriented mass higher education system Presenting a wealth of relevant examples from disciplines as



diverse as History and Sports Science Tuck makes extensive use of interviews observations texts and audio recordings in order to explore the perspectives of academic teachers who work with student writers and their texts This book will be of interest to researchers academics and postgraduate students in the fields of academic literacies higher education language and literacy language in higher education English for academic purposes and assessment Furthermore academic teachers with experience of this crucial aspect of academic labour will welcome Tuck s pioneering work as an indispensable tool for making sense of their own engagement with student writers

### **Natural Monopolies in Digital Platform Markets**

Francesco Ducci,2020-07-23 Competition policy debates on digital platform markets are often premised on the idea that market fragmentation and the standard forces of competition and entry may provide a potential solution to excessive concentration and market power In this work Francesco Ducci provides readers with a different perspective based on the theoretical lens of natural monopoly Ducci explores this framework through the development of three case studies on horizontal search e commerce marketplaces and ride hailing platforms investigating the strength and limit of potential and often heterogeneous sources of natural monopoly at play in each industry Building on these case studies the book then derives from the application of the natural monopoly framework general policy implications for digital industries by identifying the respective institutional flaws and shortcomings of ex ante and ex post approaches to market power as one of the central challenges in digital platform markets

### *The Asia-Pacific in the Age of Transnational Mobility* Catherine

Gomes,2016-12-01 The growing mobility of people within and into the Asia Pacific region has created environments of increasing diversity as nations become hosts to both permanent and temporary multicultural societies How do we begin to gauge the impact of mobility and multiculturalism on individuals and groups in this diverse region today The authors of *The Asia Pacific in the Age of Transnational Mobility* turn to social media as a tool of inquiry to map how mobile subjects and minorities articulate their sense of community and identity The authors see social media as a platform that allows users to document and express their individual and collective identities sometimes in restrictive communication environments while providing a sense of belonging and agency They present original empirical work that attempts to help readers understand how mobile subjects who circulate in the Asia Pacific create a sense of community for themselves and articulate their ethnic ideological and national identities

### 200 technical questions and answers for job interview Offshore Oil & Gas Rigs

Petrogav International Oil & Gas Training Center,2020-06-30 The job interview is probably the most important step you will take in your job search journey Because it s always important to be prepared to respond effectively to the questions that employers typically ask at a job interview Petrogav International has prepared this eBooks that will help you to get a job in oil and gas industry Since these questions are so common hiring managers will expect you to be able to answer them smoothly and without hesitation This eBook contains 200 questions and answers for job interview and as a BONUS web addresses to 230 video movies for a better understanding of the technological process This course covers aspects like HSE Process

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