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DMI-ST. EUGENE UNIVERSITY

ZAMBIA

DEGREE EXAMINATION – DECEMBER 2023

Semester: II

551/552 CO21 COMMERCE

Time: 3:00 Hours

Max. Marks: 100

Answer any FIVE Questions (5 x 20 = 100 Marks)

1. a) Discuss the division of commerce in detail with an aid of a diagram. (10 Marks)
b) Explain with examples the types of small scale retailers. (5 Marks)
c) Briefly explain in detail the types of middlemen in retail trade. (5 Marks)
2. a) Elucidate any documents used in foreign trade. (5 Marks)
b) Explain only six steps followed in procedure of transactions in import trade. (5 Marks)
c) Elucidate at least three large scale retail organizations. (10 Marks)
3. a) Discuss the types of warehouses in detail. (5 Marks)
b) Explain containerization and its significance. (5 Marks)
c) Explain the advantages of containerization. (10 Marks)
4. a) Explain the important role of an exchange bank in Zambia. (5 Marks)
b) Explicate any functions of central bank. (10 Marks)
c) Discuss the importance of banking. (5 Marks)
5. a) Explain any objections of advertising. (10 Marks)
b) Briefly explain about the four classes of manufactures salesman. (5 Marks)
c) On receipt of a complaint relating to the goods delivered explain what the forum should do. (5 Marks)
6. a) Explicate any four hindrances to trade. (5 Marks)
b) Explain about Pre sales service and how best this can be effectively done in organizations? (10 Marks)
c) Discuss about after sales service in detail and how it is conducted to bring satisfaction. (5 Marks)
7. a) Explain the categories of transport. (10 Marks)

b) Explain about an airway bill.

(5 Marks)

c) Explicate about a railway receipt.

(5 Marks)