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**DMI-ST. EUGENE UNIVERSITY
DEGREE EXAMINATION – JANUARY – 2023**

SEM: II

551/552 CO 21 COMMERCE

Time: 3 Hours

Max. Marks: 100

Answer any Five questions (5 x 20 = 100 Marks)

1. a) Discuss the role of the ministry of Commerce in Zambia. (10 Marks)
b) Discuss the importance of the manufacturing sector in Zambia. (10 Marks)
2. a) Write notes on Hire purchase agreement. (10 Marks)
b) Explain the importance of Internet marketing to any company of your choice. (10 Marks)
3. a) Explain the disadvantages of road transport. (10 Marks)
b) Discuss the importance of warehousing. (10 Marks)
4. a) Discuss notes on central bank. (10 Marks)
b) Explain the different kinds of insurance. (10 Marks)
5. a) Explicate the need and importance of advertising. (10 Marks)
b) Discuss the different forms of advertising. (10 Marks)
6. a) Write detailed notes on multiple stores.. (10 Marks)
b) Explain the different types of large scale retail organizations. (10 Marks)
7. a) Explain the functions of retailing. (10 Marks)
b) Discuss about the factors to consider when establishing a shop. (10 Marks)