

QP CODE 2025512101

Reg. No

--	--	--	--	--	--	--	--	--	--



DMI-ST. EUGENE UNIVERSITY

ZAMBIA

DEGREE EXAMINATION – DECEMBER 2024

Semester: II

551/552 CO 21 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 details 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) Explain the modes of payment used online and write a checklist to consider when shopping online. (10 Marks)
b) Explain the difference between home trade and foreign trade. (5 Marks)
c) Discuss about Hire Purchase Agreement. (5 Marks)
3. a) Explain about containerization. (10 Marks)
b) Explain the significance of Explain about containerization. (5 Marks)
c) Discuss the types of warehouses in detail. (5 Marks)
4. a) Discuss at least four kinds of banks in detail. (10 Marks)
b) Explain the importance of banking. (5 Marks)
c) Explicate any functions of central bank. (5 Marks)
5. a) Explicate about the significance of adopting web advertisement.(10 Marks)
b) Explain on Consumer resistance.(5 Marks)
c) Briefly Explain the role of government in Consumer Protection.(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. **(5 Marks)**
- c) Discuss about After sales service in detail and how it is conducted to bring satisfaction. **(10 Marks)**
7. a) On receipt of a complaint relating to the goods delivered Explain what the Forum should do? **(10 Marks)**
- b) Briefly Explain about the four classes of manufactures salesman. **(5 Marks)**
- c) Explain any objections of advertising.**(5 Marks)**