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**DMI-ST. EUGENE UNIVERSITY
DEGREE EXAMINATION – DECEMBER – 2022**

SEM: II

551/552 CO 21 COMMERCE

Time: 3 Hours

Max. Marks: 100

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

1. a) Explain the functions of retailing. (10 Marks)
b) Explain the importance of trade in Zambia. (10 Marks)
2. a) Explain the importance of Internet marketing to any company of your choice. (10 Marks)
b) Discuss the advantages of super markets. (10 Marks)
3. a) Discuss the different types of warehouses. (10 Marks)
b) Elucidate the different modes of transport. (10 Marks)
4. a) Elucidate the advantages of ATM cards and debit cards. (10 Marks)
b) Explicate the different types of banks. (10 Marks)
5. a) Explain the Objectives or purposes of advertising. (10 Marks)
b) Discuss the four Needs for Consumer Protection. (10 Marks)
6. a) Discuss about the factors to consider when establishing a shop. (10 Marks)
b) Discuss the importance of the manufacturing sector in Zambia. (10 Marks)
7. a) Explain the disadvantages of road transport. (10 Marks)
b) Discuss the importance of transport. (10 Marks)