

### Question 14

Outline **four** challenges that a distributor of fresh milk is likely to face in his operations.  
(4 marks)

The candidates were required to outline four challenges that a distributor of fresh milk is likely to face in his operations.

#### Weaknesses

The question was poorly scored because many candidates were unable to apply knowledge to the given situation. Teachers must always endeavour to get candidates to apply knowledge to their environment. Teachers themselves should always as much as possible draw examples from the local environment in an attempt to relate theory to practice. This way, they will be making commerce a living subject.

#### Expected Responses

For a candidate who has been trained to think, this was an easy question. He needed not to have crammed the answers from a book. The expected responses were as follows:-

- a) Perishability of milk.
- b) Government policy on the business.
- c) Transport problems.
- d) Handling of cash/security of sales.
- e) Competition.

### Question 15

State **four** reasons why a government may want to be involved in commercial activities.  
(4 marks)

Here the candidates were required to state reasons why a government may want to be involved in commercial activities.

#### Weaknesses

This question was poorly done because majority of candidates understood it to mean consumer protection by government. This is a classic case of candidates rushing to answer questions before they know what is required. May be it is due to cramming books. Teachers must rethink their teaching methods otherwise this was a simple question.

#### Expected Responses

The following were the expected responses:-

- a) To provide essential goods/services.
- b) Where private sector is not willing to invest.
- c) Where the good is important to national sovereignty or too sensitive to be left to private investors.