JOY INTERNATIONAL COLLEGE KADUNA

REVISION TOPICS AND QUSETIONS 5

CLASS: SS3 SUBJECT: COMMERCE

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| S/N | TOPICS | CONTENTS | PERFORMANCE OBJECTIVES |
| 1 | Introduction to Marketing | -Meaning of marketing  -Importance and functions of marketing in an economy  -Marketing concept and marketing mix  \*product, price, place and promotion | Students should be able to :   * Explain the meaning of marketing * State the importance and functions of marketing in an economy * Explain marketing concept and marketing mix. |
| 2 | Transportation | Meaning  Importance  Forms:  -land, water, air, pipeline  -advantages and disadvantages of each  Documents involved in transportation  Ports Authority:  -functions  -relationship with the department of customs and excise  Nigeria Airports Authority  -functions  -relationship with Nigeria Airways | Students should be able to:   * define transportation * list and explain forms of transportation * list and explain the documents involved in transportation * state the functions of Nigerian Airports Authority. |

**REVIEW QUESTIONS FOR TOPIC 1**

1------------- encompasses all activities aimed at facilitating exchange

2. A place, point or means were exchange takes place is called ----------

3. Market ---------------- is the process of dividing total market into groups

4. Utility is also known as ----------

5. -------------- marketing function the exchange of goods and services between the buyer and seller

6. Marketing function that ensures the steady and continuous supply of goods is ---------------

7. Promoting a products without a cost to the sponsor is referred to as --------

8. Marketing scheming is an example of ---------

9. Activities undertaken to create awareness for a product by giving samples, premium or conducting contests are known as -------------

10. A distinctive feature of personal selling is ------------

**ESSSAY QUESTIONS**

1 Briefly describe each component of the marketing mix. 10marks

2. Differentiate between marketing and a market 5marks

b. State 5 importance of marketing in a developing country 5marks

**REVIEW QUESTIONS FOR TOPIC 2**

1 Aids to trade that facilitate the transfer of goods and people from one place to the other is --------

2. --------- form of transportation is suitable for bulky goods

3. A special form of transport that uses tracks is --------------

4. --------- liners sail through the high seas and oceans in all continents of the world

5. A -------------- is a firm or organization that specializes in transporting other people’s goods

6. A contract were a ship or aircraft is temporarily leased out by the owner to another person or firm for the purpose of transporting goods is called ----------

7. ------------ is a document that shows the full list of cargo carried by a ship or aircraft

8. The document that accompany goods and show the goods delivered and checks to be made is the -----

9. ----------- is a method of freight in which general cargo is packed into large rectangular containers

10. Coaster liners are ---------- bottom steamers that are used to convey goods along the coast to the main port.

**ESSAY QUESTIONS**

1 In what ways does transport aid trade? 5marks

b. Explain the following in connection with water transport: freight (ii) charter party 5marks

2. Describe five factors that determine the choice of means of transport 10marks

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