



KITH & KIN INTERNATIONAL COLLEGE

7/1/1 Kaoli Olusanya Street, Owode Ibeshe, Ikorodu, Lagos State.

FIRST TERM EXAMINATION 2025/2026 ACADEMIC SESSION

NAME

SUBJECT	BUSINESS STUDIES	CLASS	JSS3	DURATION	1HR:30MINS
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SECTION A

50 OBJECTIVE QUESTIONS

Answer all questions from this section
(20 marks)

1. Advertising means _____.

- A. making products known to the public
- B. hiding information about products
- C. selling to friends only
- D. reducing business profit

2. The main aim of advertising is to _____.

- A. inform, persuade and remind customers
- B. reduce production
- C. hide information from consumers
- D. discourage trade

3. Which of the following is a form of advertising?

- A. Radio jingles
- B. Filling cabinet
- C. Tax record
- D. Road Transport

4. Outdoor advertising uses _____.

- A. television
- B. posters and billboards
- C. radio
- D. email

5. Which of these is a disadvantage of advertising?

- A. Increases demand
- B. Encourages imitation of products
- C. Create awareness
- D. Improves competition

6. The advertising medium that combines sound and motion is _____.

- A. radio
- B. billboard
- C. newspaper
- D. television

7. Which of the following encourages impulse buying?

- A. Communication
- B. Advertising
- C. Transportation
- D. Warehousing



8. What type of advertising media is shown in above picture?

- A. Poster
- B. Newspaper
- C. Billboard
- D. Journals

9. Transportation means _____.

- A. movement of goods and people from one place to another
- B. selling of goods
- C. storing goods in a warehouse
- D. producing goods

10. Pipeline are used to transport

- _____.
- A. furniture
 - B. petroleum products
 - C. shoes
 - D. Clothes

11. Which of these is suitable for perishable goods?

- A. Air transport
- B. Railway
- C. Shop
- D. Pipeline

12. Which is most used in international trade?

- A. Rail and road
- B. Water and air
- C. Road and pipeline
- D. Pipeline and bicycle



13. The type of transportation shown in the above picture is suitable for transporting _____.

- A. petroleum products
- B. perishable products
- C. consumer products
- D. animal products

14. A disadvantage of water transport is that it is _____.

- A. cheap
- B. very fast
- C. very slow
- D. suitable for bulky goods

15. Communication means _____.

- A. exchange of information
- B. selling goods
- C. transporting people
- D. advertising

16. A business goal is _____.

- A. an aim a business sets to achieve
- B. a form of transport
- C. an advertisement
- D. a type of business

17. The only type of transportation not used for passengers is _____.

- A. pipeline
- B. air
- C. water
- D. road

18. Communication must involve _____ and _____.

- A. the writer and the sender
- B. the maker and the giver
- C. the sender and the receiver
- D. the hearer and the doer

19. _____ is the response to the message which has been received.

- A. Writer
- B. Feedback
- C. Information
- D. Receiver

20. NITEL means _____.

- A. National Telecommunications
- B. Nigerian Telecommunications
- C. Nigerian Telephones
- D. Nigerian Televices

21. An easy means of oral communication is the _____ system.

- A. telephone
- B. letters
- C. stamps
- D. communication

22. Which of the following is **not** a method of communication.

- A. Speech
- B. Writing
- C. Thought
- D. Signs and symbols

23. _____ are broad aims which a business wants to achieve.

- A. Tactics
- B. Weaknesses
- C. Goals
- C. Objectives

24. _____ is the process of deciding what to accomplish and devising a way to achieve that result.

- A. An objective
- B. Goal setting
- C. Decision making
- D. SWOT

25. Opportunities and threats are both _____ factors in business goal setting.

- A. internal
- B. external
- C. SMART
- D. SWOT

26. The _____ factors refer to elements a business has control over.

- A. external
- B. internal
- C. SWOT
- D. SMART

27. _____ is **not** a rule for setting business goals.

- A. Achievability
- B. Actionability
- C. Fraud
- D. Easy evaluation

28. A business plan does not have to be _____.

- A. deleted
- B. long
- C. wide
- D. broad

29. One of these reasons is **not** why a business plan is needed.

- A. To borrow money
- B. To determine the commercial viability of an idea
- C. To steal from the customers
- D. To clearly outline goals

30. Identifying the needs and wants of customers has to do with _____.

- A. finance
- B. the introduction
- C. market research
- D. the documentation

31. _____ is **not** part of how to write a business plan.

- A. Outline your vision for the business
- B. Listing the most important business goals
- C. Stating business strategies
- D. Using vulgar, profane language

32. Someone who acquired goods for direct use or ownership is called a _____.

- A. consumer
- B. retailer
- C. producer

D. wholesaler

33. _____ consist of measures or actions which help to shield the consumer from exploitation by the manufacturers, wholesalers and retailers.

- A. Protection agencies
- B. Consumer protection
- C. Consumer agencies
- D. Consumer awareness

34. Which of the following is **not** the right of a customer?

- A. Right to safety
- B. Right to be heard
- C. Right to choose
- D. Right to decide the selling price



35. What type of advertising media is shown in the above picture?

- A. Shopping bags
- B. Loudspeakers
- C. Neon lights
- D. Signals

36. All of the following are the roles of Nigerian Communications Commission **except** _____.

- A. to promote the provision of telecommunications services
- B. to encourage local and foreign investment
- C. to ensure fair competition in all sectors
- D. to provide means of communication for all citizens

37. _____ occurs when the consumers come together to protect their rights.

- A. Consumerism
- B. Sovereignty
- C. Protection
- D. Awareness

38. The expression of displeasure arising from the use of a product is called a(n) _____.

- A. complaint
- B. fight

- C. argument
- D. confrontation

39. A complaint is a statement of _____.

- A. satisfaction
- B. dissatisfaction
- C. surprise
- D. quarrel

40. _____ complaints are made with legitimate reasons.

- A. Polite
- B. Unjustified
- C. Justified
- D. Valued

41. One who makes a complaint is called a _____.

- A. complainant
- B. trouble maker
- C. talkative
- D. reporter

42. A letter of complaint contains the following features **except** the _____.

- A. address of the writer
- B. writer's date of birth
- C. date of writing
- D. heading of the letter

43. The following are reasons for banning chemicals **except** that _____.

- A. they cause health hazards
- B. they give nutrition
- C. they cause death
- D. they can cause body injury

44. When unsuitable chemicals are in circulation, they should be _____.

- A. approved
- B. consumed
- C. allowed
- D. banned or restricted

45. Some of the unsatisfactory issues consumers complain about are the following **except** _____.

- A. fair pricing of products
- B. impolite employees
- C. unwholesome business environment
- D. poor distribution network

46. To place a ban on the use of a chemical means _____.

- A. to limit the extent to which it can be used
- B. to prevent the use of such chemical

completely

- C. to order such chemicals
- D. to distribute such chemicals

47. A _____ has no moral foundation and should not be taken seriously.

- A. justified complaint
- B. non- justified complaint
- C. subjective complaint
- D. consistent complaint

48. Unbanned but unsuitable chemicals can cause the environment to be _____.

- A. sanitized
- B. cleaned
- C. polluted
- D. isolated

49. Chemicals not suitable for use can lead to food _____.

- A. rotation
- B. poisoning
- C. rationing
- D. distribution

50. Animals like donkeys, camels, horses are means of which type of transportation?

- A. Air transport
- B. Water transport
- C. Land transport
- D. Pipeline transport

Theory Questions
Answer four (4) questions only
(40 Marks)

1a. What is advertising? 2 marks

1b. State four functions of advertising 4 marks

1c. Explain the following types of advertising .

i. informative advertising

ii. persuasive advertising

4 marks

2a. List and explain four importance of transportation. 4 marks

2b. Give three reasons why you may not wish to travel by road 3 marks

2c. What type of transportation is most suitable for carrying ;

i. bulky goods

ii. spare parts

iii. fresh fruit

3 marks

3a. Define business goal 2 marks

3b. State the difference between a goal and an objective. 3 marks

3c. State some opportunities a business can see in the following situations:

i. infestation of cockroaches in homes

ii. poor power supply

5 marks

4a. What is a business plan? 2 marks

4b. Explain four benefits of preparing a business plan. 4 marks

4c. Draw a simple business plan for any business of your choice. 4 marks

5a. Define consumer protection. 2 marks

5b. State four reasons why consumers need to be protected. 4 marks

5c. List and explain the role of two government organisations that protect consumers. 4 marks

6a. Define complaint. 2 marks

6b. Mention four reasons why chemicals not suitable for use are banned or restricted. 4 marks

6c. Distinguish between justified and unjustified complaints. 4 marks