

**FIRST TERM EXAMINATION 2025/2026 ACADEMIC SESSION**

NAME

SUBJECT	BUSINESS STUDIES	CLASS	JSS3	DURATION	1HR:30MINS
---------	------------------	-------	------	----------	------------

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
- D. 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	5b. State four reasons why consumers need to be protected.	4 marks
1b. State four functions of advertising	4 marks	5c. List and explain the role of two government organisations that protect consumers.	4 marks
1c. Explain the following types of advertising . i. informative advertising ii. persuasive advertising	4 marks	6a. Define complaint.	2 marks
2a. List and explain four importance of transportation.	4 marks	6b. Mention four reasons why chemicals not suitable for use are banned or restricted.	4 marks
2b. Give three reasons why you may not wish to travel by road	3 marks	6c. Distinguish between justified and unjustified complaints.	4 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		