TANZANIA HEADS OF ISLAMIC SCHOOLS COUNCIL

FORM SIX INTER ISLAMIC MOCK EXAMINATION

COMMERCE 1- 2026

152/2 **MARKING SCHEME**

1. Differences between commerce and trade
   a) **Definition**
   - Commerce refers to the overall process of buying and selling goods and services, including all activities that facilitate these exchanges.
   - Trade is the exchange of goods and services between two or more parties, often focusing on the act of buying and selling.

   b) **Scope**
   - Commerce is broader in scope and includes trade, as well as activities such as transportation, banking, insurance, advertising, and warehousing.
   - Trade is narrower and is just a part of commerce.

   c) **Components**
   - Commerce consists of two main parts: trade (buying and selling) and auxiliary services (banking, insurance, transportation, etc.).
   - Trade can be further divided into internal (domestic) and external (international) trade.

   d) **Objective**
   - The main objective of commerce is to ensure the smooth distribution of goods and services from producers to consumers.
   - The main objective of trade is to transfer ownership of goods and services from one party to another.

   e) **Functions**
   - Commerce creates utility by bridging the gap between producers and consumers and by overcoming barriers of place, time, and risk.
   - Trade mainly creates possession utility by making goods available to those who need them.

   f) **Examples**
   - Commerce: A company imports raw materials, insures them, transports them, warehouses them, advertises the finished product, and then sells it.
   - Trade: A retailer buys shoes from a wholesaler and sells them to customers.

   Introduction 03 marks
   Main body 15marks
   Conclusion 02 marks

2. ***Six differences between direct and indirect production***
   a) Direct production is for personal or family use, while indirect production is for sale or exchange.
   b) Direct production usually involves smaller quantities; indirect production involves larger-scale output.
   c) Direct production focuses on meeting specific needs; indirect production aims to meet market demand.

d) Direct production rarely seeks profit, but indirect production is profit-oriented.
e) Direct production may use simpler, traditional methods; indirect production often uses advanced techniques and technology.
f) Direct production is less influenced by competition and pricing, whereas indirect production must consider market competition and prices.

Introduction 01 marks
Main body 18 marks
Conclusion 01 marks

3. Importance of using the internet
   a) Global Reach and Targeting: Internet marketing enables access to a vast, international audience and allows precise demographic and behavioural targeting, which is difficult with traditional methods.
   b) Cost Effectiveness: Online promotional campaigns are often more affordable and flexible than print, TV, or radio, enabling better budget allocation and monitoring.
   c) Real-Time Analytics: The internet provides immediate data and analytics, enabling MSUNI to monitor campaign performance and make rapid, data-driven adjustments.
   d) Enhanced Engagement: Digital platforms encourage interactive communication with customers through comments, shares, reviews, and messaging, deepening customer relationships and brand loyalty.
   e) Multimedia Capability: Online marketing supports a range of content formats—text, video, images, and audio—making campaigns more dynamic and engaging.
   f) Automation and Scalability: Internet-based tools enable automated tasks like email marketing and scalable campaigns, reaching more people with less manual effort.
   g) Potential Limitations: Exclusive reliance on internet promotion can exclude demographics with limited access to digital platforms and may increase vulnerability to digital fatigue, ad-blocking, and online competition.

   Introduction 01 marks
   Main body 18 marks
   Conclusion 01 marks

4. **Procedures**
   a) Deciding on an objective. The investor must decide on their goals for purchasing shares.
   b) Contacting a stockbroker. After deciding, the intending investor has to contact the stockbroker to discuss matters concerning the investment. The buying broker must have information regarding market trends.
   c) Price quotation. The stockbroker contacts the jobber, who provides price quotations for the shares. The jobber usually gives two prices to the broker.
   d) The bargaining processes.
   e) The broker arranges a meeting between the jobber and the seller to negotiate prices. Once an agreement is reached, the broker sends a contract note to the investor.
   f) After agreeing on the price, the broker contacts the jobber on behalf of the client. The buying broker completes a stock transfer form and arranges for it to be signed by the seller.

   Introduction 01 marks
   Main body 18 marks
   Conclusion 01 marks

5. Problems Facing smooth transport of goods and services
    a) Bad weather condition
    b) Inadequate technical skills and corruption
    c) Highway robbery
    d) Limited network
    e) Congestion
    f) High maintenance cost

        Introduction 01 marks
        Main body 18 marks
        Conclusion 01 marks

6. Factors that the students should consider before opening a bank account:-
    a) Amount of interest offered
    b) Easy of withdrawal
    c) Possibility of loans
    d) Initial deposit required
    e) Allowance for bank overdraft
    f) Need to save
    g) Availability of banking services in different areas

        Introduction 01 marks
        Main body 18 marks
        Conclusion 01 marks

7. Six key functions that distinguish a cash-and-carry wholesaler like TUMPALE from other types of wholesalers:
    b) No Credit Facilities: TUMPALE sells goods only on a cash basis, unlike some wholesalers who offer credit to retailers.
    c) Self-Service Model: Customers must select, transport, and pay for goods themselves, rather than relying on delivery or personal sales services.
    d) Bulk Sales: TUMPALE deals primarily in large quantities, catering to retailers and other business customers rather than end consumers.
    e) Limited Services: Unlike full-service wholesalers, TUMPALE does not offer delivery, merchandising assistance, or marketing support.
    f) Minimal Record-Keeping: Transactions are straightforward, with less emphasis on maintaining detailed credit or customer records than other wholesalers.
    g) Lower Operating Costs: By offering fewer services and requiring customers to handle their own transportation, TUMPALE keeps overhead costs low and can offer lower prices.

    Introduction 01 marks
    Main body 18 marks
    Conclusion 01 marks