Section I: Attempt all the 13 questions. 55 marks

01. Explain the following sources of commerce law.
   a) Doctrine  b) Legislation  c) Customs  d) Decided cases  8 marks

02. a) What do you understand by the term goods? Give at least 3 examples of goods. 5 marks
   b) Define public goods and private goods. 4 marks

03. What do we mean by "Target Market"? How can it be separated from the market? 5 marks

04. Give 3 essential objectives of marketing. 3 marks

05. Outline the benefits of target marketing. 3 marks

06. With the help of a distinctive table, highlight the difference between Domestic and International marketing. 5 marks

07. Explain clearly the importance of SWOT Analysis for a company. 4 marks

08. Differentiate Macro from Micro environment in marketing. 6 marks

09. What do we mean by latent demand? 2 marks

10. What do you understand by bankrupt person? 2 marks

11. What do you think about feedback in communication system? 2 marks

12. Briefly, explain how mass media is an important tool of communication to inform the customers about a product or Service. 3 marks

13. State the characteristics of service. 3 marks

Section II: Choose and Answer any Three (3) questions 30 marks

14. Define Commercial Law and identify the major factors that highlight its necessity in Rwandan Business community. 10 marks

15. a) Define a contract. 4 marks
    b) What are the key elements of a contract law? 6 marks

16. Explain clearly the Marketing Mix. 10 marks

17. Draw and explain clearly the stages of product life cycle. 10 marks

18. Market segmentation enables target market. Discuss with clear examples. 10 marks

Section III: Choose and Answer any one (1) question 15 marks

19. With the help of a table, highlight the difference between "Sales and Agreement of Sale". 15 marks

20. Suppose you are a seller in Kigali city and you are facing a great number of customers of different needs. What could you do in order to handle that issue? 15 marks

21. "The customer is not dependent on us, we are dependent on him". Discuss. 15 marks