Candidate Name	Centre Number	Candidate Number

ZIMBABWE SCHOOL EXAMINATIONS COUNCIL

General Certificate of Education Ordinary Level

BUSINESS ENTERPRISE SKILLS 4048/1

PAPER 1

SPECIMEN PAPER 1 hours 45 minutes

TIME 1 hours 45 minutes

INSTRUCTIONS TO CANDIDATES

Write your name, Centre number and candidate number in the spaces at the top of this page and on **all** separate answer paper used.
Calculators may be used.

Answer **all** questions.
Write your answers in the spaces provided on the question paper.

FOR EXAMINER'S USE	
Section A	
1	
2	
3	
4	
5	
6	
TOTAL	

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Answer **all** questions in the spaces provided.

For Examiner's Use

1 **(a)** Identify any **two** personal attributes of an entrepreneur.

_____

_____[2]

(b) Explain **one** role of an entrepreneur to Zimbabwean economy.

_____

_____[2]

(c) Describe any **two** factors that might motivate an individual to start an enterprise.

_____

_____

_____

_____ [4]

(d) Outline the interests of the following stakeholders in an entrepreneur's operations

(i) Managers

_____

_____ [2]

(ii) Suppliers

_____

_____[2]

(e) Identify any **two** intangible resources needed by an enterprise.

_____

_____ [2]

For Examiner's Use

(f) Describe any **two** internal environmental factors of an enterprise.

_____

_____[2]

(g) Explain the importance of using resources sustainably.

_____

_____

_____ [2]

(h) Outline any **two** ways in which opportunities might arise for a new enterprise.

_____

_____

_____

_____[2]

2. **(a)** Identify any **two** characteristics of a partnership.

_____

_____[2]

(b) Explain **two** benefits of a private limited company.

_____

_____[2]

(c) Outline any **two** factors that influence growth of an enterprise.

_____

_____

_____

_____[2]

For Examiner's Use

(d) Outline any **two** disadvantages of business growth.

_____

_____

_____

_____[2]

(e) State any **two** components of a business plan.

_____

_____ [2]

(f) Explain the importance of business planning.

_____

_____

_____

_____ [4]

(g) List any **two** items which are found in a Memorandum of Association.

_____

_____[2]

(f) Discuss the importance of Corporate Social Responsibility (CSR) in business operations.

_____

_____

_____

_____

_____

_____ [4]

For Examiner's Use

3. (a) Identify any **two** factors to consider when choosing enterprise finance.

_____

_____

_____

_____ [2]

(b) Prepare an Income Statement from the following list of balances of K. Kowe books of accounts as at 30 September 2016.

	$
Rent	200
Purchases	600
Sales	4000
Closing inventory	150
Wages	500
Drawings	300

_____

_____

_____

_____

_____

_____ [4]

(c) State whether the following is cash inflow or cash outflow.

(i) Loan from a friend;
(ii) Payment to creditors;
(iii) Payments from debtors
(iv) Purchases of fixed assets.

_____

_____

_____

_____ [4]

For Examiner's Use

(d) Describe any **two** functions of a commercial bank.

_____

_____[4]

(e) Explain any **two** ways of managing working capital.

_____

_____

_____

_____ [4]

4. **(a)** State any **two** functions of a manager.

_____

_____ [2]

(b) Identify any **two** non-financial rewards which might motivate employees.

_____

_____ [2]

(c) Explain McGregor's theory of motivation.

_____

_____ [2]

(d) Distinguish between a democratic leader and an autocratic leader.

_____

_____

_____

_____

_____

_____ [4]

For Examiner's Use

(e) Evaluate the importance of oral communication to business enterprises.

_____

_____

_____

_____

_____

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_____

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_____

_____[6]

5. **(a)** Explain the importance of market research.

_____

_____

_____

_____ [4]

(b) Identify any **two** factors to consider when segmenting a market.

_____

_____[2]

(c) Describe any **two** features of a virtual market.

_____

_____

_____

_____[4]

(d) Explain **one** aim of Common Markets of Eastern and Southern Africa (COMESA).

For Examiner's Use

_____

_____[2]

6. **(a)** Identify any **four** factors influencing the location of a manufacturing enterprise.

_____

_____

_____

_____ [4]

(b) Explain the concept of value addition.

_____

_____

_____ [2]

(c) State which mode of transport can be used in the following scenarios:

(i) Transporting coal from Hwange to Kwekwe,

_____[1]

(ii) Transporting cabbages from a farm in Norton to MbareMusika in Harare,

_____ [1]

(d) Describe the following ways of assuring quality;

(i) Total Quality Management (TQM)

_____

_____[2]

(ii) Just-in-time (J.I.T)

_____

_____ [2]

(e) Identify any **two** stages of the purchasing cycle.

_____

_____ [2]