ZIMBABWE SCHOOL EXAMINATIONS COUNCIL

General Certificate of Education Advanced Level

BUSINESS ENTERPRISE SKILLS 6004/2

PAPER 2 ESSAYS

SPECIMEN PAPER 2 hours

TIME 2 hours

INSTRUCTIONS TO CANDIDATES

Do not open this booklet until you are told to do so.

Write your name, Centre number and candidate number on the answer sheet in the spaces provided unless this has already been done for you.

Answer any **four (4)** questions.

Read very carefully the instructions on the answer sheet.

INFORMATION FOR CANDIDATES

This question paper consists of 2 printed pages.

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Answer any **four (4)** questions.

1. Evaluate the impact of **MNCs** to the host country. [25]

2. **(a)** Explain the need for resources in an enterprise. [10]

(b) Assess the criteria of measuring enterprise size. [15]

3. **(a)** Explain the functions of human resources management in an enterprise. [10]

(b) Assess the importance of training employees in business enterprise. [15]

4. Evaluate different promotional media that can be used by an enterprise. [25]

5. **(a)** Explain the importance of effective communication in a business enterprise. [10]

(b) Evaluate the effectiveness of different communication methods that can be used in an enterprise. [15]

6. **(a)** Explain any **three** different types of budgets. [10]

(b) Discuss the importance of budgeting in an enterprise. [15]

7. Evaluate the importance of break-even analysis as a tool for decision-making in an enterprise. [25]

8. **(a)** Distinguish between formal and informal groups in business. [10]

(b) Discuss the roles of formal groups in a business. [15]

9. **(a)** Explain the purpose of stock control within a business enterprise. [10]

(b) Evaluate the different methods of stock control. [15]

10. Discuss the importance of a business plan. [25]