ZIMBABWE SCHOOL EXAMINATIONS COUNCIL

General Certificate of Education Ordinary Level

COMMERCE 4049/2

PAPER 2 Essays

NOVEMBER 2023 SESSION 2 hours

Additional materials:
Answer paper

TIME: 2 hours

INSTRUCTIONS TO CANDIDATES
Write your name, centre number and candidate number on the answer paper provided.

Answer **all** questions in **Section A** and **any three** questions in **Section B**. **Answers in Section B must be in essay form.**

Shape all your letters clearly.

Write your answers on the separate answer paper provided.

If you use more than one sheet of paper, fasten the sheets together.

INFORMATION FOR CANDIDATES
The number of marks is given in brackets [ ] at the end of each question or part question.

This question paper consists of 3 printed pages and 1 blank page.

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[Turn over

Section A [40 Marks]

Answer **all** questions

1	(a)	State any **three** types of wholesalers.	[3]
	(b)	Define the term *beneficiation*.	[2]
	(c)	Describe the importance of a bonded warehouse to the government.	[3]
2	(a)	Identify any **three** consumer rights.	[3]
	(b)	Determine factors which can be used to segment a market.	[3]
3	(a)	State **two** types of partners.	[2]
	(b)	Identify **four** management functions.	[4]
4	(a)	Identify **three** speculators on the Stock Exchange.	[3]
	(b)	State **three** sources of personal income.	[3]
5		Distinguish between insurable and non-insurable risks.	[6]
6	(a)	Determine the need for oral communication.	[4]
	(b)	State the advantages of vehicle tracking system.	[4]

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Section B [60 Marks]

Answer any **three** questions

7	**(a)**	Outline factors to consider when choosing a mode of communication.	[10]
	(b)	Suggest reasons for trade.	[10]
8	**(a)**	Explain the purpose of the Export Credit Guarantee Corporation (ECGC).	[10]
	(b)	Outline the advantages and disadvantages of land reform.	[10]
9	**(a)**	Outline **five** external sources of finance.	[10]
	(b)	Describe the services offered by the Reserve Bank of Zimbabwe (RBZ).	[10]
10	**(a)**	Outline the merits and demerits of mass production.	[10]
	(b)	Explain the importance of a business plan.	[10]
11	**(a)**	Identify the factors to be considered when selecting a business location.	[10]
	(b)	Explain the importance of indigenous storage systems.	[10]
12	**(a)**	Describe services of airport authorities.	[10]
	(b)	Outline the reasons for market segmentation.	[10]
13		Outline ways in which consumers are exploited.	[20]