Surname	Forename(s)	Centre Number	Candidate Number

For Performance Measurement

ZIMBABWE SCHOOL EXAMINATIONS COUNCIL

General Certificate of Education Ordinary Level

COMMERCE 4049/2

PAPER 2 Essays

SPECIMEN PAPER 2 hours

Additional materials:
No additional material required

Allow candidates 5 minutes to count pages before the examination.

Time: 2 hours

INSTRUCTIONS TO CANDIDATES

Write your name, Centre Number and Candidate Number in the spaces at the top of this page and your Centre Number and Candidate Number on the top right corner of every page of this paper.

Check if the booklet has all the pages and ask the invigilator for a replacement if there are duplicate or missing pages.

Shape all your letters very clearly.

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

Write your answers in the spaces provided on the question paper using **black** or **blue** pens.

INFORMATION FOR CANDIDATES

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

This specimen paper consists of 18 printed pages and 2 blank pages.

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Section A: [40 marks]

Answer **all** questions in this section.

1 **(a)** Identify any **two** stages of production.

_____ [2]

(b) Explain the term entrepôt trade.

_____

_____ [2]

(c) _____ discount is given by a trader to encourage bulk buying whilst _____ discount is given for prompt payment. [2]

(d) State any **two** factors which influence the location of a warehouse.

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_____ [2]

2 **(a)** State any **two** ways used by consumers to avoid impulse buying.

_____

_____ [2]

(b) Which Act requires that goods are fit for the purpose they are produced?

_____ [1]

(c) Explain the term mass marketing.

_____

_____ [2]

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2 **(d)** What is the purpose of Institutional Advertising?

_____ [1]

3 **(a)** Describe how a public corporation is controlled.

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_____ [3]

(b) Outline any **four** contents of a business plan.

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_____ [4]

4 **(a)** Outline the features of a direct debit.

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(b)

Current Assets	$15 000
Current Liabilities	$10 000
Fixed Assets	$20 000

Using the above figures, calculate, showing your working, the working capital.

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_____ [3]

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5 Explain

(a) the need for actuaries in assurance,

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_____ [4]

(b) the advantages of the whole-life assurance policy.

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_____ [3]

6 **(a)** Outline the advantages of the Roll on Roll off ships.

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_____ [4]

(b) Identify any formal means of communication.

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_____ [2]

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Section B: [60 marks]

Answer any **three** questions from this section.

7 **(a)** Explain the term commerce.

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7 **(b)** Discuss the advantages and disadvantages of beneficiation.

[10]

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8 **(a)** Describe the characteristics of a hypermarket.

[10]

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8 **(b)** Explain the methods used by a government to correct an unfavourable balance of payment.

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9 **(a)** What role is played by the Consumer Council of Zimbabwe in consumer protection?

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9 **(b)** Describe the advantages of physical markets.

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10 Discuss the impact of multinational companies to the host country.

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10

[20]

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11 **(a)** What are the functions of the International Monetary Fund (IMF)?

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11 **(b)** Distinguish a bank loan from an overdraft.

[10]

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12 **(a)** Describe the procedure when taking out an insurance policy.

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12 **(b)** Discuss the effects of e-insurance on potential clients.

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13 **(a)** Describe the importance of communication.

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13 **(b)** How does a vehicle tracking system operate?

[10]

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