Candidate Name	Centre Number	Candidate Number

ZIMSEC
For Performance Measurement

ZIMBABWE SCHOOL EXAMINATIONS COUNCIL

General Certificate of Education Ordinary Level

BUSINESS ENTERPRISE SKILLS **4048/02**

PAPER 2 Case Study

SPECIMEN PAPER 2 hours

Candidates answer on the question paper

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.
Write your centre and candidate number on the top right hand corner of every page of this paper.

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

Section A

Answer **all** questions.

Section B

Answer **three** questions.

INFORMATION FOR CANDIDATES

The number of marks is given in brackets [ ] at the end of each question or part question.
You are advised to spend no longer than 45 minutes on **Section A** and **1 hour 15minutes** on **Section B**.

This specimen paper consists of 6 printed pages and 2 blank pages.

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SECTION A [40 marks]

Answer **all** questions.

1. Read the passage and answer **all** questions that follow:

Daisy's Food Dishes

After undertaking studies in Business EnterpriseSkills, Daisy found herself jobless. She decided to start her own enterprise as a sole proprietor. She did this with passion so as to become a successful enterpriser. She knew that restaurants selling traditional food were very popular and she was an excellent cook for modern foods.

Daisy decided to start cooking Thai food dishesand selling them to local people for dinner parties. She used her own kitchen to prepare the food and advertised in the local newspaper.

Customers would ask her to cook a particular dish of their choice. She became very popular for providing quality foods and received more orders for dinner parties than she could cope with.

Daisy decided to rent larger premises in which she could put large cookers. This required employing additional workers. However, she was giving little attention to the welfare of the existing employees such that some resigned.

After two years of renting the premises, Daisy decided to buy the premises. She invested in automated machinery to cook the food and her premises were connected to the internet for online orders.

(a) Define the following terms:

(i) Sole proprietor,

_____

_____ [2]

(ii) Quality.

_____

_____ [2]

(b) **(i)** List any **three** stakeholders in Daisy's Food Dishes.

_____

_____

_____[3]

(ii) Explain any **two** drivers towards enterprising.

_____

_____

_____

_____

_____ [4]

(c) Outline any **five** characteristics of a successful enterpriser.

_____

_____

_____

_____

_____ [5]

(d) State any **four** advertising media that can be used by Daisy in her business.

_____

_____

_____

_____

_____ [4]

(e) Explain any **two** causes of poor motivation in an organisation.

_____

_____

_____

_____

_____ [4]

(f) Explain any **three** types of resources required in an enterprise.

_____

_____

_____

_____

_____ [6]

(g) Evaluate the importance of producing quality goods to an enterpriser.

[10]

SECTION B [60 MARKS]

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

2	**(a)**	Explain the benefits of enterprising.	[8]
	(b)	Assess the extent to which the Zimbabwean government has enabled the survival of Small to Medium Enterprises (SMEs).	[12]
3	**(a)**	Describe any **four** objectives which can be set by an enterprise.	[8]
	(b)	Evaluate the importance of business ethics.	[12]
4	**(a)**	Outline the factors that a firm might consider when choosing a source of finance.	[8]
	(b)	Evaluate any **two** long term sources of finance.	[12]
5		Evaluate the importance of market research to an entrepreneur.	[20]
6	**(a)**	Giving relevant examples, explain the stages of production.	[8]
	(b)	Discuss factors that can lead to relocation of a business.	[12]
7	**(a)**	Explain the benefits to an entrepreneur of entering a foreign market.	[8]
	(b)	Evaluate any **two** electronic methods of communication.	[12]

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