

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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[Turn over

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]

- (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]

- (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]

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]

- (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]

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

[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).

[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]