

Surname

Forename(s)

Centre Number

Candidate Number



For Performance Measurement

ZIMBABWE SCHOOL EXAMINATIONS COUNCIL
General Certificate of Education Ordinary Level

BUSINESS ENTERPRISE SKILLS
 PAPER 1

4048/1**SPECIMEN PAPER**

1 hour 45 minutes

Candidates answer on the question paper.
 No additional materials required.

TIME 1 hour 45 minutes**INSTRUCTIONS TO CANDIDATES**

Write your name, Centre number and candidate number in the spaces at the top of this page.
 Answer **all** questions.

Write your answers in the spaces provided on the question paper.

INFORMATION FOR CANDIDATES

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

| FOR EXAMINER'S USE | |
|---------------------------|--|
| 1 | |
| 2 | |
| 3 | |
| 4 | |
| 5 | |
| 6 | |
| TOTAL | |

This question paper consists of 11 printed pages and 1 blank page.

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1 (a) (i) State any **three** objectives that a company may pursue.

[3]

(ii) Explain any **two** reasons why businesses set objectives.

[4]

(b) (i) Give any **four** stakeholders involved in a business activity.

[4]

(ii) List any **four** major elements of the business environment.

[4]

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(c) (i) Outline the importance of small businesses to an economy.

[3]

(ii) Discuss the costs and benefits of foreign direct investment by Multinational Companies (MNCs) to Zimbabwe.

[8]

2 (a) (i) State any **three** sources of finance for a business.

[3]

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(ii) Define the following terms:

Break-even

Margin Of Safety

Marginal Costs

[3]

(b) The figures below are taken from the assets side of the Balance Sheet of Prestige Engineering:

| | | |
|-----------------------|---------------|---------|
| | \$ | \$ |
| Total fixed assets: | | 208 888 |
| <u>Current assets</u> | | |
| Stock | 27 000 | |
| Debtors | 19 500 | |
| Cash | <u>12 500</u> | |
| Total current assets | 59 000 | |
| Current liabilities | 46 000 | |

(i) What is meant by “liquidity” when referring to the assets of a business?

[2]

5

(ii) Using **two** different ratios, comment upon the position of the business as suggested by the above information.

[4]

(iii) What does the Return on Capital Employed (ROCE) tell you about a firm?

[2]

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3 A car manufacturing business wants to recruit extra skilled mechanics.

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- (a) (i) In the spaces provided in the job advertisement below, add **two** items of information that should be included in a good job advertisement.

MUCHOVA ASSEMBLER (ZIMBABWE)
Skilled Mechanics wanted.

As a result of the continued expansion in our company, we wish to recruit extra mechanics to work on the installation of a new production line.

- ❖ 40 hours per week.
- ❖ Salary US\$25 000 per year.
- ❖ Good promotion prospects.

- ❖ _____
- ❖ _____

[2]

- (ii) Explain why the information you have added is important.

[4]

- (iii) Suggest where the business should place the advertisement.

[4]

(b) “Some businesses want to reduce the number of employees.” Explain the difference between dismissal and redundancy.

[4]

(c) Trade unions often try to increase the wages of their members. What arguments might they use to justify such increases during their wage negotiations?

[4]

(d) “If wages increase, profits must fall.” Do you agree with this statement? Justify your answer.

[2]

4 (a) Explain any **two** functions of a Human Resources Manager.

[4]

(b) Why is training and development important to a company?

[4]

(c) (i) Explain **three** different reasons why communication in business may be poor.

[6]

(ii) Distinguish between authority and responsibility.

[2]

5 (a) Define the term *franchise*.

[2]

(b) Why would a firm prefer to operate under a franchise rather than independently?

[4]

(c) (i) What is meant by the term *market segment*?

[2]

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- (ii)** Explain why a company manufacturing televisions may attempt to segment the market for its products.

[5]

- 6 (a)** How might the government of your country encourage growth in your economy?

[3]

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