



**ZIMBABWE SCHOOL EXAMINATIONS COUNCIL**  
General Certificate of Education Advanced Level

**BUSINESS ENTERPRISE SKILLS**  
PAPER 2 ESSAYS

**6004/2**

**SPECIMEN PAPER**

2 hours

**TIME** 2 hours

**INSTRUCTIONS TO CANDIDATES**

**Do not open this booklet until you are told to do so.**

Write your name, Centre number and candidate number on the answer sheet in the spaces provided unless this has already been done for you.

Answer any **four (4)** questions.

**Read very carefully the instructions on the answer sheet.**

**INFORMATION FOR CANDIDATES**

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**This question paper consists of 2 printed pages.**

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Answer any **four (4)** questions.

1. Evaluate the impact of **MNCs** to the host country. [25]
2. (a) Explain the need for resources in an enterprise. [10]  
(b) Assess the criteria of measuring enterprise size. [15]
3. (a) Explain the functions of human resources management in an enterprise. [10]  
(b) Assess the importance of training employees in business enterprise. [15]
4. Evaluate different promotional media that can be used by an enterprise. [25]
5. (a) Explain the importance of effective communication in a business enterprise. [10]  
(b) Evaluate the effectiveness of different communication methods that can be used in an enterprise. [15]
6. (a) Explain any **three** different types of budgets. [10]  
(b) Discuss the importance of budgeting in an enterprise. [15]
7. Evaluate the importance of break-even analysis as a tool for decision-making in an enterprise. [25]
8. (a) Distinguish between formal and informal groups in business. [10]  
(b) Discuss the roles of formal groups in a business. [15]
9. (a) Explain the purpose of stock control within a business enterprise. [10]  
(b) Evaluate the different methods of stock control. [15]
10. Discuss the importance of a business plan. [25]