

4290

11/11/2021

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

**MARKING SCHEME**

**NOVEMBER 2021 SESSION**

**COMMERCE**

**4049/2**

1 (a) Is the provision of goods and services to satisfy human needs and wants. [3]

hypermarket  
cash & carry

SELF SERVICE	SELF SELECTION
- used in supermarkets	- used in department stores - multiple shops [2]
- sells wet goods	- sells dry goods [2]
- customers pay at check-out points	- customers pay at points dotted inside the shop [2]
- fewer shop assistants	- many shop assistants [2]
	Max 4

- 2 (a)
- right to be heard [1]
  - consumers to voice complaints / air out grievances [1]
  - consumers to express their views [1]
  - consumers must be represented in government or other policy making bodies [1]
  - trader must ~~solve~~ listen to complaints [1]

Max 3

- (b)
- mass marketing is where a business sells to a large market [1]
  - many people buy the product <sup>and</sup> has large volume of sales [1]
  - there is mass production [1]
  - there are many similar products on the market. [1]

Max 3

\* no mark for policy making bodies eg

- 3 (a) - sole trader [1]  
 - private limited company [1]  
 - public limited company [1]  
 - multinational corporations [1]  
 - co-operatives [1]  
 - partnership [1]  
 Max 2
- (b) Piracy is an act of copying others' work (1) and reselling (1) without permission (1).  
 Max 2
- (c) - controlled by the government (1) through a minister (1) [2]  
 - run by board of management appointed by the government [1]  
 - has a general manager [1]  
 Max 3

- 4 (a)
- loans bank loans [1]
  - overdrafts [1]
  - credit card [1]
  - personal loans / borrowing from relatives or friends [1]
  - hire purchase [1]
  - ~~credit purchase~~ [1]
  - credit sales [1]
  - leasing [1]
  - debentures [1]
  - treasury bills
  - mortgage loans
- Max 5

(b) Type 1

& CO

NOT NEGOTIABLE

AC PAYEE ONLY

- general crossing [1]

(any one)

Type 2

ZIMBABWE  
 NAME OF BANK

ZIMBABWE  
 NAME OF BANK  
 BY ~~NAME~~ <sup>itself</sup>

NAME OF BANK & BRANCH

- special crossing [1]

(any one)

\* take one from each type - general = 1 [1]

- special = 1

- 5 (a) - pooling of grain / *chieves' granary / simpanan beras* [1]  
 - burial societies / *zinde ramai* [1]
- (b) - compensation is paid if the root cause is immediate / example [2]  
 - compensation is paid if loss is caused by the risk insured / *and not covered* [1] + [1]  
 - no compensation if loss results from uninsured risk / *example* [1] + [1]

Max 4

\* no mark for electronic gadget  
\* ticket alone has no mark

- 6 (a) Is buying or booking *events / hotel* aeroplane / train or bus tickets online using computers / phones through internet. [4]

- (b) It controls and regulates the operations of telecommunication service providers. [3]  
*Postal and R17*  
 ↓  
 - ensures fair competition btm mobile & data service providers

2/16  
x30  
88

+

7

(a) Three stages of production

(i) Primary  
 - is the first stage of production  
 - obtaining of raw materials  
 - involves extractive work e.g. farming, mining, fishing (any one)

mention + e.g.

(ii) Secondary  
 - is the second stage of production  
 - involves manufacturing <sup>and</sup> processing e.g. baking, tanning (any one)  
 - is where raw materials are converted into semi-finished or finished goods  
 - involves construction / assembling parts e.g. house building, construction (any one)

B = mention + e.g.

(iii) Tertiary  
 - is the thrd / last stage of  
 - includes commerce  
 - involves : trade and aids to trade; distribution of goods provision of services i.e. direct and indirect  
 - aids to trade involve transport, insurance, advertising, warehousing, banking, communication (any one)  
 - direct services include nurses / teachers / doctors / lawyers (any one)

buying and selling

## (b) How workers affect internal environment of business:

- workers need:
  - job security
  - training
  - career development prospects
  - constant payment of wages / salaries
  - fringe benefits
  - pleasant environment / good working conditions
- workers ensure that:
  - products are manufactured
  - quality goods are produced
  - quantity goods are produced (there are no shortages)
- if work is not performed well, customers complain
- if management and workers do not trust each other, there will be conflicts / strike
- conflicts cause productivity to drop thereby threatening the firm's continued survival

- 8 (a) Purposes of statement of account [1]  
 - a summary of the transactions for the month [1]  
 - a request for ~~payment~~ [1]  
 - used to check for accuracy of entries [1]  
 - remind customers to pay [1]  
 - used for accounting purposes [1]  
 - may be used for advertising [1]  
 - used when goods are bought on credit [1]  
 - to show: [1]  
   - account number [1]  
   - name ~~and~~ address of buyer and seller [1] + 1  
   - ~~balance~~ [1]  
   - purchase made during the month [1]  
   - date of issue [1]  
   - credit available [1]  
   - overdue amount / arrears [1]  
   - amount due / instalment [1]  
   - terms of payment [1]  
   - due date [1]  
   - opening and closing ~~stock~~ balances [1] + 1  
   - credit and debit notes issued during the month [1] + 1  
   - invoice <sup>or</sup> receipt numbers [1] + 1  
   - interest on overdue amounts [1]

Max 10

- |     |   |   |     |
|-----|---|---|-----|
| (b) | Home Trade                                      | Foreign Trade                                 |     |
|     | - trade within a country                        | - trade between countries                     | [2] |
|     | - involves retailers <del>and</del> wholesalers | - involves importers <del>and</del> exporters | [2] |
|     | - fewer documents                               | - more documents                              | [2] |
|     | - short distances are involved                  | - long distances are involved                 | [2] |
|     | - low transport cost                            | - high transport cost                         | [2] |
|     | - less risk                                     | - more risk                                   | [2] |
|     | - low insurance cost                            | - high insurance cost                         | [2] |
|     | - fewer middlemen                               | - more middlemen                              | [2] |
|     | - local currency used                           | - foreign currencies are used                 | [2] |
|     | - local languages are involved                  | - foreign languages are involved              | [2] |





- same units of measurement
  - same fiscal, banking and monetary policies
  - low market research cost
  - less state interference
  - smaller volumes of goods are traded
  - same culture and religions
  - factors of production are highly mobile
  - small market
- different units of measurement [2]
  - different fiscal, banking and monetary policies [2]
  - costly market research [2]
  - more state interference [2]
  - larger volumes of goods are traded [2]
  - different cultures and religion [2]
  - factors of production are less mobile [2]
  - wider market [2]

Max 10

- 9 (a) Consumer rights
- The right to safety [1]
    - protects consumers against injuries caused by using the commodity or service [1]
  - The right to basic needs [1]
    - consumers to access basic necessities such as food, clothing [1]
  - The right to be informed / information [1]
    - to be provided with all the facts so as to make informed choices or decisions [1]
  - The right to be heard [1]
    - Consumers should be given a forum where their views can be heard and complaints can be listened to [1]
  - The right to a healthy environment [1]
    - consumers are protected against environmental dangers [1]
  - The right to choose [1]
    - access to a variety of goods and services so as to exercise choice [1]
  - The right to redress [1]
    - a fair settlement to a just claim [1]
  - The right to consumer education [1]
    - consumers to be aware of consumer rights and their responsibilities [1]

Accept 5 rights  
Max 10

\* Rights to be stated as they are  
 \* no mark for explanations about rights

- (b) Advantages of virtual markets
- customers <sup>or sell</sup> buy goods and services online / internet [1] + 1
  - saves on traveling and accommodation expenses [1] + 1
  - buying can be done anytime [1]
  - variety of goods and services is available [1]
  - customers buy on the comfort of their homes [1]
  - customers get detailed information on the product [1]
  - customers can compare prices from various sellers [1]
  - can buy goods worldwide [1]
  - goods are delivered to the customer [1]
  - cheaper to advertise on internet [1]
  - low operational costs [1]
  - fast way of transacting
  - enables online payments
  - less or no paper work

Max 10

10

(a)

- provides all the capital
- there is privacy
- makes own decisions
- enjoys all profits / suffers loss alone

Features of a sole trader business

- one-man business / own boss
- found in the private sector
- aims to make profit
- small scale
- easy to establish / to terminate
- requires less legal formalities
- controlled and run by the owner
- has unlimited liabilities
- low overhead expenses
- flexible timetable
- lacks continuity
- little capital is required

- [1]+1
- [1]
- [1]
- [1]
- [1]
- [1]
- [1]+1
- [1]
- [1]
- [1]
- [1]
- [1]

Max 10

(b)

Role of Ethics

- gives credibility to the business
- quality products are produced
- enables business to be a good corporate citizen
- enables organisations to adhere to legislation
- relating to health and safety
- portrays an image of caring to both employees and environment
- ensures that a business continues to operate or function
- promotes good relationships in the corporate world
- increases customer, employees and supplier loyalty
- attracts customers to firm's products boosting sales and profits
- reduces employee turnover
- boosts morale, hence increased productivity
- avoids law suits
- respect for human dignity / rights and justice
- leads to tolerance of cultural diversity
- promotes solidarity / equity and cooperation

- [1]
- [1]
- [1]
- [1]
- [1]+1
- [1]
- [1]
- [1]+1+1
- [1]+1+1
- [1]
- [1]+1
- [1]
- [1]
- [1]
- [1]

Max 10

111

(a) Role of the Reserve Bank of Zimbabwe

- country's bank
- banker to government and keeps state deposits
- manages national debt
- carries out government monetary policy
- controls money rate
- issues notes and coins
- repays with out notes and coins
- conduct of foreign exchange loans and overdrafts
- act agent for state borrowing
- clearing bank for cheques
- issues foreign currency
- adviser to government on economic state
- sells treasury bills on behalf of government
- acquisition of the nation's reserves of gold
- controls money supply
- authority printing of notes and issuing of coins
- manages the country's gold and foreign currency reserves
- settle inter-bank indebtedness

was: 10

(b) Effects of inflation

- income for rich people increases
- income for middle class consumers stay the same
- the poor become poor
- a decrease in total output of goods
- shortage of goods and services
- long queues for goods and services
- decrease in purchasing power
- businesses fail
- there will be creation of black market
- business might find it difficult to enter into long term contracts
- high term contracts
- high unemployment
- cost of borrowing money increases; interest on loans becomes high
- prices continue to rise
- may cause balance of payment problems
- more strikes as people demand higher wages
- the value of local currency falls
- standard of living drops or falls
- exporting decreasing for businesses

was: 10

- ~~not a sign of inflation~~
- ~~control inflation~~
- ~~since it~~
- ~~control inflation~~
- ~~inflation~~
- ~~inflation~~

12

- (a) Pooling of risks
- many people join the insurance company and pay premiums into a common pool / fund at regular intervals. [4] + 2
  - when loss occurs, insurer draws money out of the pool of premiums [2]
  - money is used to compensate the few unfortunate [2]
  - burden of loss is shared / the fortunate help the unfortunate [1]
  - profit is left for the insurer [1]
  - the remainder is invested [1]
- with relevant information Accept diagram  
Max 10

- (b) Benefits of Insurance and Assurance
- covers business and personal property against insurable risks [3]
  - provides compensation for losses indemnify losses [1]
  - instils confidence [1]
  - lends money to businesses and individuals [1]
  - enables business to continue even after loss [1]
  - policies can be used as collateral security [1]
  - dependants and beneficiaries get sum assured which enables them to have the same quality of life as before [2]
  - provides cover for medical expenses, funeral and education expenses [1] + 1 + 1
- Max 10

\*mark the points as they come

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- can be used for advertising

Pictures  
WhatsApp calls  
PDFs

- 13 (a) Benefits of WhatsApp
- can send and receive audios, videos and text messages / information [1]
  - shows message has been sent / proof of sending / delivery [1]
  - shows message has been received / proof delivery [1]
  - cheap [1]
  - shows time when message was sent or received [1]
  - can form social and business groups [1]
  - fast if there is network [1]
  - can send information to several recipients at once. [2]
  - used anytime over any distance [2]
  - messages can be stored and retrieved [2]
  - messages can be edited / corrected by sending [10]
  - allows for privacy
  - messages can be deleted after sending
  - msgs can be resent / forwarded to another person
- (b) Factors that influence the choice of transport
- nature of goods - types of goods should be assessed in terms of their value / perishables / fragile [2]
  - urgency of delivery - how fast must the goods get to the destination [2]
  - flexibility of mode - whether the timetable and route is fixed or not [2]
  - quantity of goods i.e size of the load must be considered in relation to the capacity of mode. [2]
  - accessibility of the area - how the area can be reached [2]
  - reliability i.e. if mode is not affected by bad weather [2]
  - distance - how far the goods are to be carried [2]
  - availability of mode - is the mode readily available [2]
  - possibility of return loads - are there any goods available to be carried when the mode is going back [2]
- safety / - security of mode - how safe are the goods from theft and damage [2]
- cost of delivery - how expensive is the mode [2]
- Max 10

\* no mention, no mark for explanation

ALLD = CHIKORE