



For Performance Measurement

ZIMBABWE SCHOOL EXAMINATIONS COUNCIL
General Certificate of Education Ordinary Level

COMMERCE
PAPER 1 Multiple Choice

4049/01
1 hour 15 minutes

JUNE 2024 SESSION

Additional materials:
Multiple Choice answer sheet
Soft clean eraser
Soft pencil (type B or HB is recommended)

INSTRUCTIONS TO CANDIDATES

Answer **all** questions. For each question, there are **four** possible answers, **A, B, C** and **D**.
Choose the correct answer. Record your choice in **soft pencil** on the answer sheet provided.

Read very carefully the instructions on the answer sheet.

INFORMATION FOR CANDIDATES

There are **forty** questions in this paper. Each correct answer will score **one** mark. Any rough working should be done on this question paper.

This question paper consists of 13 printed pages and 3 blank pages.

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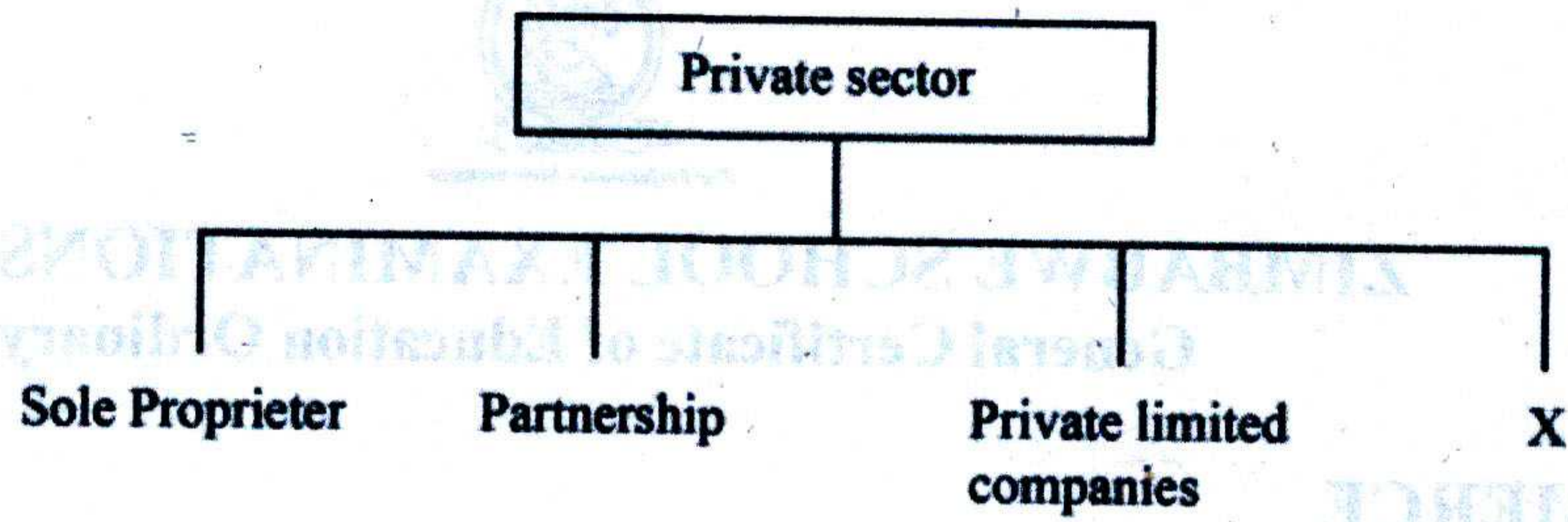
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1. The diagram below shows business units in the private sector.



What does X represent?

- A parastatals
- B public corporations
- C public limited companies
- D utility companies
2. An example of Psychographic segmentation is
- A age.
- B culture.
- C gender.
- D lifestyle.
3. Which method of promotion makes use of mail order catalogue?
- A celebrity endorsements
- B direct marketing
- C personal selling
- D public relations



12. Which statement does not apply to the insurance? Which one is taken together with the insurance? 8.
4. Goods in entrepot trade are kept in a
- A bonded warehouse.
 - B producer warehouse.
 - C retailer warehouse.
 - D wholesaler warehouse.
5. A special commodity warehouse for keeping fuel is a
- A calabash.
 - B cellar.
 - C silo.
 - D tank.
10. Which characteristic of money is the most important? 10.
6. Which facility is provided by airport authorities?
- A dredging
 - B dry docks
 - C hangars
 - D quays
11. Which is an external source of finance? 11.
7. The role of underwriters in insurance is
- A assessing the data to predict future trends.
 - B collecting statistical information.
 - C deciding whether risks should be shared.
 - D preparing reports for management.



8. Which one is taken together with fire insurance?
- A Consequential loss
 - B Hull insurance
 - C Freight insurance
 - D Public liability
9. Gross profit refers to
- A current assets minus current liabilities.
 - B net sales minus cost of goods sold.
 - C the amount of capital used for the day to day running of a business.
 - D the circulating capital.
10. Which characteristic of money is the same as recognisable?
- A Durable
 - B Identifiable
 - C Scarce
 - D Uniform
11. Which is an external source of finance?
- A hire purchase
 - B retained profits
 - C sale of assets
 - D selling shares



12. Which statement describes controlling as a management function?
- A giving workers instructions on what to do
 - B making sure there are sufficient raw materials
 - C putting together departments in an organisation
 - D verifying whether activities are done according to a plan
13. Which document is issued by the Registrar of Companies when a company is registered?
- A Articles of Association
 - B Certificate of Incorporation
 - C Memorandum of Association
 - D Prospectus
14. Which is a feature of Small to Medium Enterprises (SMEs)?
- A They aim at mass marketing.
 - B They appoint a board of directors.
 - C They invest personal assets into the business.
 - D They have limited liability.
15. Who monitors International Standards of products performance ?
- A the Advertising Media Association (ADMA)
 - B the Citizens Advice Bureau (CAB)
 - C the Consumer Council of Zimbabwe (CCZ)
 - D the Standards Association of Zimbabwe (SAZ)



16. Which product is sold at a wholesale produce market?
- A eggs
 - B cars
 - C furniture
 - D stationery
17. Traders give trade discount to their customers to
- A encourage customers to buy from the same supplier.
 - B encourage customers to pay promptly.
 - C improve cash flow of a firm.
 - D reduce risk of bad debts.
18. Balance of payments is
- A invisible imports less invisible exports.
 - B total exports less total imports.
 - C total imports less visible exports.
 - D visible imports less visible exports.
19. A cooling off period is a feature of
- A deferred payments.
 - B hire purchase.
 - C informal credit.
 - D revolving credit.



20. The role of Finance Houses in Hire purchase transactions is to
- A pay a deposit for goods bought on credit.
 - B provide capital to traders.
 - C repossess goods if the buyer defaults.
 - D sue the buyer if payments are not met.
21. Which resource is regarded as cultural heritage?
- A capital
 - B enterprise
 - C labour
 - D land
22. The transfer of resources from foreign to local ownership is
- A commercialisation.
 - B indigenisation.
 - C nationalisation.
 - D privatisation.
23. A marketing concept in which customers' needs are considered before developing the product is
- A market concept.
 - B product concept.
 - C production concept.
 - D selling concept.



24. The use of Global Positioning Remote Sensing (GPRS) is
- A e-ticketing.
 - B e-tolling.
 - C fleet management.
 - D increasing speed.
25. The following are advantages of facsimile transmission **except** that
- A dialogue and teleconferencing are possible.
 - B exact images can be sent instantly.
 - C information can be sent at anytime.
 - D several copies can be sent at any given time.
26. Which risk is covered by Export Credit Guarantee Corporation (ECGC)?
- A exchange rate fluctuations
 - B insolvency of the exporter
 - C losses due to civil disturbances
 - D marine insurance risks
27. The formulation of national financial policy is done by a
- A central bank.
 - B commercial bank.
 - C merchant bank.
 - D savings bank.



28. The following are contents of a business plan **except**
- A an executive summary.
 - B a financial plan.
 - C an industrial design.
 - D a market analysis.

29. The following is a document used in trade.

Bill to		Siziba High School P O Box 5 Gweru	Modern wholesalers 5 Street Gweru	
Date : 12 February 2018 Terms COD Order No 1650				
Product code	Description	Quantity	Unit price	Amount
FC 40	Focus on Geography	300	\$50	\$15 000
X B 90	Focus on Science	50	\$100	\$5 000
Sub total				\$ 20 000
Tax				\$ 3 000
Total				\$ 23 000
E & OE				

The document shown above is

- A a delivery note.
- B an invoice.
- C an order.
- D a receipt.



30. The following are features of direct production **except** that
- A complex machinery is used to produce goods.
 - B fewer goods are produced.
 - C goods are produced to own taste.
 - D goods produced are of poor quality.
31. Which statement applies to a bank loan and **not** to an overdraft?
- A an expensive way of borrowing money
 - B an informal way of borrowing money
 - C used to raise capital for projects
 - D used to raise working capital
32. Which set contains documents of carriage only?
- A advice note, credit note, bill of lading
 - B airway bill, consignment note, indent
 - C consignment note, delivery note, bill of lading
 - D delivery note, debit note, airway bill
33. Which is an importance of business ethics?
- A business gives more than required annual leave
 - B business image is distorted by employees behaviour
 - C customers enjoy conducting business with the organisation
 - D increased employee turnover



34. Which feature distinguishes a public limited company from a private limited company?

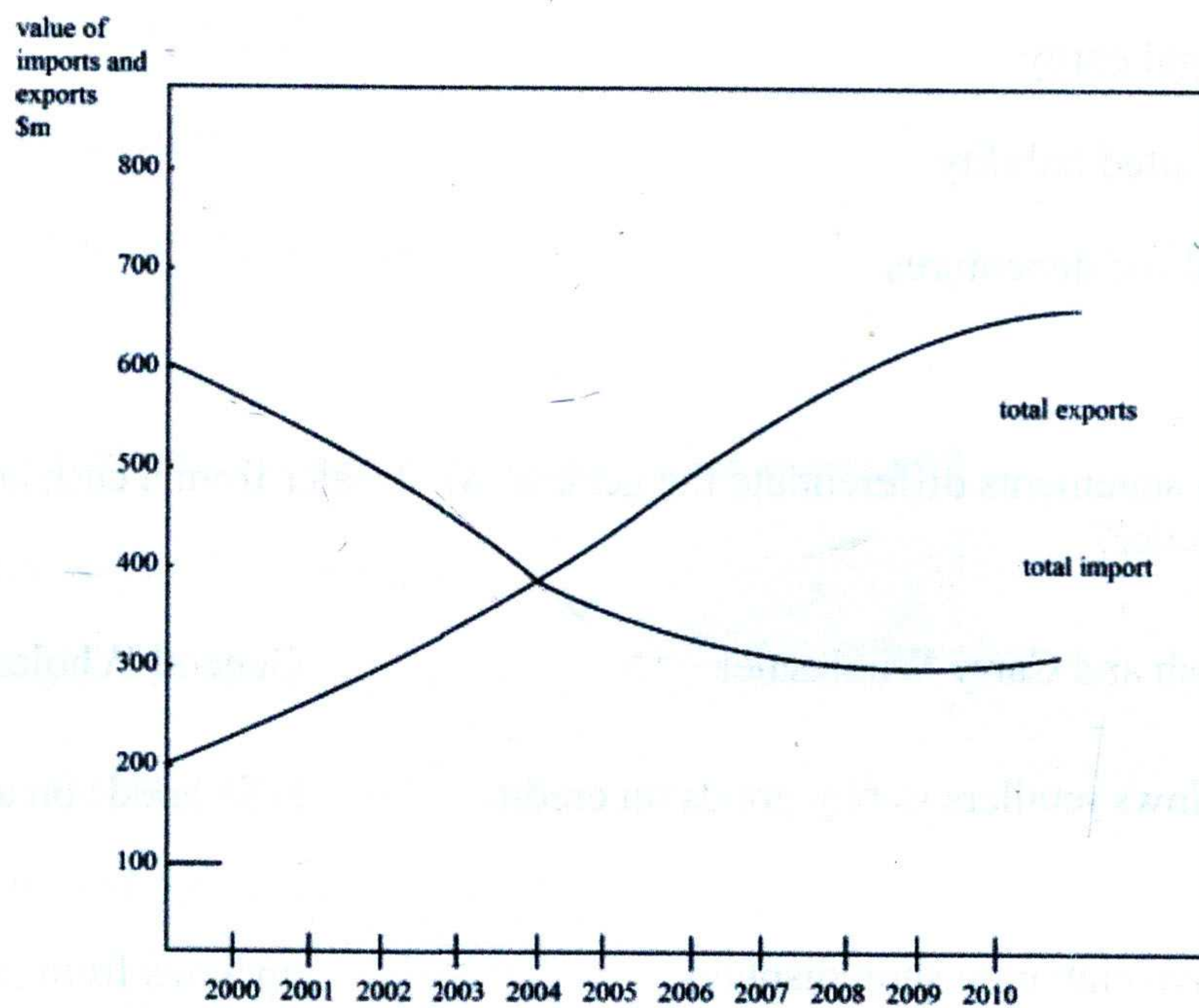
- A governed by the Companies Act
- B legal entity
- C limited liability
- D sale of debentures

35. Which statements differentiate the general wholesaler from a cash and carry wholesaler?

Cash and Carry Wholesaler	General Wholesaler
A allows retailers to buy goods on credit.	sells goods on a cash basis.
B have elaborate shop displays.	operates from warehouses in industrial areas.
C provides delivery.	does not provide delivery.
D sells in bulk.	sells both in bulk and small quantities



36. The diagram below shows trade figures for a country from 2000 to 2010.
Use the diagram to answer questions 36 and 37.



In which year were total exports equal to total imports?

- A 2002
B 2003
C 2004
D 2006
37. What was the balance of payments in 2006?
- A \$100 million
B \$200 million
C \$300 million
D \$400 million



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38. Which is a positive effect of inflation in the economy?
- A business gain greater profits
 - B decrease in purchasing power
 - C higher wage expenses
 - D lower levels of savings
39. The positive impact of containerisation is that they
- A are expensive to buy.
 - B can be traced if lost.
 - C create congestion at terminals.
 - D require special equipment to load and offload.
40. Which is a negative effect of multinational corporations to the host country?
- A They decrease tax revenue for the government.
 - B They increase competition resulting in low prices of goods.
 - C They increase employment to the host country.
 - D They may transfer in obsolete technology.

