



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

**COMMERCIAL STUDIES**  
PAPER 2 PROJECT

**4065/2**

**NOVEMBER 2019 SESSION**

**INSTRUCTIONS TO CANDIDATES**

Write your name, centre number and candidate number on the folder you have produced.

Follow instructions given on the learner's guide.

This paper consists of

- Project
- Teachers' Guide
- Learners' Guide
- School Marking Guide
- Mark sheet.

The project is to be done over two terms in Form 4 i.e. Term 1 and Term 2.

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**This project consists of 6 printed pages and 2 blank pages.**

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**1 PROJECT**

Businesses in your area are failing to market their products due to lack of promotional strategies. This has led to decline in business activity. You have been approached by the Zimbabwe's Association's Chairperson to help the business community in coming up with advertisements for their products so as to improve sales revenue.

- (a) Design **five** different types of advertisements which can be used by businesses in your community.
- (b) Combine these adverts to form a folder.
- (c) For each advert designed provide the following information:
  - (i) type of advertisement,
  - (ii) advantages of the type of advertisement created,
  - (iii) targeted group the advertisement is intended for. (Justify your answer)

**2 TEACHER'S GUIDE**

- (a) The project should be completed by end of Term 2.
- (b) Learners should use folders with dividers;
- (c) Learners should create different types of advertisements such as:
  - (i) informative;
  - (ii) persuasive;
  - (iii) reminder;
  - (iv) collective;
  - (v) competitive;
  - (vi) institutional;
  - (vii) reinforcement;
  - (viii) product.
- (d) Learners to **look** at each type of advertisement separately and answer the questions given.
- (e) Teachers should link the advert drawn or pasted with the information provided by the learners.
- (f) Mark projects using the Marking Guide provided.
- (g) Learners to provide a reference list at the end of their project.

### 3 LEARNER'S GUIDE

- (a) Use a folder for your project.
- (b) Create dividers on which you will put your adverts.
- (c) Design different types of advertisements which can be used by businesses in your local community.
- (d) How the project is to be done

You can draw, download, or find relevant cuttings and use them to come up with five (5) different types of advertisements.

- (e) Design 5 different types of advertisements such as
  - (i) informative;
  - (ii) persuasive;
  - (iii) reminder;
  - (iv) collective;
  - (v) competitive;
  - (vi) institutional;
  - (vii) reinforcement;
  - (viii) product.
- (e) There must be a link between the designed advertisement and question 1(c).
- (f) Marks will be earned for presentation creativity.
- (g) Acknowledge sources of literature e.g. internet and textbooks etc.

#### 4 SCHOOL MARKING GUIDE

	AREA	MARKING POINTS
1	Design	<ul style="list-style-type: none"> <li>• Name of product</li> <li>• Picture</li> <li>• Appeal</li> <li>• Catching statement</li> <li>• Use of colour</li> <li>• Suitability</li> <li>• Price</li> <li>• Contact details</li> <li>• Business hours</li> <li>• Pay off line</li> <li>• Company logo</li> <li>• Award up to 12 marks depending on type of advert × 5 adverts = 60 marks</li> </ul>
2	Advantages	Any 3 advantages × 5 adverts = 15 marks
3	Folder	Covering – 2 marks Labels – 2 marks Dividers – 2 marks Total 6 marks
4	Justification	3 marks for justification provided × 5 advertisements 15 marks
5	References	Books 1 mark Internet 1 mark Newspapers 1 mark Magazines 1 mark Total 4 mark
6	Project	100 marks

# ZIMBABWE SCHOOL EXAMINATIONS COUNCIL

**COMMERCIAL STUDIES 4065/2  
ZGCE 'O' LEVEL NOVEMBER 2019**

## SUMMARY OF COURSEWORK

The last column is for use by the moderator

CENTRE NUMBER						
Candidate number in numerical order	Candidate name in full				Teacher	Examiner
					RAW 100	RAW 100
	<b>NAME(BLOCK CAPITALS)</b>	<b>SIGNATURE</b>	<b>DATE</b>		<b>CONTACT PHONE</b>	
Name of Teacher						
Name of Head						
Name of Moderator 1						
Name of Moderator 2						

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