

COMMERCE AND OFFICE PROCEDURES 25/4
COMMERCE AND ACCOUNTING 26/4
SAMPLE PAPER 4

MARKING SCHEME

(a)	They used creativity They were able to use their creative minds/imagination to cover the sacks of maize meal/empty maize meal bags with a beautiful cloth, fitted the buttons for support and made a	1 mark
	handle for easy carrying of groceries.	1 mark
(b)	Reduce littering	Max 2 1 mark
(₩)	They would be reducing the amount of bags that would otherwise be all over the place if not disposed off properly. By so doing they would be taking care of the environment.	1 mark
	Provision of shopping bags	1 mark
	They would be assisting teachers with shopping comfort since they would be able to use the bags over a long period of time.	1 mark Max 4
(c) (i)	Discounts	1 mark
(ii)	They could be giving cash discount to encourage the customer to pay promptly thus increasing sales.	1 mark
	OR Using samples/displays	1 mark
	The bags would be displayed at a strategic location within the school, preferably, the staff room. This would enable the teachers who are the target market, to appreciate the bags and possibly place an order or buy, hence increase sales.	1 mark
	OR Advertising on staff notice board The advertisement can be easily noticed by teachers who are the target market.	1 mark
		1 mark Max 2
(d) (i)	Weakness Lack of business skill The Form 2E are targeting the teachers only which shows lack of skill. As a result, there would not be enough sales. Non- teaching staff as well as students may also be interested in	1 mark
	buying their bags. Therefore the business may fail to meet the demand as it has initially underestimated the market size.	1 mark
(ii)	Opportunity Wider market The Form 2E students did not include students as their target	1 mark
	market. There is an opportunity to grow their market by including the students.	1 mark

	OR	
	Support from school Since the business would be taking care of the environment by using empty maize bags, the school would support them. This could be in the form of financial support and allowing them to sell within the school premises.	1 mark 1 mark Max 4
(e)	Information about the market size/type They would be able to know whether indeed the intended market would be willing to purchase their bags and be able to estimate the market size, whether ladies and gentlemen would buy.	1 mark
	Price to charge They would be able to know the price which the potential customers are willing to pay for their bags, hence reasonably	1 mark
	pricing the bags.	1 mark
	Customers preference They would be able to know what their potential customers like, for example, the type of covering material, the length of the straps and the size of the bag. This would help them in	1 mark
	Type of advertising to use Reaching out to customer to make them aware of their bags would be done in line with what the customers want, hence	1 mark 1 mark
	effectively advertising the bags for potential buyers.	1 mark
	The time most suitable to sell the bags They would be able to know when their potential customers are likely to buy their bags i.e. the time of the day, whether during	1 mark
	break time, lunch time or after study.	1 mark
(f) (i)	Should be measurable and time bound e.g. to produce 50 bags per week.	Max 6 1 mark
(ii)	 The production plan would lay out a schedule of production and how the Company would maintain the schedule of production. This would help the Company to keep production on track. 	1 mark 1 mark
	The plan addresses key elements in advance. This would ensure that there is uninterrupted work flow at the Company.	1 mark
		Max 4

(iii)	 Any elements of a production plan Material ordering Human resource/personnel Bottlenecks 	Any two 1 mark each Max 2
(iv)	To have a record which would be referred to.	1 mark
	The minutes reminds the students/Company owners of any action items that have to be done so that nothing is forgotten or left out.	1 mark
	Legal requirement It is a legal requirement that companies write and maintain	1 mark
	updated minutes so the Company will have to adhere to the requirements.	1 mark
		Max 2
(g) (i)	12m x P8 cloth 96 10m x P5 lining 50 10 x P20 zips 200 20 x P24.95 glue 499 20 x P10.95 buttons 219 10 x P2 each empty maize meal bags 20 Total 20	Any 2 items correctly calculated 2 marks Correct Total 1 mark Max 3
(ii)	Cost of producing one bag P Covering cloth: 11/2m x P8 12.00(1) Lining: 1/2m x P5 2.50(1) Buttons:2 x P10.95 21.90(1) Glue:1 x P24.95 24.95(1) Zip: 1 x P20 20.00(1) Empty bag: 1 x P2 2.00(1) Total cost 83.35(1)	Any 2 correctly calculated 2 marks correct total 1 mark Max 3

(h) (i)	The structure	
	 gives a clear definition of authority lays down clear channels and patterns of communication it facilitates proper administration within the company helps coordinate company's activities prevents duplication of functions within the company 	Any 2 1 mark each Max 2
(ii)	Records kept by the Production Department.	
	Stock card It is a record that would show what the Company has.	1 mark
	It can be stock of materials (raw) or stock of bags to be sold.	1 mark
	Requisition form It shows how much materials are needed in order to produce	1 mark
	the bags. It would be submitted to the Purchasing Department to secure the materials.	1 mark
	Order form Shows what the Production Department wants so as to produce the bags.	1 mark 1 mark
	Labour schedule Shows how the workers would be engaged: i.e. who does what	1 mark
	and when in order to ease work flow.	1 mark
	Any other relevant document	Any 2 2 marks each
		Max 4
(i)	Marketing Department	
	No misleading advertisementsAppropriate pricing	1 mark 1 mark
		Max 1