Cambridge Assessment International Education

Cambridge IGCSE™

CANDIDATE NAME									
CENTRE NUMBER						CANDIDATE NUMBER				

9744412467

ENTERPRISE **0454/12**

Paper 1 **May/June 2022**

1 hour 30 minutes

You must answer on the question paper.

You will need: Insert (enclosed)

INSTRUCTIONS

- Answer **all** questions.
- Use a black or dark blue pen. You may use an HB pencil for any diagrams or graphs.
- Write your name, centre number and candidate number in the boxes at the top of the page.
- Write your answer to each question in the space provided.
- Do **not** use an erasable pen or correction fluid.
- Do **not** write on any bar codes.

INFORMATION

- The total mark for this paper is 100.
- The number of marks for each question or part question is shown in brackets [ ].
- You should have received a copy of the case study before the examination. A copy of the case study is provided with this question paper as an insert.

This document has **12** pages.

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Section A

Answer **all** questions.

1 Mr Barney identified a need for a producer co-operative.

(a) State **two** reasons why needs or wants for a product may change.

1 .....

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2 .....

..... [2]

(b) Explain **one** way you identified the needs or wants of customers in **your enterprise project**.

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..... [2]

(c) Explain how Mr Barney used **two** entrepreneurial skills. Use examples from the case study to support each skill.

Skill 1 .....

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Skill 2 .....

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..... [6]

[Total: 10]

2 Mr Barney did not write a business plan or action plan for the producer co-operative.

(a) State **two** items usually included in a business plan.

1 .....

2 ..... [2]

(b) State **two** items usually included in an action plan, other than monitoring.

1 .....

2 ..... [2]

(c) Explain **one** way an action plan helped in **your enterprise project**. Use an example to support your answer.

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(d) Explain **one** method you used to monitor the action plan in **your enterprise project**. Use an example to support your answer.

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..... [3]

[Total: 10]

3 Mr Barney completed some market research.

(a) **(i)** Identify **one** method of primary research Mr Barney used.

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..... [1]

(ii) State **one** other method of primary research.

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..... [1]

(b) A factor an enterprise could consider before choosing a method of market research would be the suitability of the method.

Explain **two** other factors an enterprise may consider before choosing their method of market research.

Factor 1 .....

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Factor 2 .....

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..... [4]

(c) Explain **two** ways Mr Barney would know if the producer co-operative had been a success.

1 .....

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2 .....

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..... [4]

[Total: 10]

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4 Mr Barney planned to meet with the Principal of his school to negotiate to allow the producer co-operative to begin.

(a) Describe **one** document used in the organisation of a formal meeting.

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..... [2]

(b) Explain **one** stage in the negotiation process.

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..... [2]

(c) Explain **one** way that Mr Barney's producer co-operative will benefit his school. Use an example from the case study to support your answer.

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(d) Explain **one** possible risk in Mr Barney's producer co-operative idea. Use an example from the case study to support your answer.

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..... [3]

[Total: 10]

5 Mr Barney considered the costs of the producer co-operative.

(a) Define the term *fixed costs*, using **one** example from the case study.

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..... [2]

(b) Define the term *variable costs*, using **one** example from **your enterprise project**.

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..... [2]

(c) Explain **one** source of finance that would be suitable for Mr Barney's producer co-operative.

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(d) Explain **one** way Mr Barney could ensure his producer co-operative was ethical.

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[Total: 10]

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Section B

Answer **all** questions.

6 **(a)** Mr Barney had a meeting with teachers from local schools to explain the producer co-operative idea.

Analyse **two** other suitable methods of communication Mr Barney could have used to encourage teachers to become involved in the producer co-operative. [10]

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(b) Mr Barney has two options:

- operate a fruit and vegetable enterprise only in his own school
- organise a producer co-operative of local schools.

Evaluate which would be the better option. You should consider the benefits and disadvantages of each option in your answer. [15]

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[Total: 25]

Now consider **your enterprise project.**

7 **(a)** Analyse how you decided if risks were worth taking in **your enterprise project**. Use examples to support your answer. [10]

(b) Effective presentations require careful planning and delivery before and during the event.

Evaluate the effectiveness of the planning and delivery of the presentation you completed as part of **your enterprise project**. Use examples to support your answer. [15]

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[Total: 25]

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