Cambridge Assessment International Education

Cambridge IGCSE™

CANDIDATE NAME									
CENTRE NUMBER						CANDIDATE NUMBER				

0080746045

ENTERPRISE **0454/12**

Paper 1 **October/November 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 **16** pages. Any blank pages are indicated.

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Section A

Answer **all** questions.

1 Pepijn opened a bakery shop enterprise after completing his catering course.

(a) Define the term *business enterprise*.

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..... [2]

(b) Describe the type of business organisation of Pepijn's bakery shop enterprise.

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(c) **(i)** Explain **one** suitable objective for Pepijn's bakery shop enterprise.

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(ii) Explain **one** other possible objective of an enterprise.

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..... [2]

[Total: 10]

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2 Pepijn and Anke completed some market research.

(a) State **three** methods of secondary research.

1 .....

2 .....

3 .....

[3]

(b) Explain the difference between *primary research* and *secondary research*.

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(c) Explain **one** benefit to Pepijn of completing market research by using a questionnaire.

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(d) Explain how **one** piece of market research assisted decision making in **your enterprise project**. Use an example to support your answer.

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[Total: 10]

3 There are legal and ethical issues to consider when operating an enterprise.

(a) State **two** legal obligations when marketing and selling food products such as cakes.

1 .....

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2 .....

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[2]

(b) Explain **one** consequence to Pepijn's bakery shop enterprise of ignoring laws and regulations.

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(c) Define the term *ethics*.

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(d) Explain **one** way Pepijn could act ethically in his bakery shop enterprise. Use an example to support your answer.

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[Total: 10]

4 Pepijn thought that he would need to purchase a computer and pay for a website to be designed to be able to accept online orders.

(a) Calculate the number of deliveries that Pepijn must make to break even when setting up the website. Show your working.

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Number of deliveries = ... [4]

(b) Explain **one** suitable source of finance that could be used by Pepijn to buy the computer.

Source of finance .....

Explanation .....

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(c) Explain one suitable source of finance that could be used by Pepijn to pay for the fuel.

Source of finance .....

Explanation .....

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[Total: 10]

5 Pepijn communicated with different stakeholders.

(a) Explain **two** suitable methods of communication Pepijn could use to communicate with Anke.

Method 1 .....

Reason why suitable .....

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..... [2]

Method 2 .....

Reason why suitable .....

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..... [2]

(b) Explain **one** method of marketing communication that could be suitable for Pepijn's bakery, other than those mentioned in Fig. 1.

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(c) Explain how non-verbal communication either positively or negatively affected **your enterprise project**. Use an example to support your answer.

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[Total: 10]

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Section B

Answer **all** questions.

6 **(a)** Enterprising people have many skills. These may include:

- delegation
- innovation
- perseverance
- practical skills.

Analyse how Pepijn used **two** of the skills listed above in his bakery shop enterprise. Use examples from the case study to support your answer.

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(b) Pepijn thought that there could be two possible solutions to the problem of falling sales:

1. start a new marketing campaign
2. organise a delivery service for customers who have placed telephone orders.

Evaluate which is the better option to ensure the future success of Pepijn's bakery shop enterprise. You should consider the advantages and disadvantages of each option in your answer.

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[15]

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Now consider **your enterprise project**.

7 **(a)** Analyse the success or failure of **your enterprise project** in meeting the needs and wants of its customers. Use examples to support your answer.

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(b) The negotiation process involves three stages. Two of these are:
- planning
- conducting.

Evaluate the importance of the planning and conducting stages to the successful outcome of the negotiation completed in **your enterprise project**. Use examples to support your answer.

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