Cambridge Assessment International Education

Cambridge IGCSE™

CANDIDATE NAME									
CENTRE NUMBER						CANDIDATE NUMBER				

2460780151

ENTERPRISE **0454/13**

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 Divock's family were enterprising when they developed a new use for their almond crop.

(a) Identify the **four** missing stages of the enterprise process:

1. Identifying the problem or need or want
2. .....
3. .....
4. Implementing the plan
5. .....
6. ..... [4]

(b) Explain **one** way changes in needs or wants have affected Divock's family farm. Use an example from the case study to support your answer.

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..... [3]

(c) Explain **one** way advances in technology have affected an enterprise that you have studied. Use an example to support your answer.

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[Total: 10]

2 Divock's family farm produces organic products and has a fair trade certificate.

Define the following terms:

(a) (i) *fair trade* .....

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..... [2]

(ii) *organic farming.* .....

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(b) Explain **one** possible legal obligation for the owners of the vegan ice cream enterprise. Use an example from the case study to support your answer.

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(c) Explain **one** risk involved in the expansion of the vegan ice cream enterprise. Use an example from the case study to support your answer.

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[Total: 10]

3 Divock and his mother wanted the farmer co-operative to be a success.

Explain how each of the following stakeholders could measure the success of the vegan ice cream enterprise:

(a) (i) local restaurants

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(ii) the farmers in the co-operative.

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(b) Explain how **one** source of help and support could assist Divock and his mother, other than a financial institution.

Source .....

Explanation .....

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(c) Explain how **one** marketing communication would be suitable to inform local restaurants about the vegan ice cream.

Marketing communication .....

Explanation .....

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[Total: 10]

4 Divock decided to produce a financial plan to show to his mother.

(a) State **two** financial records usually included in a financial plan.

1 .....

2 .....
[2]

(b) Explain **one** reason why accurate financial records should be kept by an enterprise.

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(c) Define the term *debt*.

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(d) Describe **two** benefits of preparing a business plan. Use examples from the case study to support your answer.

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2 .....

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[4]

[Total: 10]

5 Divock arranged a formal face-to-face meeting with the almond farmers.

(a) Define the term *body language*, using an example from **your enterprise project**.

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(b) Explain **one** way using written communication helped **your enterprise project**.

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(c) Explain how Divock could have used **two** documents to improve the formal meeting with the farmers.

Document 1 .....

Explanation .....

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Document 2 .....

Explanation .....

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[6]

[Total: 10]

Section B

Answer **all** questions.

6 **(a)** Divock needs to decide how to obtain the new machine for the vegan ice cream enterprise. He has two options:

- use a bank loan
- lease the machine.

Analyse which of these two options Divock should choose. You should use calculations to support your answer.

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(b) Divock thought that his mother would not be willing to set up a limited company. He therefore suggested setting up a farmer co-operative.

Evaluate which is the most suitable type of business organisation for the vegan ice cream enterprise:

- limited company
- co-operative.

You should include the advantages and disadvantages of each option in your answer.

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[Total: 25]

Now consider **your enterprise project**.

7 **(a)** People can be enterprising in everyday life. Including by:

- developing creative solutions to problems
- developing new skills
- taking the initiative
- using technology.

Analyse **two** ways in which you were, or could have been, enterprising in **your enterprise project**. You may consider the ways listed above in your answer.

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(b) When planning and conducting a negotiation, you would need to:

- set objectives
- choose evidence
- organise arguments and counter-arguments
- consider how you would present the information.

Evaluate which **two** of the above were most important in achieving success in a negotiation you were involved in as part of **your enterprise project**.

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[Total: 25]

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