

Cambridge IGCSE[™]

CANDIDATE NAME					
CENTRE NUMBER			CANDIDATE NUMBER		



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.

Section A

Answer all questions.

	Barney identified a need for a producer co-operative. State two reasons why needs or wants for a product may change.
()	1
	2
	[2]
(b)	Explain one way you identified the needs or wants of customers in your enterprise project .
	[2]
(c)	support each skill.
	Skill 1
	Skill 2
	SKIII 2
	[6]

[Total: 10]

Mr I	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.
	[3]
(d)	Explain one method you used to monitor the action plan in your enterprise project . Use an example to support your answer.
	[3]
	[0] [Total: 10]
	[

Mr	Barn	ey completed some market research.
(a)	(i)	Identify one method of primary research Mr Barney used.
		[1]
	(ii)	State one other method of primary research.
(b)	A fa	ctor an enterprise could consider before choosing a method of market research would be
()		suitability of the method.
	-	lain two other factors an enterprise may consider before choosing their method of market earch.
	Fac	tor 1
	Fac	tor 2
		[4]
(c)	Exp	lain two ways Mr Barney would know if the producer co-operative had been a success.
	1	
	2	
		[4]

[Total: 10]

	Barney planned to meet with the Principal of his school to negotiate to allow the producer operative to begin.
(a)	Describe one document used in the organisation of a formal meeting.
	[2]
(b)	Explain one stage in the negotiation process.
	[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.
	example from the case stady to support your answer.
	[3]
(d)	Explain one possible risk in Mr Barney's producer co-operative idea. Use an example from the case study to support your answer.
	[3]

[Total: 10]

	Barney considered the costs of the producer co-operative.	
(a)	Define the term <i>fixed costs</i> , using one example from the case study.	
		. [2]
(b)	Define the term <i>variable costs</i> , using one example from your enterprise project .	
` ,		
		. [2]
(c)	Explain one source of finance that would be suitable for Mr Barney's producer co-opera	ive.
		. [3]
(q)	Explain one way Mr Barney could ensure his producer co-operative was ethical.	
(α)	Explain one way wir barney could ensure his producer to operative was ethical.	
		. [3]
	[Tota	

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]

- (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.

of each option in your answer.	[15]

Now consider your enterprise project.

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

)	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]

[Total: 25]

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