

Cambridge IGCSE[™]

CANDIDATE NAME					
CENTRE NUMBER			CANDIDATE NUMBER		



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.

Section A

Answer all questions.

Divo	ock's family were en	terprising when they developed a new use for their almond crop.
(a)	Identify the four m	issing stages of the enterprise process:
	1.	Identifying the problem or need or want
	2.	
	3.	
	4.	Implementing the plan
	5.	
	6.	[4]
(b)		changes in needs or wants have affected Divock's family farm. Use an case study to support your answer.
		[3]
(c)		dvances in technology have affected an enterprise that you have studied. support your answer.
		[3]
		[Total: 10]

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

2

Def	ine th	ne following terms:
(a)	(i)	fair trade
		[2]
	(ii)	organic farming.
		ro
		[2]
(b)		plain one possible legal obligation for the owners of the vegan ice cream enterprise. Use example from the case study to support your answer.
		[3]
(c)		plain one risk involved in the expansion of the vegan ice cream enterprise. Use an example in the case study to support your answer.
		[3]
		[Total: 10]

3	Exp		and his mother wanted the farmer co-operative to be a success. how each of the following stakeholders could measure the success of the vegan ice cream se:
	(a)	(i)	local restaurants
			יסו
		(ii)	the farmers in the co-operative. [2]
			[2]
	(b)		lain how one source of help and support could assist Divock and his mother, other than a ncial institution.
		Sou	ırce
		Ехр	lanation
			[3]
	(c)	-	lain how one marketing communication would be suitable to inform local restaurants ut the vegan ice cream.
		Mar	keting communication
		Ехр	lanation

[Total: 10]

......[3]

Div	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.						
	[2]						
(c)	Define the term <i>debt</i> .						
	[2]						
<i>(</i> 1)							
(d)	Describe two benefits of preparing a business plan. Use examples from the case study to support your answer.						
	1						
	2						
	[4]						

[Total: 10]

4

5

Div	ock arranged a formal face-to-face meeting with the almond farmers.
(a)	Define the term body language, using an example from your enterprise project.
	[2]
(b)	Explain one way using written communication helped your enterprise project.
	[2]
(c)	Explain how Divock could have used two documents to improve the formal meeting with the farmers.
	Document 1
	Explanation
	Document 2
	Explanation
	[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.
[0.1]

(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.

 	 •••••	
 	 •••••	
 	 	[1.6]

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.
[10]

- **(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 .

 	•••••	 •••••
		 •••••
	•••••	
		[15]

Permission to reproduce items where third-party owned material protected by copyright is included has been sought and cleared where possible. Every reasonable effort has been made by the publisher (UCLES) to trace copyright holders, but if any items requiring clearance have unwittingly been included, the publisher will be pleased to make amends at the earliest possible opportunity.

To avoid the issue of disclosure of answer-related information to candidates, all copyright acknowledgements are reproduced online in the Cambridge Assessment International Education Copyright Acknowledgements Booklet. This is produced for each series of examinations and is freely available to download at www.cambridgeinternational.org after the live examination series.

Cambridge Assessment International Education is part of Cambridge Assessment. Cambridge Assessment is the brand name of the University of Cambridge Local Examinations Syndicate (UCLES), which is a department of the University of Cambridge.