



Cambridge IGCSE™

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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.

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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..... [3]

(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]

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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..... [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.

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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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..... [3]

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

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..... [3]

[Total: 10]

