

# **Cambridge IGCSE**<sup>™</sup>

CANDIDATE NAME		
CENTRE NUMBER	CANDIDATE NUMBER	



ENTERPRISE 0454/13

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 16 pages. Any blank pages are indicated.

## **Section A**

# Answer all questions.

1	Kat	hy co	ompleted market research before starting her enterprise.	
	(a)	Def	ine the following terms:	
		(i)	primary research	
		410		[2]
		(ii)	secondary research.	
	(b)	lder	ntify <b>one</b> example from the <b>case study</b> of each of the following:	L—.
		(i)	primary research	
		(ii)	secondary research	
				[1]
	(c)	Exp	plain <b>two</b> disadvantages of primary research.	
		2		
				 [И]

Kathy worked alone and used her own enterprise skills when organising Kathy's Wool Dyeing

Kits	S.
(a)	Explain <b>one</b> benefit to Kathy of working alone. Use an example from the case study to support your answer.
	[2]
(b)	Explain <b>one</b> problem to Kathy of working alone. Use an example from the case study to support your answer.
	[2]
(c)	Explain how the use of <b>two</b> enterprise skills affected the success or failure of <b>your enterprise project</b> . Use examples to support your answer.
	Enterprise skill 1
	Enterprise skill 2
	[6]
	[Total: 10]

Kat	hy calculated the cost of producing each kit and estimated a selling price.
(a)	State the formula used to calculate break-even.
	[1]
(b)	Calculate the profit Kathy could make for each kit sold. Show your working.
	[3]
(c)	Explain <b>one</b> impact on Kathy's Wool Dyeing Kits enterprise if the cost of delivery were to increase. Use an example from the case study to support your answer.
	[3]
(d)	Explain how <b>one</b> financial document could help Kathy when operating her enterprise. Use an example from the case study to support your answer.
	[3]
	[Total: 10]

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Kathy decided to produce a leaflet because the weaving groups were in different parts of the

COL	ariu y.		
(a)	Sta	te <b>one</b> purpose of marketing for:	
	(i)	customers	
			[1]
	(ii)	an enterprise.	
			[1]
(b)	Sta	te <b>two</b> examples of marketing communications, other than leaflets.	
	1		
	2		
			[2]
(c)		plain <b>one</b> advantage and <b>one</b> disadvantage for Kathy of using leaflets as her method rketing. Use an example from the case study to support each explanation.	of
	Adv	vantagevantage	
	Dis	advantage	
			[6]

Katl	Kathy planned to negotiate with her suppliers.		
(a)	State <b>two</b> factors that should be considered when planning a negotiation.		
	1		
	2		
	[2]		
(b)	Explain <b>one</b> way you measured the success of a negotiation in <b>your enterprise project</b> .		
	[2]		
(c)	Explain how <b>two</b> objectives you set affected the operation of <b>your enterprise project</b> .		
	Objective 1		
	Objective 2		
	וביז		
	[6]		
	[Total: 10]		

## Section B

# Answer all questions.

6	(a)	Kathy planned to buy stock for her new enterprise using trade credit, paying her suppliers
		within 30 days.

Discuss the advantages and disadvantages of trade credit to a new enterprise. You should consider the effects on either:

con	consider the effects on <b>either</b> :			
•	Kathy			
or •	the suppliers.			

**(b)** Kathy knows that the wool dyeing kit market is competitive.

Evaluate the importance of **two** of the following to the long-term success of Kathy's Wool Dyeing Kits enterprise:

<ul> <li>ensuring fast delivery</li> <li>dealing with customer complaints</li> <li>developing new products.</li> </ul>


		11
7	Nov	v consider <b>your enterprise project</b> .
	(a)	An action plan generally contains five headings.
		Analyse the importance of any <b>two</b> of these headings to the operation of <b>your enterprise project</b> .

......[10]

- **(b)** Enterprises can be affected by many factors. These include:
  - changes in technology
  - limited finance
  - rules and regulations
  - the needs or wants for the product.

Evaluate the importance of <b>two</b> factors to the success or failure of <b>your enterprise project</b> . You may refer to the factors listed above or other factors in your answer.

[15]

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