



CANDIDATE
NAME

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CENTRE
NUMBER

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CANDIDATE
NUMBER

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0454/11

May/June 2022

1 hour 30 minutes

You will need: Insert (enclosed)

- 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.

- 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 Guilleary was enterprising at school and she used some of the six stages of the enterprise process.

- (a) Describe **two** ways of being enterprising at school.

1

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2

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[4]

- (b) Explain **two** stages of the enterprise process. Use examples from the case study to support each answer.

Stage 1

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Stage 2

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[6]

[Total: 10]

2 Guilleary and her friends will negotiate with Mr Garcia in the future.

(a) State **two** stages in the negotiation process.

1

2 [2]

(b) Explain **one** objective Mr Garcia might have had in the negotiation.

.....

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..... [2]

(c) Explain the possible effects of **two** aims on the activities of an enterprise.

Aim 1

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Aim 2

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..... [4]

(d) State **two** ways a decrease in government taxes may affect an enterprise.

1

.....

2

..... [2]

[Total: 10]

3 Andreas thought that ordering the yearbooks from YB4U may be a risk.

(a) Define the term *risk*.

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..... [2]

(b) Explain **one** risk involved in ordering the yearbooks from YB4U.

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..... [2]

(c) Describe **one** way to reduce the risk of buying the yearbooks from YB4U.

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..... [3]

(d) Explain the effect of **one** legal obligation on **your enterprise project**. Use an example to support your answer.

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..... [3]

[Total: 10]

4 (a) Define the following terms:

(i) *Focus group*

 [2]

(ii) *Mystery shopper*

 [2]

(b) Explain **two** methods of marketing communications that would be suitable to persuade students to buy yearbooks.

Method 1
 Explanation

 [3]

Method 2
 Explanation

 [3]

[Total: 10]

- 5 The friends researched the price that students were willing to pay and the costs of producing each yearbook in Fig. 1.

(a) (i) Define the term *contribution*.

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..... [2]

(ii) Calculate the contribution for each yearbook if they are printed in school. Show your working.

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..... [2]

(iii) Calculate the break-even output if the yearbooks are printed in school. Show your working.

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..... [2]

- (b) Table 5.1 shows the forecast income statement for the yearbook enterprise if the books were printed in the school and 96 students purchased them.

Forecast Income Statement for Yearbooks

	US\$
Total sales revenue	A
Cost of sales	432
Gross profit	B
Less expenditure on advertising	10
Net Profit	C

Table 5.1

Use the information in the case study and Table 5.1 to calculate the following amounts. Show your working where appropriate.

- (i) Amount **A**.

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..... [2]

- (ii) Amount **B**.

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..... [1]

- (iii) Amount **C**.

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..... [1]

[Total: 10]

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6 (a) Guilleary and her friends found two potential sources of help and support:

- Analyse the suitability of these **two** sources of help and support when setting up the yearbook enterprise.

[10]

- (b)** Guilleary and her friends identified two ways to produce their yearbook:
- design and print the yearbooks at school
 - order the yearbooks from a company.

Evaluate which would be the better way for the yearbook enterprise. You should consider the benefits and costs of each way in your answer.

[illegible]

Now consider **your** enterprise project.

- 7 (a) The language used in communications will be different depending upon the purpose and whether the communication is formal or informal. Communications could include:
- emails to suppliers
 - formal reports
 - marketing communications
 - meetings with friends.

Analyse how the language was different when you used, or could have used, **two** of the above communications in your enterprise project. Use examples to support your answer.

[10]

- (b)** The success of a meeting or a presentation can be evaluated in different ways. These include:
- the quality of preparation and research
 - whether communication was clear
 - keeping to the topic and time allowed
 - deciding if objectives were achieved.

Evaluate the success of a meeting **or** a presentation you were involved in during **your enterprise project**. You may consider the above ways in your evaluation.

[illegible]

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