



CANDIDATE
NAME

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CENTRE
NUMBER

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CANDIDATE
NUMBER

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0454/12

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 **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

.....

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.

.....
 [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

Factor 2

 [4]

(c) Explain **two** ways Mr Barney would know if the producer co-operative had been a success.

1

2

 [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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(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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(c) Explain **one** source of finance that would be suitable for Mr Barney's producer co-operative.

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

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..... [3]

[Total: 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.

Evaluate which would be the better option. You should consider the benefits and disadvantages of each option in your answer. [15]

This image shows a full page of white paper with horizontal dashed lines, typical of primary school writing paper. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

Now consider **your** enterprise project.

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

[illegible]

- (b)** 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]

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