



CANDIDATE
NAME

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CENTRE
NUMBER

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CANDIDATE
NUMBER

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0454/12

October/November 2021

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 Kwame did not set any formal aims for his proposed new enterprise.

(a) Complete the following sentences by inserting **one** word in each space.

(i) Aims are what enterprises want to achieve in the term.

(ii) Objectives are what enterprises want to achieve in the term. [2]

(b) Explain **two** suitable aims or objectives that Kwame might have for his proposed new enterprise.

1 Aim/objective

Explanation

.....

.....

.....

2 Aim/objective

Explanation

.....

.....

..... [4]

(c) State **four** enterprise skills.

1

2

3

4 [4]

[Total: 10]

- 2 Kwame thought there was demand for his home repair enterprise, but he needed to reduce the risks.

(a) Explain **two** reasons why demand for a product or service may change.

1

.....

.....

.....

2

.....

.....

..... [4]

(b) (i) Identify **one** risk of Kwame's proposed new enterprise.

.....

..... [1]

(ii) Explain **one** likely impact on Kwame's proposed new enterprise of the risk identified in part (i).

.....

.....

.....

..... [2]

(c) Explain **one** method that could be used to reduce the risks in Kwame's enterprise.

Method

Explanation

.....

.....

.....

.....

..... [3]

[Total: 10]

3 Kwame completed some finance planning before his meeting with Zane.

(a) Explain **one** reason why it is important to plan before a meeting.

.....

.....

.....

..... [2]

(b) Identify **two** weaknesses in Kwame's planning.

1

2 [2]

(c) Explain how **one** document could have been used to improve Kwame's meeting with Zane.

Meeting document

Explanation

.....

.....

..... [3]

(d) Explain **one** method of communication, other than a meeting, that Kwame could have used to persuade Zane to invest in the enterprise.

Method of communication

Explanation

.....

.....

..... [3]

[Total: 10]

4 (a) Define the following terms:

(i) *fixed costs*

.....

.....

.....

..... [2]

(ii) *debt.*

.....

.....

.....

..... [2]

(b) Explain **two** suitable sources of start-up funding for Kwame's proposed new enterprise, other than personal savings.

1 Source

Explanation

.....

.....

.....

.....

2 Source

Explanation

.....

.....

.....

..... [6]

[Total: 10]

5 Zane suggested they complete a business plan.

(a) State **two** sections normally included in a business plan.

1

2 [2]

(b) Explain **one** reason why a business plan is necessary for an enterprise.

.....

.....

.....

..... [2]

(c) Calculate the number of hours Kwame would need to work to break even. Show your working.

.....

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..... [4]

(d) Explain **one** example of a cost that could have been included in Fig. 1.

Example of cost

Explanation

.....

.....

.....

..... [2]

[Total: 10]

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6 (a) There are many methods that can be used to measure customer satisfaction. These include:

- feedback questionnaires
- number of complaints
- number of sales.

[illegible]

- (b)** Kwame had intended to operate his enterprise as a sole trader. He considered asking Zane if he would join him as a partner.

Evaluate the advantages and disadvantages to Kwame of operating as a sole trader. Support your answer with examples from the case study. [15]

[illegible]

7 Now consider **your enterprise project**.

- (a) Examples of stakeholders include customers, employees, suppliers, lenders, the local business community and local government.

Analyse how any **two** of these stakeholders affected the operation of **your enterprise project**. [10]

[illegible]

- (b)** The success of an enterprise can be evaluated in many ways. These include:
- achieving sales
 - producing a quality good or service
 - profit
 - repeat custom.

Evaluate the success of **your enterprise project** using **two** of the ways listed above. [15]

[illegible]

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