



CANDIDATE
NAME

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CENTRE
NUMBER

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CANDIDATE
NUMBER

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0454/11

Paper 1

October/November 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 (a) Define the term *stakeholder*.

.....

.....

.....

..... [2]

- (b) Explain how **two** stakeholders may be affected if the clothing factory closed.

Stakeholder 1

Explanation

.....

.....

.....

.....

Stakeholder 2

Explanation

.....

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.....

.....

[6]

- (c) Explain **one** risk involved in the V&R t-shirt enterprise.

.....

.....

.....

..... [2]

[Total: 10]

- 2 Virgil explained that although making copies of the players' shirts may be a good idea, it was both illegal and unethical.

(a) Define the following terms. Use an example to support each answer.

(i) *legal obligations*

 [2]

(ii) *ethical considerations*

 [2]

(b) Explain **one** reason why laws and regulations are needed in production. Use an example to support your answer.

.....

 [3]

(c) Explain **one** impact on **your enterprise project** of keeping to laws and regulations. Use an example to support your answer.

.....

 [3]

[Total: 10]

3 Rinsola presented the financial information as a cost budget.

(a) State **two** financial records an enterprise should keep, other than a cost budget.

1

2

[2]

(b) Calculate the variable cost for **one** t-shirt if a total of 500 t-shirts are produced. Show your working.

.....

.....

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..... [2]

(c) Calculate the number of t-shirts that would need to be sold each year to break-even, if each t-shirt was sold at a price of US\$6. Show your working.

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..... [4]

(d) Explain the effect on break-even output each year if the price charged for each t-shirt was increased to US\$8.

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..... [2]

[Total: 10]

4 Virgil and Rinsola inherited a clothing factory and they are finding it difficult to make a profit.

(a) Explain **one** advantage of operating as a business partnership.

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.....

..... [2]

(b) Explain **one** disadvantage of operating as a business partnership.

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..... [2]

(c) Explain how **two** sources of help and support could assist Rinsola and Virgil in their t-shirt enterprise.

Source 1

Explanation

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..... [3]

Source 2

Explanation

.....

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.....

..... [3]

[Total: 10]

5 Virgil agreed with Rinsola that a business plan would be helpful.

(a) State **two** items usually included in the operations (production) section of a business plan.

1

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2

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[2]

(b) Explain **one** way a business plan could be useful to an enterprise.

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..... [2]

(c) Explain **two** actions Virgil and Rinsola could take to encourage clothing retailers to place future orders of t-shirts. Use examples to support each answer.

Action 1

Explanation

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.....

Action 2

Explanation

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.....

[6]

[Total: 10]

- (b) Evaluate **two** methods of marketing communication that clothing retailers could use to persuade customers to purchase their t-shirts.

[illegible]

Now consider **your enterprise project.**

- 7 (a) Enterprises use different types of planning. These include:
- action plan
 - plan for a negotiation
 - planning of market research.

Analyse the effectiveness of any **one** of the above types of planning completed during **your enterprise project**.

..... [10]

- (b)** Enterprises have different business aims and objectives, each of which will affect how the enterprise operates. These include:
- being ethical
 - gaining customers
 - making profits
 - providing a good or service to a community.

Evaluate how **two** aims or objectives affected the operation of **your enterprise project**.

[illegible]

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