



CANDIDATE
NAME

--

CENTRE
NUMBER

--	--	--	--	--

CANDIDATE
NUMBER

--	--	--	--

0454/13

October/November 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 Divock's family were enterprising when they developed a new use for their almond crop.

(a) Identify the **four** missing stages of the enterprise process:

1. Identifying the problem or need or want
2.
3.
4. Implementing the plan
5.
6.

[4]

(b) Explain **one** way changes in needs or wants have affected Divock's family farm. Use an example from the case study to support your answer.

.....

.....

.....

.....

.....

..... [3]

(c) Explain **one** way advances in technology have affected an enterprise that you have studied. Use an example to support your answer.

.....

.....

.....

.....

.....

..... [3]

[Total: 10]

- 2 Divock's family farm produces organic products and has a fair trade certificate.

Define the following terms:

(a) (i) *fair trade*

 [2]

(ii) *organic farming*.

 [2]

- (b) Explain **one** possible legal obligation for the owners of the vegan ice cream enterprise. Use an example from the case study to support your answer.

.....

 [3]

- (c) Explain **one** risk involved in the expansion of the vegan ice cream enterprise. Use an example from the case study to support your answer.

.....

 [3]

[Total: 10]

- 3 Divock and his mother wanted the farmer co-operative to be a success.

Explain how each of the following stakeholders could measure the success of the vegan ice cream enterprise:

- (a) (i) local restaurants

.....

.....

..... [2]

- (ii) the farmers in the co-operative.

.....

.....

..... [2]

- (b) Explain how **one** source of help and support could assist Divock and his mother, other than a financial institution.

Source

Explanation

.....

.....

..... [3]

- (c) Explain how **one** marketing communication would be suitable to inform local restaurants about the vegan ice cream.

Marketing communication

Explanation

.....

.....

..... [3]

[Total: 10]

[Turn over

4 Divock decided to produce a financial plan to show to his mother.

(a) State **two** financial records usually included in a financial plan.

1

2 [2]

(b) Explain **one** reason why accurate financial records should be kept by an enterprise.

.....

.....

.....

..... [2]

(c) Define the term *debt*.

.....

.....

.....

..... [2]

(d) Describe **two** benefits of preparing a business plan. Use examples from the case study to support your answer.

1

.....

.....

.....

2

.....

.....

.....

[4]

[Total: 10]

5 Divock arranged a formal face-to-face meeting with the almond farmers.

(a) Define the term *body language*, using an example from **your enterprise project**.

.....
 [2]

(b) Explain **one** way using written communication helped **your enterprise project**.

.....

 [2]

(c) Explain how Divock could have used **two** documents to improve the formal meeting with the farmers.

Document 1

Explanation

.....

Document 2

Explanation

.....

[6]

[Total: 10]

6 (a) Divock needs to decide how to obtain the new machine for the vegan ice cream enterprise. He has two options:

- use a bank loan
- lease the machine.

[10]

- (b)** Divock thought that his mother would not be willing to set up a limited company. He therefore suggested setting up a farmer co-operative.

Evaluate which is the most suitable type of business organisation for the vegan ice cream enterprise:

- limited company
- co-operative.

You should include the advantages and disadvantages of each option in your answer.

This image shows a single page of white paper with horizontal ruling lines. 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) People can be enterprising in everyday life. Including by:
- developing creative solutions to problems
 - developing new skills
 - taking the initiative
 - using technology.

Analyse **two** ways in which you were, or could have been, enterprising in **your enterprise project**. You may consider the ways listed above in your answer.

[10]

BLANK PAGE

BLANK PAGE

Permission to reproduce items where third-party owned material protected by copyright is included has been sought and cleared where possible. Every reasonable effort has been made by the publisher (UCLES) to trace copyright holders, but if any items requiring clearance have unwittingly been included, the publisher will be pleased to make amends at the earliest possible opportunity.

To avoid the issue of disclosure of answer-related information to candidates, all copyright acknowledgements are reproduced online in the Cambridge Assessment International Education Copyright Acknowledgements Booklet. This is produced for each series of examinations and is freely available to download at www.cambridgeinternational.org after the live examination series.

Cambridge Assessment International Education is part of Cambridge Assessment. Cambridge Assessment is the brand name of the University of Cambridge Local Examinations Syndicate (UCLES), which is a department of the University of Cambridge.