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ENTERPRISE

0454/12

Paper 1

May/June 2024

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 Leo was enterprising while employed in the café.

(a) Define the term *external stakeholder*.

.....
.....
.....
..... [2]

(b) Explain why the café manager could be a stakeholder in Leo's proposed future enterprise.

.....
.....
.....
.....
..... [3]

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

1

2 [2]

(d) Explain **one** way that you have been enterprising. Use an example to support your answer.

.....
.....
.....
.....
..... [3]

[Total: 10]

2 Leo thought that his enterprise ideas could benefit many stakeholders.

(a) Select the most appropriate word to complete each of the sentences about SWOT analysis.

- external
- adverse
- internal
- favourable

Financial limitations are factors affecting an enterprise. Legislation and regulations are factors.

[2]

(b) Explain **one** way Leo’s enterprise ideas could have a positive effect on stakeholders other than customers.

.....
.....
.....
.....
.....
..... [3]

(c) Define the term *customer satisfaction*.

.....
.....
.....
..... [2]

(d) Explain **one** method you used, or could have used, to measure customer satisfaction in **your enterprise project**.

.....
.....
.....
.....
..... [3]

[Total: 10]

3 Leo decided to calculate the potential profits because he expected the manager would need this information to include in his financial records.

(a) State **two** financial records usually produced by an enterprise.

- 1
- 2 [2]

(b) For each of Leo’s ideas, he produced an estimate of the costs and potential revenue. These are shown in Table 3.1.

Table 3.1

Option 1: Booklet		Option 2: Coffee logs	
Costs US\$		Costs US\$	
Printing for 100 booklets	5	Materials for 100 coffee logs	10
		Packaging for 100 logs	15
Selling Price		Selling Price	
One booklet	50 cents	Selling price per bag of 10 coffee logs	8

(i) Calculate, using Table 3.1, the profit made by selling 100 booklets (Option 1).

-
-
-
-
-
-
- [3]

(ii) Calculate, using Table 3.1, the profit made by selling 10 bags of coffee logs (Option 2).

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-
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-
- [3]

(iii) Calculate the difference in profit between Option 1 and Option 2.

.....
.....
.....
..... [2]

[Total: 10]

4 Leo is sure that if he sells a large amount of coffee logs, he will be able to make this a profitable enterprise. There is a large amount of planning to do.

(a) State **two** suitable aims, other than making a profit, for Leo's enterprise.

1

2 [2]

(b) Explain how **one** aim of **your enterprise project** affected its activities. Use an example to support your answer.

.....

.....

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.....

.....

..... [3]

(c) State **two** ways that writing an action plan could assist an enterprise.

1

.....

2

..... [2]

(d) State **three** sources of help and support available to an enterprise.

1

2

3 [3]

[Total: 10]

5 Leo completed some market research. When he decides which option to choose, he will need to complete some marketing.

(a) Explain **one** problem with the method of market research that Leo used.

.....
.....
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.....
..... [3]

(b) Define the term *marketing*.

.....
.....
.....
..... [2]

(c) Explain **one** factor you considered when choosing the appropriate marketing communications used in **your enterprise project**.

.....
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.....
..... [2]

(d) Justify **one** method of marketing communication that would be suitable for marketing **either** the booklets **or** the coffee logs.

.....
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.....
.....
..... [3]

[Total: 10]

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