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ENTERPRISE

0454/13

Paper 1

May/June 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 Kathy completed market research before starting her enterprise.

(a) Define the following terms:

(i) *primary research*

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

(ii) *secondary research.*

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

(b) Identify **one** example from the **case study** of each of the following:

(i) primary research
..... [1]

(ii) secondary research
..... [1]

(c) Explain **two** disadvantages of primary research.

1
.....
.....
.....
.....
.....
.....
.....
.....
..... [4]

[Total: 10]

2 Kathy worked alone and used her own enterprise skills when organising Kathy's Wool Dyeing Kits.

(a) Explain **one** benefit to Kathy of working alone. Use an example from the case study to support your answer.

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

(b) Explain **one** problem to Kathy of working alone. Use an example from the case study to support your answer.

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

(c) Explain how the use of **two** enterprise skills affected the success or failure of **your enterprise project**. Use examples to support your answer.

Enterprise skill 1

.....
.....
.....
.....
.....

Enterprise skill 2

.....
.....
.....
.....
..... [6]

[Total: 10]

3 Kathy calculated the cost of producing each kit and estimated a selling price.

(a) State the formula used to calculate break-even.

.....
..... [1]

(b) Calculate the profit Kathy could make for each kit sold. Show your working.

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

(c) Explain **one** impact on Kathy’s Wool Dyeing Kits enterprise if the cost of delivery were to increase. Use an example from the case study to support your answer.

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

(d) Explain how **one** financial document could help Kathy when operating her enterprise. Use an example from the case study to support your answer.

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

[Total: 10]

4 Kathy decided to produce a leaflet because the weaving groups were in different parts of the country.

(a) State **one** purpose of marketing for:

(i) customers

.....
..... [1]

(ii) an enterprise.

.....
..... [1]

(b) State **two** examples of marketing communications, other than leaflets.

1
.....
2
..... [2]

(c) Explain **one** advantage and **one** disadvantage for Kathy of using leaflets as her method of marketing. Use an example from the case study to support each explanation.

Advantage
.....
.....
.....
.....
.....

Disadvantage
.....
.....
.....
.....
..... [6]

[Total: 10]

[Turn over

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