



# Cambridge IGCSE™

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**ENTERPRISE**

**0454/13**

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 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]



















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