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4054/01

For Examination from 2017

1 hour 30 minutes

No Additional Materials are required.

READ THESE INSTRUCTIONS FIRST

DO **NOT** WRITE IN ANY BARCODES.

Answer **all** questions.

A clean copy of the case study has been provided with this Question Paper.

Candidates who do not follow this instruction will be penalised.

The number of marks is given in brackets [] at the end of each question or part question.

This document consists of **13** printed pages, **3** blank pages and **1** Insert.



Section A

Answer **all** the questions.

- 1** Ayesha and Hassan had studied different entrepreneurs in their Enterprise lessons.

(a) What is meant by an *entrepreneur*?

.....

.....

.....

..... [2]

(b) Using **one** example of an entrepreneur you have studied, explain how this entrepreneur was enterprising.

Name of entrepreneur

.....

.....

.....

..... [2]

- (c) Using examples, explain how **two** sources of help and support were used in **your enterprise project**.

Source of help and support 1

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.....

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.....

.....

Source of help and support 2

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.....

.....

..... [6]

[Total: 10]

2 Ayesha and Hassan were particularly interested in co-operatives.

(a) What is meant by a *co-operative*?

.....

.....

.....

..... [2]

(b) State **two other** types of business organisation.

1

2 [2]

(c) Describe **two** possible advantages and **one** possible disadvantage of organising an enterprise as a co-operative.

Advantage 1

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Advantage 2

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Disadvantage

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..... [6]

[Total: 10]

- 3 Ayesha and Hassan believed that the co-operative could make a success of the new farmers' market, especially as the population of Jarvis was growing rapidly.

(a) Describe **two** ways in which changes in the size and structure of population can provide opportunities for enterprise.

1

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2

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..... [4]

(b) Explain how the following opportunities for enterprise affected **your enterprise project**.

(i) The ability to provide the product or service.

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..... [3]

(ii) The income of potential customers.

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..... [3]

[Total: 10]

- 4 Each member of the Jarvis Co-operative had bought one share in the co-operative. At the end of each year, members receive a dividend.

(a) What is meant by:

(i) a *share*?

.....

.....

..... [2]

(ii) a *dividend*?

.....

.....

..... [2]

(b) Do you think it is important that the Jarvis Co-operative Farmers' Market makes a profit? Explain **two** reasons for your decision.

1

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2

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..... [6]

[Total: 10]

- 5 Ayesha and Hassan decided to hold regular meetings with members of the Jarvis Co-operative Farmers' Market to inform them of progress with the farmers' market. They made sure the meetings were well organised.

(a) Define the following terms:

(i) an *agenda* for the meeting

.....

.....

..... [2]

(ii) the *minutes* of the meeting.

.....

.....

..... [2]

(b) Do you agree with Ayesha and Hassan that regular meetings were a good idea? Explain **two** reasons for your decision.

1

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2

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..... [6]

[Total: 10]

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Use the case study, your own enterprise experience and your knowledge of enterprise to answer Question 6(b).

(b) Ayesha and Hassan carried out a variety of methods of market research.

Compare the effectiveness of the different methods of market research that could have been used to ensure the success of **your enterprise project**. [15]

This image shows a full page of white paper with horizontal dashed lines, typical of primary school handwriting practice paper. The lines are evenly spaced and run across the entire width of the page. There are no margins, text, or other markings present.

Use the case study, your own enterprise experience and your knowledge of enterprise to answer Question 7(a).

- 7 (a) The Jarvis Co-operative needed to buy tables for the farmers' market. The sources of finance considered were: share capital, a bank loan or a bank overdraft.

Recommend which **one** of these three sources of finance should be used. Explain why you **did not** recommend the other two sources of finance.

..... [10]

Use the case study, your own enterprise experience and your knowledge of enterprise to answer Question 7(b).

- (b)** Ayesha and Hassan needed to encourage more farmers to rent tables at the Jarvis Co-operative Farmers' Market.

Discuss the ways in which they could do this. Justify your answer. [15]

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