Cambridge IGCSE

Cambridge International Examinations
Cambridge International General Certificate of Secondary Education

CANDIDATE NAME									
CENTRE NUMBER						CANDIDATE NUMBER				

1691113977

ENTERPRISE **0454/12**

Paper 1 **May/June 2018**

1 hour 30 minutes

Candidates answer on the Question Paper.

No Additional Materials are required.

READ THESE INSTRUCTIONS FIRST

Write your Centre number, candidate number and name on all the work you hand in.
Write in dark blue or black pen.
Do not use staples, paper clips, glue or correction fluid.
DO **NOT** WRITE IN ANY BARCODES.

Answer **all** questions.

Each candidate should have received a copy of the case study prior to the examination.
A clean copy of the case study has been provided with this Question Paper.

Your answers must be based on the case study and your own enterprise experience and knowledge.

At the end of the examination, fasten all your work securely together.
The number of marks is given in brackets [ ] at the end of each question or part question.

This syllabus is approved for use in England, Wales and Northern Ireland as a Cambridge International Level 1/Level 2 Certificate.

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

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CAMBRIDGE International Examinations

[Turn over

Section A

Answer **all** the questions.

1 Shivani and Alison realised The Enterprise Board Game could be a successful enterprise.

(a) Explain the term *enterprise*.

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.....[2]

(b) State **two** reasons enterprises exist.

1 .....

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2 .....

.....[2]

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(c) Explain **one** way that you have used the following to be enterprising at school. Use an example to support each answer.

(i) technology for learning

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.....[3]

(ii) numeracy skills

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.....[3]

[Total: 10]

2 Shivani and Alison worked as a team to produce The Enterprise Board Game.

(a) Explain how working as a team helped the operation of the board game enterprise. Use examples to support your answer.

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(b) Explain how Shivani and Alison used **two** entrepreneurial skills in the operation of the board game enterprise. (Do **not** use w*orking as a team* in your answer.)

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2 .....

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.....[6]

[Total: 10]

3 Research and identifying risks are important to all enterprises.

(a) Explain the following terms, using an example:

(i) *primary research*

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.....[2]

(ii) *secondary research*.

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(b) Using PESTEL analysis, explain how **two** factors could have affected **your enterprise project**.

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2 .....

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[Total: 10]

4 Shivani and Alison used many forms of communication in their partnership.

(a) Explain the difference between the following terms:

(i) *formal communication* and *informal communication*

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.....[2]

(ii) *agenda* and *minutes*

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.....[2]

(iii) *plan of action* and *a business plan*.

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(b) Explain **one** similarity and **one** difference between a sole trader and a partnership.

Similarity .....

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Difference .....

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.....[4]

[Total: 10]

5 Shivani and Alison identified that they would need to market The Enterprise Board Game and find finance.

(a) State **two** purposes of marketing.

1 .....

2.....[2]

(b) Explain **one** problem with using personal savings as a source of finance.

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.....[2]

(c) State **two** financial records that should be kept by an enterprise.

1 .....

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2 .....

.....[2]

(d) Explain **two** reasons why the financial records of an enterprise need to be accurate.

1 .....

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2 .....

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[Total: 10]

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Section B

Answer **all** the questions.

You may use the case study, your own enterprise experience and your knowledge of enterprise where appropriate to answer the following questions.

6 (a) Opportunities for enterprise arise in a number of different ways, including:

- taking advantage of new technology
- taking advantage of the opportunities offered by globalisation
- recognising areas of expansion
- changes in taste and fashion.

Discuss how Shivani and Alison could use **two** of the opportunities listed above to develop their board game enterprise in the future. [10]

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(b) Shivani and Alison intended to sell their board game to other teachers.

Evaluate **two** suitable methods of communication Shivani and Alison could use to reach their potential customers. [15]

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[Total: 25]

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7 **(a)** Decision-making during meetings can be influenced by many factors. These could include the following:

- the feedback given by participants
- the information available
- the time available
- who would be the most dominant participant.

Discuss which **two** of these factors **most** influenced the decisions taken at meetings for **your enterprise project**. Use examples to support your answer. [10]

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(b) Shivani thought that producing a business plan would help them to reduce risks in their board game enterprise.

Evaluate the importance of planning to the success of **your enterprise project**. [15]

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[Total: 25]

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