Cambridge IGCSE

Cambridge International Examinations
Cambridge International General Certificate of Secondary Education

CANDIDATE NAME									
CENTRE NUMBER						CANDIDATE NUMBER				

2513139139

ENTERPRISE **0454/13**

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 **14** printed pages, **2** blank pages and **1** Insert.

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CAMBRIDGE International Examinations

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Section A

Answer **all** the questions.

1 The jewellery produced at Kersley Village Arts Project was sold to help provide for the needs of the people of Kersley.

(a) Explain what is meant by the following terms, using an example in each case:

(i) *wants*

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..... [2]

(ii) *needs*.

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..... [2]

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

(i) taking the initiative

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..... [3]

(ii) solving problems

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..... [3]

[Total: 10]

2 Setting up the Kersley Village Arts Project website would be a challenge and Bilaal and Ritesh would need to use their entrepreneurial skills.

(a) Explain **one** challenge faced in **your enterprise project**. Use an example to support your answer.

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..... [3]

(b) Explain **one** reward gained from **your enterprise project**. Use an example to support your answer.

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..... [3]

(c) With reference to **one** named entrepreneur that you have studied, analyse how they have made great things happen for others.

Name of entrepreneur .....

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..... [4]

[Total: 10]

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3 Samira explained that there are a number of laws relating to marketing and selling.

(a) (i) Explain **one** way that laws protect consumers.

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..... [2]

(ii) Explain **one** way that laws protect employees.

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..... [2]

(b) Explain the difference between the following terms:

(i) *existing customers* and *potential customers*

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..... [2]

(ii) *sponsorship* and *word of mouth*

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..... [2]

(iii) *credit* and *debt*.

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..... [2]

[Total: 10]

4 As a social enterprise, the Kersley Village Arts Project faced risks.

(a) There are three attitudes to risk:
- risk reducers
- risk avoiders
- risk optimisers.

Complete each of the following sentences by inserting the most appropriate terms from the list above.

People who are willing to accept a certain amount of risk are

..... .

People who focus on minimising the risks involved are

..... . [2]

(b) Explain **one** advantage and **one** disadvantage of operating as a social enterprise.

Advantage .....

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Disadvantage .....

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..... [4]

(c) Explain how you dealt with **two** risks in **your enterprise project**. Use an example to support your answer in each case.

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..... [6]

[Total: 12]

5 The Kersley Village Arts Project needs to produce a business plan.

(a) State **two** non-financial pieces of information normally included in a business plan.

1 .....

2 ..... [2]

(b) State **two** financial pieces of information normally included in a business plan.

1 .....

2 ..... [2]

(c) Explain **two** reasons why a new enterprise needs to produce a business plan.

1 .....

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2 .....

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.....[4]

[Total: 8]

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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) Bilaal and Ritesh were disappointed with the result of their first meeting.

Discuss how Bilaal and Ritesh could improve the effectiveness of their meetings. [10]

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

- identifying the demand for a product
- identifying the ability to meet the demand
- taking advantage of government policies
- using new technology to reach new markets.

Evaluate the importance of **two** of the above factors to the success of the Kersley Village Arts Project. [15]

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[Total: 25]

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7 **(a)** Kersley Village Arts Project had the objective of helping the local community.

Discuss how the objectives of **your enterprise project** affected the way that the enterprise operated. Use examples to support your answer. [10]

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(b) Customers are very satisfied with the jewellery made by the Kersley Village Arts Project, and this is one of the reasons for the high level of customer retention.

Evaluate the methods that you used, or could have used, to increase customer satisfaction and retain customers in **your enterprise project**. [15]

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