Cambridge IGCSE

Cambridge Assessment International Education
Cambridge International General Certificate of Secondary Education

CANDIDATE NAME

CENTRE NUMBER | | | | | |

CANDIDATE NUMBER | | | | |

7291938475

ENTERPRISE **0454/11**

Paper 1 **May/June 2019**

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 regulated for use in England, Wales and Northern Ireland as a Cambridge International Level 1/Level 2 Certificate.

This document consists of **12** printed pages, **4** blank pages and **1** Insert.

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Section A

Answer **all** the questions.

1 Mari wanted to help people in the local area by being enterprising.

(a) Explain the term *business objective*.

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..... [2]

(b) State **two** business objectives for an enterprise, other than to help people.

1 .....

2 ..... [2]

(c) Explain **two** ways that Mari was being enterprising when helping people in her local area.

1 .....

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2 .....

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..... [6]

[Total: 10]

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2 Lester organises the charity that will benefit from the food donations.

(a) Explain the term *a charity*.

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..... [2]

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

Advantage .....

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Disadvantage .....

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..... [4]

(c) Krishnan runs a café as a sole trader.

Explain **two** differences between a sole trader and a limited company.

1 .....

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2 .....

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..... [4]

[Total: 10]

3 Laws and regulations covering health and safety meant that the café often discarded food.

(a) Explain **one** possible consequence to an enterprise of **not** meeting laws and regulations covering health and safety.

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..... [2]

(b) Explain **two** reasons why governments set laws and regulations for enterprises, other than for health and safety reasons.

1 .....

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2 .....

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..... [4]

(c) Explain **two** ways that you made sure **your enterprise project** did **not** break laws and regulations.

1 .....

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2 .....

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..... [4]

[Total: 10]

4 **(a)** Krishnan is a member of a business network.

Describe **one** purpose of a business network.

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..... [2]

(b) State **two** ways a financial institution can support an enterprise.

1 .....

2 ..... [2]

(c) Explain **two** benefits to the café and restaurant owners of giving their unsold food to Lester's charity.

1 .....

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2 .....

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..... [6]

[Total: 10]

5 Mari completed some research about local charities.

(a) Explain **two** forms of market research, using an example of each.

1 .....

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2 .....

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..... [4]

(b) Explain **two** ways that market research was, or could have been, used to ensure the success of **your enterprise project**.

1 .....

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2 .....

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..... [6]

[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) The enterprising food donation idea affected a number of different people, known as stakeholders. For some of these stakeholders, this idea involved risk.

Discuss the possible risks involved in the enterprising food donation idea for **two** different stakeholders. Use examples to support your answer. [10]

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(b) Lester gave an oral presentation to the local business network.

Evaluate the **most** suitable method of communication that could be used to persuade entrepreneurs to become involved in the enterprising food donation idea. You should consider **three** methods of communication in your answer. [15]

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[Total: 25]

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7 **(a)** Mari and Krishnan were helping Lester to meet the needs of people in the local area.

Discuss how successful **your enterprise project** was in meeting the needs and wants of its customers. [10]

(b) Recommend the source of finance that was, or would have been, **most** suitable for **your enterprise project**. Justify your choice, explaining why you rejected **one** other source of finance.

You may consider the following aspects when assessing the suitability of the finance:

- purpose of the finance
- amount of finance needed
- rate of interest or cost of finance
- security required. [15]

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