Cambridge Assessment International Education

Cambridge IGCSE™

CANDIDATE NAME									
CENTRE NUMBER						CANDIDATE NUMBER				

5272112478

ENTERPRISE **0454/11**

Paper 1 **May/June 2020**

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. Blank pages are indicated.

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Section A

Answer **all** questions.

1 Sheldon was enterprising when he designed the booking app and he used some of the six stages of the enterprise process.

(a) State what is meant by *being enterprising*.

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..... [2]

(b) State **two** ways of being enterprising at school or at home.

1 .....

2 ..... [2]

(c) Explain how Sheldon used **two** stages of the enterprise process. Use examples from the case study to support your answer.

1 Stage .....

Explanation .....

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2 Stage .....

Explanation .....

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..... [6]

[Total: 10]

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2 Sheldon did not think clearly about his aims and objectives when he designed the booking app.

(a) Explain the difference between *aims* and *objectives*.

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..... [2]

(b) Explain **one** objective for **your enterprise project**.

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..... [2]

(c) Explain **two** ways that producing an action plan would assist Sheldon in the preparation of his booking app enterprise.

1 .....

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2 .....

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..... [6]

[Total: 10]

3 Amy was not willing to take a risk and rely on the booking app entirely.

(a) Define the term *risk reducer*.

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..... [2]

(b) Explain **one** reason why entrepreneurs are willing to take risks.

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..... [2]

(c) Explain **two** risks involved in **your enterprise project**. Use examples to support your answer.

1 .....

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2 .....

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..... [6]

[Total: 10]

4 Sheldon was aware that he needed to consider the many legal obligations that would affect his booking app.

(a) State how **two** stakeholders were involved in **your enterprise project**.

1 Stakeholder: .....

Involvement: .....

.....

2 Stakeholder: .....

Involvement: .....

..... [4]

(b) Explain **two** reasons why laws and regulations are needed to protect stakeholders. Use an example from **your enterprise project** or **the case study** to support each part of your answer.

1 .....

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2 .....

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..... [6]

[Total: 10]

5 Sheldon had questions after his meeting with Amy and he decided to complete some research.

(a) Describe **two** methods of research that an entrepreneur could use.

1 .....

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2 .....

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..... [4]

(b) Explain **two** factors that contributed to the success of a meeting you were involved in as part 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** questions.

6 **(a)** Sheldon realised that if he was going to establish a booking app enterprise, he would need some assistance.

Discuss the suitability of **two** sources of help and support that Sheldon could use for his potential enterprise. Use examples to support your answer. [10]

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(b) If Sheldon set up the new booking app enterprise, he could choose to organise the enterprise as a:

- limited company
- partnership
- sole trader.

Evaluate which type of business organisation would be **most** suitable for the booking app enterprise. Justify your choice, including why you rejected the other two types of business organisation. [15]

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[Total: 25]

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7 Now consider **your enterprise project**.

(a) Discuss how using **two** enterprise skills helped the success of **your enterprise project**. Use examples to support your answer. [10]

(b) Evaluate which was, or could have been, the **most** successful marketing communication in **your enterprise project**.

You should consider **two** marketing communications in your answer. [15]

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