Cambridge Assessment International Education

Cambridge IGCSE™

CANDIDATE NAME									
CENTRE NUMBER						CANDIDATE NUMBER				

9863299349

ENTERPRISE **0454/11**

Paper 1 **May/June 2021**

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. Any blank pages are indicated.

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Section A

Answer **all** questions.

1 **(a)** Josiah identified a way of being enterprising by taking the initiative in helping another student.

Describe **two** ways of being enterprising at home or at school, other than by taking the initiative.

1 .....

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2 .....

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..... [4]

(b) Identify **three** of the six stages in the enterprise process.

1 .....

2 .....

3 ..... [3]

(c) Explain how **one** of the six stages in the enterprise process helped in the operation of **your enterprise project**. Use an example to support your answer.

Chosen stage: .....

Explanation: .....

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..... [3]

[Total: 10]

2 **(a)** Explain **one** purpose of the action plan that Josiah wrote.

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..... [2]

(b) Identify **one** document produced for formal meetings.

..... [1]

(c) Describe **two** financial records which are usually produced by enterprises.

1 .....

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2 .....

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..... [4]

(d) Explain how **one** financial record helped, or could have helped, in the success of **your enterprise project**. Use an example to support your answer.

Financial record: .....

Explanation: .....

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..... [3]

[Total: 10]

3 Josiah used email to communicate with Ms Wood and he asked the students to email their responses to him.

(a) State **two** possible problems with email communication.

1 .....

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2 .....

..... [2]

(b) Explain **one** way that the language Josiah used when communicating with students could be different from the language used with teachers.

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..... [2]

(c) Profit is usually important for an enterprise, but it was not important to Josiah.

(i) Explain **one** possible reason why profit was **not** important to Josiah's study buddy enterprise. Use an example to support your answer.

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(ii) Explain **one** reason why profit was, or was not, important in **your enterprise project**. Use an example to support your answer.

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[Total: 10]

4 **(a)** Josiah was working alone to start up his enterprise, which would be challenging.

Explain **two** disadvantages of operating as a sole trader.

1 .....

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2 .....

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..... [4]

(b) Explain how **two** enterprise skills helped an entrepreneur you have studied to become successful.

Name of entrepreneur: .....

1 .....

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2 .....

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..... [6]

[Total: 10]

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5 **(a)** Explain **two** reasons why marketing was needed for Josiah's enterprise. Use an example from the case study to support each reason.

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2 .....

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..... [4]

(b) Explain **two** methods of market research which were, or could have been, appropriate for **your enterprise project**, other than a questionnaire. Use an example to support each answer.

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2 .....

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..... [6]

[Total: 10]

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Section B

Answer **all** questions.

6 (a) Josiah identified a need within his school.

Analyse the importance of considering the needs and wants of **two** stakeholders to the success of Josiah's enterprise. Use examples from the case study to support your analysis.

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(b) Josiah had used leaflets and social media to persuade students to be involved in his enterprise, but Ms Wood wanted him to consider his methods carefully.

Evaluate the appropriateness of leaflets and social media as methods to persuade students to become involved in the enterprise. Use examples from the case study to support your evaluation. [15]

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[Total: 25]

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7 Now consider your enterprise project.

(a) Analyse the effectiveness of **two** sources of help and support used within **your enterprise project**.

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(b) There are a number of different sources of finance that are available for start-up funding. These include:

- bank loans
- crowdfunding
- family and friends.

Evaluate which **two** of these sources of finance would have been **most** suitable for the start-up of **your enterprise project**. Justify your choice, including why you rejected the other source. [15]

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[Total: 25]

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