Cambridge Assessment International Education

Cambridge IGCSE™

CANDIDATE NAME									
CENTRE NUMBER						CANDIDATE NUMBER				

3547219768

ENTERPRISE **0454/12**

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 One way that Jacob was enterprising was when he organised the charity event. This involved using his enterprise capability.

(a) Describe **two** ways that you could be enterprising at home.

1 .....

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2 .....

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..... [4]

(b) Define the term *enterprise capability*.

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..... [2]

(c) Explain how each of the following provides an opportunity for enterprise:

(i) changes in taste and fashion

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..... [2]

(ii) changes in real income.

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..... [2]

[Total: 10]

2 Jacob and Jyoti produced one document, the action plan, before starting the research. Other records would also be required by an enterprise.

(a) Explain **one** reason why it is important to include completion dates in an action plan.

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..... [2]

(b) Explain **one** other item normally included in an action plan other than completion dates.

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..... [2]

(c) Calculate the revenue that Jacob and Jyoti would receive if the expected number of tickets were sold.

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..... [3]

(d) Explain **one** reason why profits might be lower than expected. Use information from the case study to support your answer.

Reason: .....

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Explanation: .....

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..... [3]

[Total: 10]

3 Market research was part of Jacob and Jyoti's action plan. They would also need to produce some marketing communications.

(a) Describe **two** methods of market research suitable for Jacob and Jyoti's enterprise.

1 .....

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2 .....

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..... [4]

(b) Explain how **two** marketing communications used in **your enterprise project** helped to attract customers. Use an example to support each answer.

1 .....

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2 .....

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..... [6]

[Total: 10]

4 Jacob and Jyoti had hoped to have the help and support of the fundraising committee.

(a) Explain how **two** sources of help and support can assist an enterprise.

1 .....

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2 .....

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..... [4]

(b) Jacob and Jyoti had completed one stage of the enterprise process.

Explain how using **two** stages of the enterprise process helped when organising **your enterprise project**. Use an example to support each answer.

Stage: .....

How it helped: .....

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Stage: .....

How it helped: .....

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..... [6]

[Total: 10]

5 **(a)** Explain how each of the following documents assisted the operation of a meeting you were involved with in **your enterprise project**:

(i) notice of meeting

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..... [2]

(ii) agenda.

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..... [2]

(b) Explain **two** types of business organisation that might be suitable for the fashion show enterprise.

1 .....

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2 .....

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..... [6]

[Total: 10]

Section B

Answer **all** questions.

6 **(a)** Jyoti had identified clothes shops willing to donate clothing for the fashion show.

Discuss the advantages and disadvantages to the clothes shop owners of donating clothing for the fashion show. [10]

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(b) Jacob and Jyoti considered possible sources of finance for the fashion show. Their options were:

- bank overdrafts
- crowdfunding
- friends and family.

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

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[Total: 25]

7 Now consider your enterprise project.

(a) Analyse how important making profits was in **your enterprise project**. [10]

(b) There are a number of enterprise skills, including:

- determination to succeed
- innovation
- taking the initiative
- the practical skills and knowledge to create products and services.

Evaluate the importance of **three** of these skills to the success or failure of **your enterprise project**. [15]

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