Cambridge Assessment International Education

Cambridge IGCSE™

CANDIDATE NAME									
CENTRE NUMBER						CANDIDATE NUMBER				

7425039600

ENTERPRISE **0454/11**

Paper 1 **May/June 2022**

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 Guilleary was enterprising at school and she used some of the six stages of the enterprise process.

(a) Describe **two** ways of being enterprising at school.

1 .....

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[4]

(b) Explain **two** stages of the enterprise process. Use examples from the case study to support each answer.

Stage 1 .....

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Stage 2 .....

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[6]

[Total: 10]

2 Guilleary and her friends will negotiate with Mr Garcia in the future.

(a) State **two** stages in the negotiation process.

1 .....

2 .....
[2]

(b) Explain **one** objective Mr Garcia might have had in the negotiation.

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..... [2]

(c) Explain the possible effects of **two** aims on the activities of an enterprise.

Aim 1 .....

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Aim 2 .....

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[4]

(d) State **two** ways a decrease in government taxes may affect an enterprise.

1 .....

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2 .....

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[2]

[Total: 10]

3 Andreas thought that ordering the yearbooks from YB4U may be a risk.

(a) Define the term *risk*.

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..... [2]

(b) Explain **one** risk involved in ordering the yearbooks from YB4U.

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(c) Describe **one** way to reduce the risk of buying the yearbooks from YB4U.

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(d) Explain the effect of **one** legal obligation on **your enterprise project**. Use an example to support your answer.

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..... [3]

[Total: 10]

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4 **(a)** Define the following terms:

(i) *Focus group* .....

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..... [2]

(ii) *Mystery shopper* .....

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..... [2]

(b) Explain **two** methods of marketing communications that would be suitable to persuade students to buy yearbooks.

Method 1 .....

Explanation .....

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..... [3]

Method 2 .....

Explanation .....

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[Total: 10]

5 The friends researched the price that students were willing to pay and the costs of producing each yearbook in Fig. 1.

(a) (i) Define the term *contribution*.

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(ii) Calculate the contribution for each yearbook if they are printed in school. Show your working.

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(iii) Calculate the break-even output if the yearbooks are printed in school. Show your working.

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(b) Table 5.1 shows the forecast income statement for the yearbook enterprise if the books were printed in the school and 96 students purchased them.

Forecast Income Statement for Yearbooks

	US$
Total sales revenue	**A**
Cost of sales	432
Gross profit	**B**
Less expenditure on advertising	10
Net Profit	**C**

Table 5.1

Use the information in the case study and Table 5.1 to calculate the following amounts. Show your working where appropriate.

(i) Amount **A**.

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..... [2]

(ii) Amount **B**.

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..... [1]

(iii) Amount **C**.

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..... [1]

[Total: 10]

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Section B

Answer **all** questions.

6 **(a)** Guilleary and her friends found two potential sources of help and support:
- their teachers
- YB4U.

Analyse the suitability of these **two** sources of help and support when setting up the yearbook enterprise.

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(b) Guilleary and her friends identified two ways to produce their yearbook:
- design and print the yearbooks at school
- order the yearbooks from a company.

Evaluate which would be the better way for the yearbook enterprise. You should consider the benefits and costs of each way in your answer.

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[Total: 25]

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Now consider **your enterprise project**.

7 **(a)** The language used in communications will be different depending upon the purpose and whether the communication is formal or informal. Communications could include:

- emails to suppliers
- formal reports
- marketing communications
- meetings with friends.

Analyse how the language was different when you used, or could have used, **two** of the above communications in your enterprise project. Use examples to support your answer.

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(b) The success of a meeting or a presentation can be evaluated in different ways. These include:

- the quality of preparation and research
- whether communication was clear
- keeping to the topic and time allowed
- deciding if objectives were achieved.

Evaluate the success of a meeting **or** a presentation you were involved in during **your enterprise project**. You may consider the above ways in your evaluation.

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[Total: 25]

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