Cambridge Assessment International Education

Cambridge IGCSE™

CANDIDATE NAME									
CENTRE NUMBER						CANDIDATE NUMBER				

9806354099

ENTERPRISE **0454/12**

Paper 1 **May/June 2024**

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.

© UCLES 2024

Section A

Answer **all** questions.

1 Leo was enterprising while employed in the café.

(a) Define the term *external stakeholder*.

.....

.....

.....

..... [2]

(b) Explain why the café manager could be a stakeholder in Leo's proposed future enterprise.

.....

.....

.....

.....

.....

..... [3]

(c) State **two** enterprise skills.

1 .....

2 .....

[2]

(d) Explain **one** way that you have been enterprising. Use an example to support your answer.

.....

.....

.....

.....

.....

..... [3]

[Total: 10]

2 Leo thought that his enterprise ideas could benefit many stakeholders.

(a) Select the most appropriate word to complete each of the sentences about SWOT analysis.

- external
- adverse
- internal
- favourable

Financial limitations are ..... factors affecting an enterprise. Legislation and regulations are ..... factors.

[2]

(b) Explain **one** way Leo's enterprise ideas could have a positive effect on stakeholders other than customers.

.....

.....

.....

.....

.....

..... [3]

(c) Define the term *customer satisfaction*.

.....

.....

.....

..... [2]

(d) Explain **one** method you used, or could have used, to measure customer satisfaction in **your enterprise project**.

.....

.....

.....

.....

.....

..... [3]

[Total: 10]

3 Leo decided to calculate the potential profits because he expected the manager would need this information to include in his financial records.

(a) State **two** financial records usually produced by an enterprise.

1 .....

2 .....
[2]

(b) For each of Leo's ideas, he produced an estimate of the costs and potential revenue. These are shown in Table 3.1.

Table 3.1

Option 1: Booklet		**Option 2: Coffee logs**	
Costs US$		**Costs US$**	
Printing for 100 booklets	5	Materials for 100 coffee logs	10
		Packaging for 100 logs	15
Selling Price		**Selling Price**	
One booklet	50 cents	Selling price per bag of 10 coffee logs	8

(i) Calculate, using Table 3.1, the profit made by selling 100 booklets (Option 1).

.....

.....

.....

.....

.....

..... [3]

(ii) Calculate, using Table 3.1, the profit made by selling 10 bags of coffee logs (Option 2).

.....

.....

.....

.....

.....

..... [3]

© UCLES 2024

(iii) Calculate the difference in profit between Option 1 and Option 2.

.....

.....

.....

..... [2]

[Total: 10]

4 Leo is sure that if he sells a large amount of coffee logs, he will be able to make this a profitable enterprise. There is a large amount of planning to do.

(a) State **two** suitable aims, other than making a profit, for Leo's enterprise.

1 .....

2 .....
[2]

(b) Explain how **one** aim of **your enterprise project** affected its activities. Use an example to support your answer.

.....

.....

.....

.....

.....

..... [3]

(c) State **two** ways that writing an action plan could assist an enterprise.

1 .....

.....

2 .....

.....
[2]

(d) State **three** sources of help and support available to an enterprise.

1 .....

2 .....

3 .....
[3]

[Total: 10]

5 Leo completed some market research. When he decides which option to choose, he will need to complete some marketing.

(a) Explain **one** problem with the method of market research that Leo used.

.....

.....

.....

.....

.....

..... [3]

(b) Define the term *marketing*.

.....

.....

.....

..... [2]

(c) Explain **one** factor you considered when choosing the appropriate marketing communications used in **your enterprise project**.

.....

.....

.....

..... [2]

(d) Justify **one** method of marketing communication that would be suitable for marketing **either** the booklets **or** the coffee logs.

.....

.....

.....

.....

.....

..... [3]

[Total: 10]

Section B

Answer **all** questions.

6 (a) Leo is writing a proposal for the booklet idea. He intends to use this proposal when explaining the booklet idea to the café manager.

Analyse the importance of careful planning for the success of Leo's meeting with the café manager. You should consider **two** reasons in your answer.

.... [10]

(b) Leo has two enterprise ideas:

Option 1: producing booklets for the café to sell
Option 2: setting up his own enterprise selling coffee logs.

Evaluate which of these ideas you would recommend Leo should choose. Justify the option chosen, explaining why you rejected the other option.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

[15]

[Total: 25]

© UCLES 2024

7 Now consider **your enterprise project**.

(a) During your enterprise project, you followed the six stages of the enterprise process.

Analyse the importance to **your enterprise project** of:

- monitoring progress
- evaluating successes and failures.

Use examples to support your answer.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

..... [10]

(b) There are many sources of finance available to enterprises.

Evaluate the potential impact on **your enterprise project** of **two** sources of finance you used, or could have used. Use examples to support your answer.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

© UCLES 2024

[15]

[Total: 25]

BLANK PAGE

© UCLES 2024

BLANK PAGE

© UCLES 2024

BLANK PAGE

Permission to reproduce items where third-party owned material protected by copyright is included has been sought and cleared where possible. Every reasonable effort has been made by the publisher (UCLES) to trace copyright holders, but if any items requiring clearance have unwittingly been included, the publisher will be pleased to make amends at the earliest possible opportunity.

To avoid the issue of disclosure of answer-related information to candidates, all copyright acknowledgements are reproduced online in the Cambridge Assessment International Education Copyright Acknowledgements Booklet. This is produced for each series of examinations and is freely available to download at www.cambridgeinternational.org after the live examination series.

Cambridge Assessment International Education is part of Cambridge Assessment. Cambridge Assessment is the brand name of the University of Cambridge Local Examinations Syndicate (UCLES), which is a department of the University of Cambridge.

© UCLES 2024