* 0000800000001 *

Cambridge Assessment International Education

Cambridge IGCSE™

CANDIDATE NAME

CENTRE NUMBER

CANDIDATE NUMBER

* 6 2 9 0 3 1 6 2 2 8 *

ENTERPRISE **0454/12**

Paper 1 **May/June 2025**

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 Bibi and Abdool believed they had the enterprise knowledge and skills to find suitable suggestions. They decided some ideas were too risky.

(a) State **two** risks involved in an enterprise.

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[2]

(b) Explain how you decided if a risk was worth taking in **your enterprise project**.

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(c) Explain how an entrepreneur you have studied used **two** enterprise skills to become successful. Use an example to support each answer.

Entrepreneur's name .....

Skill 1 .....

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Skill 2 .....

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2 Abdool and Bibi knew the stages in the enterprise process, and they explored creative solutions to the problem.

(a) Select the most appropriate word from the list below to complete each of the sentences about the enterprise process:

- organised
- monitored
- evaluation
- success.

When implementing the plan, it is important that actions are

..... to check progress. The

final stage of the enterprise process is ..... .

[2]

(b) Explain **one** creative solution you identified for a problem in **your enterprise project**. Use an example to support your answer.

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(c) Define the term *budget*.

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(d) Explain **one** disadvantage to the visitor centre of operating as a not-for-profit organisation.

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3 Abdool and Bibi completed some research. They now needed evidence to show how popular these ideas would be with visitors.

(a) State **two** advantages of using secondary market research.

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(b) Justify **one** method of primary market research that could be used by the visitor centre.

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(c) Explain **one** reason a government would want to see the financial records of an enterprise.

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(d) Explain **one** way the visitor centre could be affected by changes in government policy. Use an example from the case study to support your answer.

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4 Abdool researched the costs of leasing or buying a vending machine. Bibi researched the costs of offering children's activity sessions.

(a) Define the term *leasing*.

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(b) Using Table 1, calculate the total fixed costs of leasing a vending machine for 5 years. Show your working.

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Amount $ ..... [3]

(c) Using Table 1, calculate the contribution for each item sold in the vending machine if the average price is $1.20.

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Contribution $ ..... [2]

(d) Justify whether buying the vending machine would be the better option for the visitor centre.

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[Total: 10]

5 Some of the ideas suggested by Abdool and Bibi would involve legal considerations.

(a) State **two** examples of formal communication.

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[2]

(b) Explain **one** reason why the language used in formal communication should be different from the language used in informal communication.

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(c) Explain **one** way that the visitor centre could be affected by health and safety regulations. Use an example from the case study to support your answer.

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(d) Explain **one** way the visitor centre can have a positive impact on society. Use an example from the case study to support your answer.

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Section B

Answer **all** questions.

6 **(a)** Abdool and Bibi thought that they should produce:

- an action plan
- a business plan.

Analyse how **both** of these documents would be useful to the visitor centre manager.

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(b) The visitor centre will need to make visitors aware of the new activities. The centre manager is considering:

- posters
- social media
- sponsorship.

Evaluate the method of marketing communication that would be most suitable for the visitor centre's new activities. Justify your choice, including why you rejected the other **two** marketing methods.

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7 Now consider **your enterprise project**.

(a) Students can be enterprising at home and at school. This may be through:

- developing new skills and using them in different situations
- organising activities
- using technology for learning.

Analyse how you used **two** of these ways of being enterprising during the operation of **your enterprise project**. Use examples to support your answer.

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

- achieving the objective
- ensuring everyone had an opportunity to speak
- keeping to time
- quality of documents.

Evaluate the effectiveness of a meeting you were involved in as part of **your enterprise project**. Use examples to support your answer.

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