* 0000800000001 *

Cambridge Assessment International Education

Cambridge IGCSE™

CANDIDATE NAME

CENTRE NUMBER

CANDIDATE NUMBER

2708711396

ENTERPRISE **0454/13**

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 Tomi and his class were enterprising at school when they decided to plan the student study area project. They worked in three separate teams.

(a) Define the term *delegation*.

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(b) Describe **one** way you have been enterprising **at home**. Use an example to support your answer.

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..... [2]

(c) Explain **one** advantage and **one** disadvantage of working as a team. Use an example from the case study to support each answer.

Advantage .....

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Disadvantage .....

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[6]

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2 Mrs Lee organised a formal meeting where the students produced an action plan. Tomi thought the meeting was successful.

(a) Select **one** word to complete each of the sentences about formal meetings.

(i) A formal record of what happened in the meeting is the

..... . [1]

(ii) The document that informs people of the time and place of the meeting is the

..... . [1]

(b) Explain **one** way you measured the success of a meeting you were involved in for **your enterprise project**.

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(c) Explain **one** benefit of identifying the people responsible for each task on an action plan. Use an example from **your enterprise project** to support your answer.

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(d) Describe **one** method, other than identifying people responsible for a task, that you used to monitor the action plan in **your enterprise project**. Use an example to support your answer.

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3 Team B identified the costs of the project and decided that crowdfunding would be a better source of finance than a loan.

(a) Define the term *crowdfunding*.

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(b) Using Table 2, calculate the total amount of interest to be repaid on a loan of $875 over 2 years. Show your working.

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Amount $ ..... [3]

(c) Explain **one** reason why accurate cashflow forecasting is important to an enterprise.

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(d) Explain **one** benefit of producing a business plan. Use an example from the case study to support your answer.

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4 Mrs Lee explained that data protection laws meant that email addresses could not be shared with students.

(a) State **two** areas of enterprise protected by laws and regulations.

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[2]

(b) Explain **one** risk in using email as a method of communication. Use an example to support your answer.

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(c) State **two** factors an enterprise would consider when choosing market research methods.

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[2]

(d) Justify **one** suitable method of marketing communication to tell students about the new student study area.

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[Total: 10]

5 Mrs Lee helped the students to prepare for a negotiation with the principal.

(a) Describe how **one** source of help and support, other than teachers and the principal, could have been used by the students.

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(b) Describe how the students could use **two** stages of the negotiation process.

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(c) Explain **one** risk involved in the student study area project. Use an example from the case study to support your answer.

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Section B

Answer **all** questions.

6 **(a)** Potential stakeholders in the student study area project include:

- students
- teachers.

Analyse why it is important to consider the needs and wants of stakeholders to the success of the student study area project. Use examples from the case study to support your answer.

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(b) Team B decided that possible sources of finance could include:

- bank loan
- crowdfunding
- fundraising event.

Evaluate which **one** of these sources of finance would be most suitable for the student study area project. Justify your choice, explaining why you rejected **one** other source.

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7 Now consider **your enterprise project**.

(a) Analyse the success of:

- **one** method of communication used with **an internal** stakeholder
- **one** method of communication used with **an external** stakeholder

in **your enterprise project**.

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(b) Enterprises have different aims and objectives which affect how the enterprise operates. These include:

- being ethical
- making profits
- meeting legal requirements
- providing a good or service to a community.

Evaluate how **two** aims or objectives affected the operation of **your enterprise project**.

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