Cambridge Assessment International Education

Cambridge IGCSE™

CANDIDATE NAME									
CENTRE NUMBER						CANDIDATE NUMBER				

4086297109

ENTERPRISE **0454/11**

Paper 1 **October/November 2020**

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. Blank pages are indicated.

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Section A

Answer **all** questions.

1 Harry thought that the group had all of the skills needed to successfully run any enterprise.

(a) State **four** enterprise skills.

1 .....

2 .....

3 .....

4 ..... [4]

(b) Explain how an entrepreneur that you have studied used **two** enterprise skills, and include the impact of each skill in your answer.

Name of entrepreneur .....

1 Use of skill: .....

.....

Impact: .....

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2 Use of skill: .....

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Impact: .....

..... [4]

[Total: 8]

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2 Harry had considered the positive effects of the training café on the local community, but had not considered the negative effects.

(a) Explain **one** negative effect that enterprises may have on communities.

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..... [2]

(b) **(i)** Define the term *stakeholder*.

.....

..... [2]

(ii) State **one** example of an internal stakeholder.

..... [1]

(iii) State **one** example of an external stakeholder.

..... [1]

(c) Explain **two** types of business organisation that would be suitable for the training café enterprise.

1 Type of business organisation: .....

Explanation: .....

.....

2 Type of business organisation: .....

Explanation: .....

..... [4]

[Total: 10]

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[Turn over

3 The group completed some research before deciding not to buy the café.

(a) State **two** methods of secondary research.

1 .....

2 ..... [2]

(b) Explain **two** factors that were considered before choosing the methods of research used in **your enterprise project**.

1 .....

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2 .....

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..... [4]

(c) Explain **two** methods that were used, or could have been used, to retain customers in **your enterprise project**.

1 .....

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2 .....

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..... [6]

[Total: 12]

4 The group planned to use their personal savings to start their enterprise. The café would be expensive to purchase. The group wanted to stay within their budget.

(a) Define the term *budget*.

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..... [2]

(b) Explain **one** problem that the group could experience by using their personal savings to fund the enterprise.

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..... [2]

(c) Analyse **two** suitable sources of finance that could have been used to set up the training café, other than personal savings.

1 .....

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2 .....

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..... [6]

[Total: 10]

5 Harry and Thomasine had different attitudes towards risk.

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

1 .....

2 ..... [2]

(b) Describe **one** method of identifying risks involved in an enterprise.

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..... [2]

(c) Explain how Harry's attitude to risk was different from Thomasine's attitude to risk. Use examples from the case study to support your answer.

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..... [6]

[Total: 10]

Section B

Answer **all** questions.

6 (a) Harry and four friends were planning to set up an enterprise.

Discuss the advantages for the friends of working as a team in their enterprise. Use examples to support your answer. [10]

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(b) The group decided not to buy this café but Harry thought that this was the wrong decision.

Evaluate whether it was the **best** decision for the training café enterprise **not** to buy this café. [15]

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[Total: 25]

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7 Now consider **your enterprise project**.

(a) Discuss **two** actions that you could have taken which would have improved the effectiveness of negotiation in **your enterprise project**. Use examples to support your answer. [10]

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(b) Harry and his group produced both an action plan and a business plan before starting their enterprise.

Evaluate the importance of your action plan to the success of **your enterprise project**. [15]

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[Total: 25]

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