Cambridge Assessment International Education

Cambridge IGCSE™

CANDIDATE NAME									
CENTRE NUMBER						CANDIDATE NUMBER				

1134359587

ENTERPRISE **0454/11**

Paper 1 **October/November 2023**

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 Temi is an enterprising person with a positive attitude.

(a) Define the term *positive attitude* in enterprise.

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..... [2]

(b) Describe **one** way of being enterprising at home or at school. Use an example to support your answer.

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(c) **(i)** Explain how an entrepreneur that you have studied used **two** enterprise skills. Support each answer with an example.

Name of entrepreneur .....

Enterprise skill 1 .....

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Enterprise skill 2 .....

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[4]

(ii) Explain the benefit to the entrepreneur in **(c)(i)** of using **one** of the skills identified.

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..... [2]

[Total: 10]

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2 Temi organised a formal meeting. He sent an email to a few stallholders that he knew to invite them to the meeting.

(a) State **two** documents used in the organisation of a formal meeting.

1 .....

2 .....
[2]

(b) Explain **one** disadvantage of email as a method of communication.

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(c) Explain why **one** other method of communication would have been more suitable to invite stallholders to the meeting.

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(d) Explain **one** reason why the language Temi used in the formal meeting would be different to the language he used with his friends. Use an example to support your answer.

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[Total: 10]

3 Some stallholders thought that this new market place would be a big risk. Temi thought that operating the woodcarving market place as a co-operative would be a good idea.

(a) Define the term *risk*.

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(b) Explain **one** way that you dealt with a risk in **your enterprise project**. Use an example to support your answer.

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(c) Define the term *co-operative organisation*.

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(d) Explain **one** potential advantage to the stallholders of operating as a co-operative organisation. Use an example to support your answer.

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[Total: 10]

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4 **(a)** Explain **one** reason why the stallholders want to make a profit.

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(b) Temi identified that a suitable space for 20 stalls would cost US$1000 each month to rent. A stallholder has the following financial information:

Average number of woodcarvings sold each month	27
	US$
Selling price of each woodcarving	20
Variable cost of each woodcarving	18
Fixed cost – monthly rent for a stall	

Fig. 4.1

(i) Calculate, using Fig. 4.1, the monthly rent for a stall if all 20 stalls were rented. Show your working.

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Amount US$ ..... [2]

(ii) Calculate, using Fig. 4.1, how many woodcarvings a stallholder would need to sell, each month, to break even if all 20 stalls were rented. Show your working.

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Number of woodcarvings each month ..... [3]

(c) Explain **one** reason why the stallholders would **not** be willing to rent a stall in the new market place. Use an example to support your answer.

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[Total: 10]

5 Temi started to plan the new market place.

(a) Explain **two** reasons why Temi needed an action plan.

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[4]

(b) State **two** methods used to retain existing customers.

1 .....

2 .....

[2]

(c) Explain **two** methods that Temi could use to measure customer satisfaction in the proposed new market place.

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[4]

[Total: 10]

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Section B

Answer **all** questions.

6 (a) Temi used some market research methods when planning the new market place and he was intending to research the ecommerce idea.

Analyse **two** methods of market research that would be suitable for Temi to use when researching the ecommerce idea.

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(b) Temi considered two enterprise ideas to ensure the future success of his woodcarving stall:
- setting up a new market place with 19 other stallholders
- creating an ecommerce market place.

Evaluate which of these ideas is likely to be the most successful for Temi's woodcarving stall. Use examples from the case study to support your answer.

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7 Now consider **your enterprise project**.

(a) The enterprise process involves the following stages:

- identifying the problem, need or want
- exploring creative solutions
- action planning
- implementing the plan
- monitoring progress
- evaluation of successes and failures.

Analyse the importance of any **two** of the stages listed above to **your enterprise project**. Use examples to support your answer.

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(b) Enterprises use many methods of marketing communication. These can include:

- television advertisements
- newspaper and magazine advertisements
- posters and leaflets
- word of mouth and announcements.

Evaluate the suitability of any **two** of the above methods for **your enterprise project**. Justify your choice, including why you rejected one other marketing method.

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