Cambridge Assessment International Education

Cambridge IGCSE™

CANDIDATE NAME									
CENTRE NUMBER						CANDIDATE NUMBER				

3322613232

ENTERPRISE **0454/12**

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 Sports activities may be considered as a want. These activities have a positive effect on the local community.

(a) Define, using an example, the term *need*.

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..... [2]

(b) Explain **two** reasons why needs or wants for a good or service may change.

1 .....

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2 .....

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[4]

(c) **(i)** Explain **one** positive effect an enterprise can have on the local community. Use an example to support your answer.

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..... [2]

(ii) Explain **one** negative effect an enterprise can have on the local community. Use an example to support your answer.

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..... [2]

[Total: 10]

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2 The Children's Club Charity provides sports activities.

(a) Define the term *charity*.

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..... [2]

(b) Explain **one** suitable objective for the Children's Club Charity.

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..... [2]

(c) Explain **two** ways a business plan could help the Children's Club Charity achieve its objective.

1 .....

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2 .....

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[6]

[Total: 10]

3 Taine and Lucia had different attitudes towards the risks involved with the crowdfunding idea.

(a) State **two** methods used to identify risks in an enterprise.

1 .....

2 .....
[2]

(b) State **one** example of an enterprise risk involved in each of the following:

(i) human resources .....

..... [1]

(ii) production .....

..... [1]

(c) Explain how Taine's attitude to risk was different from Lucia's attitude to risk. Use an example from the case study to support each answer.

Taine .....

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Lucia .....

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[6]

[Total: 10]

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4 Enterprises, including charities, use crowdfunding websites to raise funds.

(a) Define the term *record a surplus*.

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..... [2]

(b) Explain the effect that **two** sources of finance, other than crowdfunding, had on **your enterprise project**.

1 .....

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[6]

(c) State **two** purposes of a website other than crowdfunding.

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[2]

[Total: 10]

5 The crowdfunding website charged fees for its services. Lucia and Rita decided to prepare a presentation about this.

(a) Complete the following sentences, using **one** word.

(i) Rent is an example of a ..... cost.

(ii) Packaging is an example of a ..... cost.

[2]

(b) Calculate, using Fig. 1, the total fee paid to the crowdfunding website if the target amount of US$3000 is donated. Show your working.

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Total fee payable ..... [4]

(c) Explain how the following documents supported, or could have supported, your presentation as part of **your enterprise project**:

A visual aid .....

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A handout .....

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[4]

[Total: 10]

Section B

Answer **all** questions.

6 **(a)** There are many different potential stakeholders in the Children's Club Charity, each with their own needs and wants. These include:

- children
- parents
- local government
- people donating money to the charity.

Analyse the importance of considering the needs and wants of any **two** of these stakeholders to the Children's Club Charity.

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(b) Rita discovered some crowdfunding websites. One website contained crowdfunding requests from charities.

Evaluate whether the Children's Club Charity should use a crowdfunding website to raise funds. You should consider both the advantages and disadvantages in your answer.

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[15]

[Total: 25]

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Now consider **your enterprise project**.

7 **(a)** Enterprises can use a variety of different methods of market research to identify their potential customers.

Analyse the effectiveness of **two** methods of market research used in **your enterprise project**. Use examples to support your answer.

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(b) Evaluate which **one** of the following types of business organisation was the most suitable for **your enterprise project**:

- co-operative
- partnership
- social enterprise
- sole trader.

Justify your answer, stating why you rejected **one** other type of business organisation.

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[15]

[Total: 25]

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