Cambridge Assessment International Education

Cambridge IGCSE™

CANDIDATE NAME									
CENTRE NUMBER						CANDIDATE NUMBER				

7373759919

ENTERPRISE **0454/13**

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 Trent, Neco and Jina showed attributes, characteristics and learned enterprise skills when they helped to organise the leavers' celebration.

(a) State any **three** stages of the enterprise process.

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2 .....

3 .....

[3]

(b) Describe **two** ways you were enterprising at school. Use an example to support each answer.

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2 .....

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[4]

(c) Explain how Trent used **one** enterprise skill in the organisation of the leavers' celebration. Use an example from the case study to support your answer.

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..... [3]

[Total: 10]

2 Meikyla organised a meeting for the leavers' celebration committee.

(a) State **two** methods of communication that would be suitable to invite people to attend a meeting.

1 .....

2 .....
[2]

(b) Explain **one** way Meikyla could have improved the first meeting of the leavers' celebration committee. Use an example from the case study to support your answer.

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(c) Explain how you decided if a meeting in **your enterprise project** had been successful. Use an example to support your answer.

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(d) Explain **one** way body language can affect communication in a meeting.

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..... [2]

[Total: 10]

3 The school would not be able to afford to pay for all the ideas and Meikyla was not willing to take the risk of the school going into debt.

(a) Explain **one** reason why the leavers' celebration could be considered as a social enterprise.

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..... [2]

(b) State **two** attitudes to risk.

1 .....

2 .....
[2]

(c) Explain **one** potential health and safety risk in the leavers' celebration enterprise. Use an example from the case study to support your answer.

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(d) Explain **one** way marketing and selling legislation could affect the leavers' celebration enterprise. Use an example from the case study to support your answer.

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[Total: 10]

4 Trent, Neco and Jina identified the following costs as shown in Fig. 4.1.

Item	**US$**
Printing of one yearbook	1.50
Buying one hoodie	5.00
Printing on each hoodie	2.00
Total	**8.50**

Fig. 4.1

(a) Explain **one** other cost that could be included in the leavers' celebration enterprise.

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(b) Calculate, using Fig. 4.1, the total cost of providing a yearbook and a printed hoodie for 80 students. Show your working.

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Amount US$ ..... [2]

(c) Calculate the revenue if 80 yearbooks are sold at a price of US$2 per yearbook. Show your working.

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Amount US$ ..... [2]

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(d) Explain **two** sources of finance that could be suitable for purchasing the hoodies.

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[Total: 10]

5 Jina suggested that they each select some items from the list. Fig. 1 from the case study shows the list they produced. These were the first two columns of an action plan.

(a) Define the term *action plan*.

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(b) State **one** other non-financial document used in planning an enterprise.

..... [1]

(c) Explain **two** ways producing an action plan could benefit an enterprise.

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[4]

(d) Explain **one** way a cash flow forecast assisted, or could have assisted, the operation of **your enterprise project**. Use an example to support your answer.

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[Total: 10]

Section B

Answer **all** questions.

6 **(a)** Marketing communications would be used for the following purposes in the leavers' celebration enterprise:

- to encourage students to attend
- to promote the restaurant providing the food.

Analyse **two** methods of marketing communication that could be most suitable for these purposes.

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(b) Meikyla decided to invite three of the final year students to form a leavers' celebration committee to organise the event.

Evaluate how effectively Meikyla and the three students worked as a team on the leavers' celebration committee. Use examples from the case study to support your answer.

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[Total: 25]

7 Now consider **your enterprise project**.

(a) Analyse how important any **two** sources of help and support were to **your enterprise project**. Use examples to support your answer.

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(b) The negotiation process involves several stages. These include:

- setting objectives
- choosing evidence to use
- outlining the benefits and weaknesses of a proposal
- setting the tone
- presenting the proposal.

Evaluate how **two** of the stages listed above assisted, or could have assisted, the success of a negotiation you were involved in as part of **your enterprise project**. Use examples to support your answer.

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[Total: 25]

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