* 0000800000001 *

Cambridge Assessment International Education

Cambridge IGCSE™

CANDIDATE NAME

CENTRE NUMBER

CANDIDATE NUMBER

9773530627

ENTERPRISE **0454/12**

Paper 1 **October/November 2024**

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 Emma and Luca were enterprising when they thought of new activities for the youth centre charity.

(a) Define the term *charity*.

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..... [2]

(b) Explain **two** advantages of operating as a charity.

1 .....

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2 .....

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[4]

(c) Describe how Emma and Luca used **two** stages of the enterprise process. Use an example from the case study to support each answer.

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[4]

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2 As an Enterprise student, Emma knew the importance of planning.

(a) Select the most appropriate word from the list below to complete each of the sentences about planning.

- action
- marketing
- business
- negotiation

(i) The ..... plan provides evidence when applying for a bank loan.

(ii) The ..... plan identifies the key stages when trying to reach an agreement.

[2]

(b) State **two** column headings usually included in an action plan, other than those shown in Table 1.

1 .....

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2 .....

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[2]

(c) Explain **two** ways that planning helped the operation of **your enterprise project**. Use examples to support each answer.

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[6]

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3 Emma asked all the young people attending the youth centre to complete a short survey.

(a) Define the term *market research*.

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(b) Explain **one** advantage of a survey as a method of research for Emma.

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(c) Explain **one** reason why it is important for Emma to choose the correct method of research.

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(d) Explain **one** action the youth centre charity could take to retain its existing customers.

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4 Emma and Luca thought that they would be able to break even and maybe make a profit from the film club. Table 2 shows the costs.

(a) Define the term *break even*.

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(b) (i) Calculate **X** in Table 2.

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(ii) Calculate, using Table 2 and your answer to **(b)(i)**, the number of film club tickets Luca needs to sell to break even. Show your working.

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Break-even number of tickets ..... [4]

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(c) Explain whether Emma and Luca were correct that fixed costs would be lower for the film club activity.

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5 Emma was unable to meet face to face with Luca to share their research. They decided instead to discuss this over the telephone.

(a) State **two** external stakeholders in an enterprise.

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2 .....
[2]

(b) Explain **one** advantage of communicating face to face with stakeholders. Use an example from **your enterprise project** to support your answer.

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(c) Explain **one** disadvantage of communicating with stakeholders by email. Use an example from **your enterprise project** to support your answer.

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(d) Explain how you used **one** document in a meeting as part of **your enterprise project**.

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Section B

Answer **all** questions.

6 **(a)** Enterprising people have many attributes, characteristics and learned skills. These include:

- determination to succeed
- practical skills
- problem-solving
- taking the initiative.

Discuss how Emma used any **two** of these skills in the organisation of her ideas.

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(b) If Luca and Emma organise either tennis lessons or the film club, they will need to produce marketing communications. The methods they choose will need to be appropriate to inform existing members and attract new members to the youth centre.

Possible methods could include:

- local cinema advertisements
- posters
- social media
- sponsorship of a sports team.

Evaluate which **two** of these methods would be most appropriate for the youth centre charity. Justify your choice.

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Now consider **your enterprise project**.

7 **(a)** Enterprises have different objectives, each of which will affect how the enterprise operates. These include:

- having a positive cash flow
- achieving growth
- maximising sales revenue
- ensuring survival.

Analyse how **two** objectives affected, or could have affected, the operation of **your enterprise project**.

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(b) Evaluate how **two** laws or regulations affected, or could have affected, **your enterprise project**. Use examples to support your answer.

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