* 0123456789001 *

Cambridge Assessment International Education

Cambridge IGCSE™

CANDIDATE NAME

CENTRE NUMBER

CANDIDATE NUMBER

8069224197

ENTERPRISE **0454/13**

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 **12** pages.

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Section A

Answer **all** questions.

1 Nora produced instruction sheets showing how to use computer apps. She thought that the instruction sheets were successful.

(a) State the difference between a *customer* and a *consumer*.

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..... [2]

(b) Explain **one** way Nora's customers affected her instruction sheets enterprise.

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..... [3]

(c) Define the term *customer satisfaction*.

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..... [2]

(d) Explain **one** way Nora could have measured customer satisfaction with her instruction sheets.

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2 Nora identified a risk with her first enterprise idea, the instruction sheets. She did not want to have a similar problem with her video tutorials enterprise.

(a) Explain **one** reason why entrepreneurs are prepared to accept risk.

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..... [2]

(b) **(i)** Complete the missing words in Column 1 of Table 2.1. [2]

Table 2.1 PEST analysis

Column 1	**Column 2: Examples**
Political	Example: Taxation rates
Economic	Example: Unemployment
S.....	(ii) Example from case study ....
T.....	(iv) Example from case study ....

(ii) Complete sections (ii) and (iv) of table 2.1 PEST Analysis. [2]

(c) Explain **two** aspects of enterprise affected by laws and regulations.

1 .....

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2 .....

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[4]

[Total: 10]

3 Nora ended her instruction sheet enterprise because she could not earn enough revenue from it. She considered starting a video tutorial enterprise.

(a) Calculate, using Fig. 2, the total revenue Nora could earn if she creates one video which is viewed 2000 times. Show your workings.

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Amount US$ ..... [4]

(b) Explain how **one** objective influenced the activities of **your enterprise project**.

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(c) Explain **one** potential problem for Nora's enterprise of the market research she completed.

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4 Nora had started an online enterprise selling instruction sheets and was considering starting a video tutorial enterprise.

(a) Explain, using examples from the case study, **two** stages of the enterprise process that Nora completed.

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[4]

(b) State **three** factors that could be considered before choosing a method of marketing communication in an enterprise.

1 .....

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[3]

(c) Explain how sponsorship could be used as a method of marketing communication for Nora's video tutorial enterprise.

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[Total: 10]

5 Nora thought that if she contacted the business in the advertisement, she might be able to negotiate a better deal.

(a) State **two** factors an entrepreneur usually considers when planning a negotiation.

1 .....

2 .....
[2]

(b) Explain how **one** action you took helped to ensure the success of a negotiation **in your enterprise project**.

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..... [3]

(c) Define the term *venture capital*.

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(d) Justify the suitability of **one** source of finance, other than venture capital, used in **your enterprise project**.

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Section B

Answer **all** questions.

6 **(a)** Nora discovered that every entrepreneur was advised to produce a set of documents. These could include:

- business plan
- cash flow forecast
- income statement
- SWOT analysis.

Analyse how **two** of these documents could help Nora when starting up her enterprise.

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(b) If Nora set up the video tutorial enterprise, she could organise it as a:

- sole trader
- partnership
- limited company.

Evaluate which type of business organisation would be most suitable for Nora's enterprise. Justify your choice, including why you rejected the other two types of business organisation.

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[15]

[Total: 25]

7 Now consider **your enterprise project**.

(a) Analyse **two** ways technology affected the operation or success of **your enterprise project**.

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(b) There are many methods of communication that can be used to contact internal and external stakeholders.

Evaluate **two** methods of communication used with stakeholders in **your enterprise project**. Justify which method was the most effective.

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