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Cambridge Assessment International Education

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CANDIDATE NAME

CENTRE NUMBER

CANDIDATE NUMBER

8681434832

ENTERPRISE **0454/11**

Paper 1 **October/November 2025**

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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[Turn over

Section A

Answer **all** questions.

1 Maria is unsure if she should become an entrepreneur.

(a) Define the term *entrepreneur*.

.....

..... [2]

(b) Explain how an entrepreneur you have studied used **two** enterprise skills. Use an example to support each answer.

Entrepreneur .....

Skill 1 .....

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Skill 2 .....

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[4]

(c) Define the term *regulation*.

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(d) Explain **one** reason why regulations are needed in employment.

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2 Yan asked Maria if she had considered applying for a government enterprise grant.

(a) Explain **one** reason a government would offer an enterprise grant.

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(b) Explain **one** disadvantage to Maria of using a government enterprise grant.

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..... [3]

(c) Using Table 1, calculate the total interest for **one year** for a loan of $1300. Show your working.

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Total interest ..... [2]

(d) Calculate the number of personal training hours that Maria must work to break even if the costs are $1300. Show your working.

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Number of hours ..... [3]

[Total: 10]

3 Maria wondered if setting up a new enterprise would be worth the risk.

(a) Complete the following sentences by inserting one word from the list in each space:

- averse
- believer
- keen
- reducer.

(i) Risk ..... people will avoid any possibility of risk. [1]

(ii) Risk ..... people will accept a certain level of risk. [1]

(b) Explain how you managed **two** risks during **your enterprise project**. Include the outcome of each action.

Risk 1 .....

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Action .....

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Outcome .....

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Risk 2 .....

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Action .....

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Outcome .....

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[6]

(c) Explain **one** possible objective for Maria's enterprise.

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4 Maria had a formal meeting with the bank manager to ask for advice. He explained the importance of a business plan.

(a) Explain how **two** documents help to improve the effectiveness of meetings.

Document 1 .....

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Document 2 .....

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[4]

(b) Explain **one** planning document used in an enterprise, other than a business plan.

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..... [2]

(c) Explain the help offered by **two** non-financial sources of support in **your enterprise project**.

Source 1 .....

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Source 2 .....

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[4]

[Total: 10]

5 Maria had completed some market research but had not considered the marketing of her proposed new enterprise.

(a) Explain **one** problem with the market research that Maria completed.

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(b) Explain **one** benefit of marketing to Maria's enterprise.

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(c) Justify **two** marketing communications that would be suitable for Maria's enterprise.

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[6]

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Section B

Answer **all** questions.

6 **(a)** The bank manager asked Maria to produce a business plan.

Analyse **two** ways that producing a business plan would assist Maria in her new enterprise. Use examples from the case study to support your answer.

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(b) Maria is considering two personal trainer courses:

- full-time at the local college
- part-time completed online.

Evaluate which is the better course for Maria to choose. You should consider the costs and benefits of each course in your answer.

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7 Now consider **your enterprise project**.

(a) Analyse the success of **two** methods that were used to choose **your enterprise project**. Use examples to support your answer.

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(b) Enterprises can be organised as different types of business organisation. These include:

- sole traders
- partnerships
- limited companies
- social enterprises.

Evaluate the most suitable type of business organisation for **your enterprise project**. Justify your answer, including why you rejected **one** other type of business organisation.

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