Cambridge Assessment International Education

Cambridge IGCSE™

CANDIDATE NAME

CENTRE NUMBER

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* 9 3 6 3 4 6 6 5 7 7 *

ENTERPRISE **0454/12**

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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Section A

Answer **all** questions.

1 Jala is thinking of using leaflets to attract new customers. She asked Zac to design and print these leaflets for her.

(a) State **two** marketing communications, other than leaflets.

1 .....

2 .....
[2]

(b) State **two** factors an enterprise would consider before choosing marketing communications.

1 .....

2 .....
[2]

(c) Explain **one** advantage of using leaflets to attract customers.

Advantage .....

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..... [2]

(d) Explain **two** ways laws and regulations could affect the marketing of an enterprise.

1 .....

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2 Zac completed some research for his proposed enterprise to help him persuade stakeholders to become involved.

(a) Define the term *stakeholder*.

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..... [2]

(b) Explain how **one** stakeholder was involved in **your enterprise project**. Use an example to support your answer.

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..... [3]

(c) State **two** disadvantages of secondary research.

1 .....

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2 .....

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[2]

(d) Explain how **one** method of market research helped you to make a decision in **your enterprise project**. Use an example to support your answer.

Method of market research: .....

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..... [3]

[Total: 10]

3 Zac identified competitors' prices and the potential costs for his enterprise.

(a) Using Table 1, calculate the total amount a customer would pay for the printing and delivery of **2000** leaflets. Show your working.

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Total amount ..... [4]

(b) Using Table 2, calculate the number of leaflets Zac would need to print to break even if he charged **$14.50** for every **100** leaflets. Show your working.

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Break-even quantity ..... [4]

(c) Explain **one** cost that Zac had forgotten to include in his research for his proposed enterprise.

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[Total: 10]

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4 Zac would be working alone in his enterprise but would need his parents' help.

(a) **(i)** State the type of business organisation Zac's leaflet enterprise will be.

..... [1]

(ii) Explain **one** disadvantage to Zac of operating as this type of business organisation. Use an example from the case study to support your answer.

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..... [3]

(b) Explain how Zac's enterprise could be affected by:

(i) advances in technology .....

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..... [2]

(ii) changes in taste .....

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..... [2]

(c) Explain how you used **one** financial document in **your enterprise project**.

Financial document: .....

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..... [2]

[Total: 10]

5 Zac intended to use a loan from his parents to buy the equipment and materials he would need for his enterprise.

(a) State **two** sources of finance, other than loans.

1 .....

2 .....
[2]

(b) Describe **one** way a bank can support an enterprise, other than providing finance.

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..... [2]

(c) Justify why Zac should **not** buy the used printer.

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(d) Explain **one** action Zac can take to ensure that the negotiation with his parents is successful. Use an example from the case study to support your answer.

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[Total: 10]

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Section B

Answer **all** questions.

6 **(a)** Zac completed some research but did not complete a business plan.

Analyse the benefits to Zac's enterprise of producing a business plan. Use examples from the case study to support your answer.

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(b) Zac is not sure whether he should start the new leaflet enterprise.

Evaluate whether the leaflet enterprise is likely to be a profitable enterprise for Zac. You should consider financial calculations in your answer.

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7 Now consider **your enterprise project**.

(a) Enterprises compete in different ways, including:

- effective customer service
- marketing communications
- pricing of goods and services
- unique goods or services.

Analyse the effectiveness of **two** of these ways in helping to gain customers in **your enterprise project**. Use examples to support your answer.

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(b) An entrepreneur will use many skills in the planning and operation of their enterprise. These include:

- creativity
- delegation
- practical skills
- time management.

Evaluate which of these enterprise skills was the most important to the success of **your enterprise project**. Justify your choice, including why you rejected **two** of the other skills.

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