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Cambridge Assessment International Education

# Cambridge IGCSE™

CANDIDATE NAME

CENTRE NUMBER

CANDIDATE NUMBER

*4879343469*

**ENTERPRISE** **0454/13**

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 **12** pages.


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[Turn over

## Section A

Answer **all** questions.

**1** Adam intends to develop his blog into a cartoon enterprise. He measures the success of the blog by the number of regular followers.

**(a)** State **two** ways an enterprise could measure success.

1 .....

2 .....
[2]

**(b)** Explain **one** way an action plan could help an enterprise.

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..... [2]

**(c)** Using examples from the case study, explain how Adam's cartoon enterprise could be affected by each of the following:

**(i)** changes in taste and fashion .....

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..... [3]

**(ii)** falling incomes. .....

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..... [3]

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**2** Mary thought that Adam should consider the risks before starting his cartoon enterprise. She suggested a SWOT analysis.

**(a)** State the **two** missing words in SWOT:

Strengths

W .....

O .....

Threats.

[2]

**(b)** Explain your attitude to risk in **your enterprise project**. Use an example to support your answer.

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..... [3]

**(c)** Identify **one** primary and **one** secondary method of market research that Adam used.

Primary method .....

Secondary method .....

[2]

**(d)** Explain **one** advantage to Adam's enterprise of using social media as a method of marketing communication.

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..... [3]

[Total: 10]

**3** Adam rejected one idea because he was worried that his followers would think it was not ethical.

**(a)** Define the term *ethical*.

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**(b)** Explain **one** action you took, or could have taken, to behave ethically in **your enterprise project**.

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..... [2]

**(c)** Define the term *negotiation*.

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**(d)** Explain **two** stages in the negotiation process.

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2 .....

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[4]

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**4** Adam used different communication methods. He asked his friend for advice and had a formal meeting with Mary.

**(a)** State **two** examples of written communication.

1 .....

2 .....
[2]

**(b)** State **two** examples of non-verbal communication.

1 .....

2 .....
[2]

**(c)** Explain **one** reason why formal communication is used in meetings. Use an example from **your enterprise project** to support your answer.

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**(d)** Explain **one** action Adam could have taken to ensure Mary knew the purpose of the meeting.

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[Total: 10]

**5** Adam is considering setting up an enterprise to sell his cartoons through a website.

**(a)** State **one** financial record used in an enterprise.

..... [1]

**(b)** Explain **one** benefit to Adam's enterprise of keeping financial records.

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..... [2]

**(c)** Using Table 1, calculate the total profit if Adam sells 20 cartoons in one month. Show your working.

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Amount $ ..... [4]

**(d)** Justify **one** method of marketing communication suitable for Adam's enterprise, other than online.

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[Total: 10]

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## Section B

Answer **all** questions.

**6** **(a)** Adam has a successful blog and intends to set up a website.

Analyse how Adam used **two** enterprise skills. Use examples from the case study to support your answer.

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**(b)** Adam is not sure what to do. He has two potential choices:

- sell his cartoons through a website
- produce cartoons for Mary's newspaper.

Evaluate which **one** of these would be most suitable for Adam. Justify your choice, explaining why you rejected the other choice.

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[Total: 25]

7 Now consider **your enterprise project**.

**(a)** There are many ways to measure customer satisfaction. These include:

- customer satisfaction questionnaires
- number of complaints
- number of repeat sales/customers.

Analyse how you used, or could have used, **two** of these ways to measure customer satisfaction in **your enterprise project**.

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**(b)** Sources of help and support for an enterprise can include assisting with advice, training for entrepreneurs and providing finance.

Evaluate the effectiveness of **two** sources of help and support that assisted **your enterprise project**. Use examples to support your answer.

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[Total: 25]

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