

UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS International General Certificate of Secondary Education

CANDIDATE NAME				
CENTRE NUMBER		CANDIDATE NUMBER		



ENTERPRISE 0454/01

Paper 1 October/November 2012

1 hour 30 minutes

Candidates answer on the Question Paper.

No Additional Materials are required.

READ THESE INSTRUCTIONS FIRST

Write your Centre number, candidate number and name on all the work you hand in.

Write in dark blue or black pen.

Do not use staples, paper clips, highlighters, glue or correction fluid.

DO NOT WRITE IN ANY BARCODES.

Answer all questions.

Each candidate should have received a copy of the case study prior to the examination.

A clean copy of the case study has been provided with this question paper.

The businesses described in this Question Paper are entirely fictitious.

Your answers must be based on the case study and your own enterprise experience and knowledge. Candidates who do not follow this instruction will be penalised.

At the end of the examination, fasten all your work securely together.

The number of marks is given in brackets [] at the end of each question or part question.

This document consists of 12 printed pages and 1 Insert.



Section A

For Examiner's Use

Answer all the questions.

hom	egan, Layla and Alzaz believed that they had been enterprising both at school and at ne.
(a)	State two ways, apart from solving problems, that you could have been enterprising at school or at home.
	1
	2
	[2]
(b)	Using an example of a problem in your enterprise project , explain how it was solved.
	[4]
	[Total: 6]

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For Examiner's Use

The three friends knew that it was important to plan before starting an enterprise.

Tha	Thoy decided to form themselves into a partnership rather than a limited company					
rne	They decided to form themselves into a partnership rather than a limited company.					
(a)	(i)	State four pieces of information that would usually be included in a business plan.				
		1				
		2				
		3				
		4				
		[41]				
		[4]				
	(ii)					
	(ii)	[4] Explain why it was necessary for you to revise the plan of action in your enterprise				
	(ii)	[4] Explain why it was necessary for you to revise the plan of action in your enterprise project .				
	(ii)	[4] Explain why it was necessary for you to revise the plan of action in your enterprise project .				
	(ii)	[4] Explain why it was necessary for you to revise the plan of action in your enterprise project .				
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	(ii)	Explain why it was necessary for you to revise the plan of action in your enterprise project.				

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For Examiner's Use

	1
	2
	3
	[Total:
a)	What is meant by <i>primary research</i> ?
a)	What is meant by <i>primary research</i> ?
a)	
(a)	What is meant by <i>primary research</i> ?
aj	
aj	
	Describe two ways that secondary research could be used to identify poter
	Describe two ways that secondary research could be used to identify potential customers.
	Describe two ways that secondary research could be used to identify potential customers.
	Describe two ways that secondary research could be used to identify poter customers. 1
	Describe two ways that secondary research could be used to identify poter customers. 1
	Describe two ways that secondary research could be used to identify poter customers. 1
	Describe two ways that secondary research could be used to identify poter customers. 1
	Describe two ways that secondary research could be used to identify poter customers. 1

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	[4] [7] [7] [7] [7] [7] [7] [7] [7] [7] [7
	[Total: 10]
She	gan, Layla and Aizaz needed to negotiate with suppliers to keep costs down.
a)	What is meant by negotiation?
	[2]
b)	Discuss two factors that can contribute to successful negotiation.
	1
	1
	1
	1
	1
	1

[Total: 8] | [Turn over

) (i)	Describe what is meant by cash flow.
(ii)	Explain why your enterprise project needed to be aware of its cash flow.
) Disc	cuss why profitability is important for an enterprise.
) Disc	cuss why profitability is important for an enterprise.
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[Total: 12]

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Section B

Answer all the questions.

For Examiner's Use

Use the case study, your own enterprise experience and your knowledge of enterprise to answer Question 6(a).

		. ,
6	(a)	Enterprises can be both challenging and rewarding.
		Discuss the challenges and rewards experienced by your enterprise project.
		[10]

Use the case study, your own enterprise experience and your knowledge of enterprise to answer Question 6(b).

For Examiner's Use

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E	Discuss the various potential risks involved in attempting to make TEMAL a success enterprise.
•	
•	
•	
•	
•	
•	

For Examiner's Use

Use the case study, your own enterprise experience and your knowledge of enterprise to answer Question 7(a).

For Examiner's Use

7	(a)	Referring to examples of communication with external stakeholders, discuss the advantages and disadvantages of different types of communication used in your enterprise project .
		[10]

Use the case study, your own enterprise experience and your knowledge of enterprise to answer Question 7(b).

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(b)	The partners of TEMAL believed that their meetings were not as effective as they could have been.
	Discuss how the partners could have improved the effectiveness of their meetings. [15]

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