

UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS International General Certificate of Secondary Education

CANDIDATE NAME					
CENTRE NUMBER			CANDIDATE NUMBER		



ENTERPRISE 0454/01

Paper 1 May/June 2013
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 13 printed pages, 3 blank pages and 1 Insert.



Section A

For Examiner's Use

Answer all the questions.

Kez task	riah and Mohammed worked well together in their enterprise team on the coursework c.
(a)	Describe one way in which working as a team could have helped Keziah and Mohammed when setting up their enterprise.
	[2]
(b)	Explain one way in which the skill of problem solving helped with the running of your enterprise project .
	[4]
	[Total: 6]

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Keziah and Mohammed decided to organise their enterprise as a limited company rather than as a partnership.				
(a)	Describe two features of a partnership.			
	1			
	2			
	[4]			
(b)	Explain why a limited company is a better form of business organisation for Keziah and Mohammed's enterprise than a partnership.			
	[6]			
	[Total: 10]			

Kez	iah and Mohammed realised that there were risks associated with starting an enterprise.
(a)	Describe what is meant by PESTEL analysis.
	[4]
(b)	Explain how the risk of failure was reduced in your enterprise project.
	[6]
	[Total: 10]

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	riah and Mohammed wanted to make sure that they paid close attention to the finances of renterprise.
(a)	What is meant by revenue?
	[1]
(b)	Define the following terms, giving an example of each:
	• direct costs
	indirect costs.
	[2×2]
(c)	Describe two ways that Keziah and Mohammed could use a budget in their enterprise.
	1
	2
	[4]

[Total: 15]

(d)	Discuss the importance of budgeting in your enterprise project.	For Examiner's
		Use
	[6]	

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All	enterprises need to carry out marketing.
(a)	What is meant by marketing?
	[1]
(b)	Describe one potential benefit to a customer of marketing.
	[2]
(C)	Explain one advantage of marketing and one disadvantage of marketing to your enterprise project .
	Advantage
	Disadvantage
	[6]
	[Total: 9]

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Section B

Answer all the questions.

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

	Discuss how business objectives, such as growth, might affect how Keziah and Mohammed manage the running of K and M Limited. [10]

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

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(b)	Keziah and Mohammed identified three questions which they thought were important to answer in order to ensure the short-term and long-term success of K and M Limited.
	Discuss the importance of answering these questions to the long-term success of K and M Limited. [15]

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

7	(a)	Keziah and Mohammed spoke to a business adviser to obtain help and support for K and M Limited.
		Discuss the usefulness to your enterprise project of the sources of help and support used. [10]

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

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(b)	Keziah and Mohammed understood the importance of formal and informal communication to the success of their enterprise.
	Discuss the advantages and disadvantages of the different types of communication used when running your enterprise project . [15]

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