

Cambridge International Examinations

Cambridge International General Certificate of Secondary Education

ENTERPRISE Paper 1		0454/12 May/June 2016 1 hour 30 minutes
CENTRE NUMBER	CANDIDATE NUMBER	
CANDIDATE NAME		

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, 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.

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.

The syllabus is approved for use in England, Wales and Northern Ireland as a Cambridge International Level 1/Level 2 Certificate.

This document consists of 13 printed pages, 3 blank pages and 1 Insert.



Section A

Answer all the questions.

1

The	e advisor told Ollie that his type of enterprise is called a social enterprise.
(a)	Explain the term 'social enterprise'.
	[2]
(b)	State two other types of business organisation.
	1
	2[2]
(c)	Explain one advantage and one disadvantage to your enterprise project of operating as your chosen type of business organisation.
	Type of business organisation:
	Advantage
	Disadvantage
	[6]

- 2 There are many different ways of being enterprising, which include:
 - using technology for learning
 - creating and developing
 - making reasoned evaluations
 - linking different kinds of learning.

(a)	Explain how you have used two of these ways of being enterprising either at school or at home.
	1
	2
	[4]
(b)	Ollie thought that new enterprises involved too much risk.
	Explain the difference between a risk optimiser and a risk avoider.
	[2]

(c)	Identify two methods that could be used to reduce risk.
	1
	2
	[2]
(d)	Analyse the effectiveness of one method used in your enterprise project to reduce risk.
	[4]
	[Total: 12]

3

1116	advisor explained the importance of a business plan.
(a)	Describe two non-financial pieces of information that would usually be included in a business plan.
	1
	2
	[4]
(b)	Describe two reasons for an enterprise to draw up a business plan.
	1
	2
	[4]
	[Total: 8]

(a)	Exp	plain the difference between the following terms:
	(i)	profit and loss
		[2]
	(ii)	creditors and debtors
	(:::\	[2]
	(iii)	investment and savings.
		[2]
(b)		plain the source of finance that would be most suitable for Ollie's Oils. Give reasons for ir answer.
	you	il dilowof.
	••••	
		[4]

[Total: 10]

Before he could start the enterprise, Ollie would need to communicate with stakeholders in order

5

io g	an men agreement.
(a)	Identify two possible stakeholders of an enterprise.
	1
	2
	[2]
(b)	Identify and explain two methods of communication, other than email, that an enterprise can use to communicate with stakeholders.
	1 Identify
	Explain
	2 Identify
	Explain
	[4]
(c)	Explain one problem Ollie could have faced when using emails to communicate with external stakeholders.
	[4]
	[Total: 10]

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Section B

Answer all the questions.

You may use the case study, your own enterprise experience and your knowledge of enterprise where appropriate to answer the following questions.

6	(a)	Ollie's main objective was to help the environment. He did not want to make a profit but he did need to break-even.
		Discuss how the objectives set in Ollie's Oils could affect the operation of the enterprise. [10]

(b) Ollie's biggest problem would be how to get students and parents interested in his recycling

answ	e people er.	e to be	ecome	involv	ved in	the r	ecyclir	ng sch	neme.	Use	exam	oles to	supp	ort <u>y</u>
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7	(a)	Ollie believed that he would be able to meet the needs and wants of his customer, the factory												
		Discuss how successful your enterprise project was in meeting the needs and wants of its customers.												

Ollie needed a lot of help and support with his new enterprise. Evaluate the effectiveness of the sources of help and support used in your enterprise.															
Evaluat projec t		effect	tivene	SS O	f the	sour	ces o	f help	and	suppo	ort us	sed ir	your	ente	rprise [15]
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