

Cambridge International Examinations

Cambridge International General Certificate of Secondary Education

CANDIDATE NAME			
CENTRE NUMBER		CANDIDATE NUMBER	
ENTERPRISE			0454/12
Paper 1			May/June 2017
			1 hour 30 minutes
Candidates ans	wer on the Question Paper.		
No Additional M	aterials 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.

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.



Section A

Answer all the questions.

1

S	ole traders require a number of entrepreneurial skills and personal attributes.	
(a	a) State two problems that a sole trader may face.	
	1	
	2	[2]
(k) Identify two personal attributes needed to be enterprising.	
	1	
	2	[2]
(0	Explain how Rakesh used two personal attributes to help his enterprise to be successful	
	1	
	2	

[Total: 10]

Cha	anging his enterprise was a risk. Rakesh researched to help him to reduce the risk.
(a)	State two risks an entrepreneur may face.
	1
	2
(b)	Explain one reason why entrepreneurs are willing to take risks.
	[2]
(c)	Identify two approaches to dealing with risk.
	1
	2[2]
(d)	Explain Rakesh's approach to dealing with risk, using an example from the case study.
	[4]
	[Total: 10]

Re	Researching customers and understanding customer satisfaction are important to all enterprises.						
(a)	What is the difference between the following terms?						
	(i)	franchisee and franchisor					
		[2]					
	(ii)	primary and secondary research					
		[2]					
		[=]					
(b)	Wha	at is meant by customer satisfaction?					
		[2]					
(c)	Ana	lyse one method that you used, or could have used, to measure customer satisfaction in					
		r enterprise project.					
		[4]					

[Total: 10]

The	The accountant helped Rakesh to organise his financial records.				
(a)	State two pieces of information that would be included in a cash flow budget.				
	1				
	2[2]				
(b)	Identify two reasons why an enterprise needs to draw up a cash flow budget.				
	1				
	2				
	[2]				
(c)	Explain one problem Rakesh could face in his enterprise by not keeping his financial records up-to-date.				
	[4]				
	[Total: 8]				

Rak	kesh	knew that planning and support were important for any enterprise.	
(a)	Stat	te two business objectives of an enterprise.	
	1		
	2		[2]
(b)	Exp	lain two reasons why an entrepreneur would need to update their business plan.	
(-)			
	2		
			[4]
(c)	(i)	What is meant by a business network?	
	(:: \		[2]
	(11)	Explain two sources of support used in your enterprise project .	
		1	
		2	
			[4]

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)	Rakesh used both oral and written communications.	
		Discuss the advantages and disadvantages of these methods of communication in helping Rakesh to gather information about the franchise opportunity.	[10]

(b)	Rakesh made a decision not to buy the franchise.					
	Recommend whether or not this was the best option for the future of Rakesh's enterprise. Justify your decision. [15]					

	Discuss, using examples, how working as a team helped you, or could have helped when setting up your enterprise project .	you. [10]

(b)	Rakesh needed to encourage more students to use his services.					
	Evaluate the methods you used in your enterprise project to encourage customers to buy your goods or services. [15					

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