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Cambridge International Examinations

Cambridge International General Certificate of Secondary Education

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CANDIDATE NAME			
CENTRE NUMBER		CANDIDATE NUMBER	
ENTERPRISE			0454/13
Paper 1			May/June 2018
			1 hour 30 minutes
	wer on the Question Paper. 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.

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

CAMBRIDGE International Examinations

This document consists of 14 printed pages, 2 blank pages and 1 Insert.



[Turn over

Section A

Answer all the questions.

1	The jewellery produced at Kersley Village Arts Project was sold to help provide for the needs of
•	The jewellery produced at iteratey village Arts i roject was sold to help provide for the needs of
	he people of Kersley.

(a) Explain what is meant by the following terms, using an example in each case:

(i)	wants
	[2
(ii)	needs.

(b)	Exp sup	lain one way that you have used the following to be enterprising. Use an example to port each answer.
	(i)	taking the initiative
		[3]
	(ii)	solving problems
		[3]
		[Total: 10]

	ting up the Kersley Village Arts Project website would be a challenge and Bilaal and Riteshuld need to use their entrepreneurial skills.
(a)	Explain one challenge faced in your enterprise project . Use an example to support your answer.
	[3]
	[0]
(b)	Explain one reward gained from your enterprise project . Use an example to support your answer.
	[3]
(c)	With reference to one named entrepreneur that you have studied, analyse how they have made great things happen for others.
	Name of entrepreneur
	[4]

[Total: 10]

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Saı	Samira explained that there are a number of laws relating to marketing and selling.						
(a)	(i)	Explain one way that laws protect consumers.					
		[2]					
	(ii)	Explain one way that laws protect employees.					
		[2]					
(b)	Exp	lain the difference between the following terms:					
	(i)	existing customers and potential customers					
		[2]					
	/ ***\						
	(ii)	sponsorship and word of mouth					
		[2]					
	(iii)	credit and debt.					
	(,						
		[2]					
		[Total: 10]					

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- 4 As a social enterprise, the Kersley Village Arts Project faced risks.
 - (a) There are three attitudes to risk:
 - risk reducers
 - risk avoiders
 - risk optimisers.

Complete	each	of the	following	sentences	by	inserting	the	most	appropriate	terms	from	the
list above.												

People who are willing to accept a certain amount of risk are	
People who focus on minimising the risks involved are	
	[2]
Explain one advantage and one disadvantage of operating as a social enterprise.	
Advantage	
Disadvantage	
	People who focus on minimising the risks involved are Explain one advantage and one disadvantage of operating as a social enterprise. Advantage Disadvantage

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(c)	Explain how you dealt with two risks in your enterprise project . Use an example to support your answer in each case.
	1
	2
	[6]
	[Total: 12]

The	Kersley Village Arts Project needs to produce a business plan.
(a)	State two non-financial pieces of information normally included in a business plan.
	1
	2[2]
(b)	State two financial pieces of information normally included in a business plan.
	1
	2[2]
(c)	Explain two reasons why a new enterprise needs to produce a business plan.
	1
	2
	[4]
	[Total: 8]

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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)	Bilaal and Ritesh were disappointed with the result of their first meeting.
		Discuss how Bilaal and Ritesh could improve the effectiveness of their meetings. [10]

- **(b)** Opportunities for enterprise arise in a number of different ways, including:
 - identifying the demand for a product
 - identifying the ability to meet the demand
 - taking advantage of government policies
 - using new technology to reach new markets.

Evaluate the importance of two of the above factors to the success of the Kersley Village Art Project. [15	ts 5]
	•••

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7	(a)	Kersley Village Arts Project had the objective of helping the local community.
		Discuss how the objectives of your enterprise project affected the way that the enterprise operated. Use examples to support your answer. [10]

Customers are very satisfied with the jewellery made by the Kersley Village Arts Project, and this is one of the reasons for the high level of customer retention.		
Evaluate the methods that you used, or could have used, to increase customer satisfaction and retain customers in your enterprise project . [15]		

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