

Cambridge IGCSE[™]

CANDIDATE NAME					
CENTRE NUMBER			CANDIDATE NUMBER		



ENTERPRISE 0454/11

Paper 1 October/November 2021

1 hour 30 minutes

You must answer on the question paper.

You will need: Insert (enclosed)

INSTRUCTIONS

- Answer all questions.
- Use a black or dark blue pen. You may use an HB pencil for any diagrams or graphs.
- Write your name, centre number and candidate number in the boxes at the top of the page.
- Write your answer to each question in the space provided.
- Do not use an erasable pen or correction fluid.
- Do not write on any bar codes.

INFORMATION

- The total mark for this paper is 100.
- The number of marks for each question or part question is shown in brackets [].
- You should have received a copy of the case study before the examination. A copy of the case study is
 provided with this question paper as an insert.

This document has 16 pages. Any blank pages are indicated.

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Section A

Answer all questions.

1		k was convinced that he had enterprise capability and he wanted to make as much money sible.	as as
	(a)	State two objectives an enterprise may have.	
		1	
		2	
	(b)	Explain the term <i>enterprise capability</i> .	[4]
	(c)	Explain how Jack and/or Enrique used two enterprise skills. Use examples from the c study to support your answer.	ase
		1 Enterprise skill	
		Explanation	
		O Federation skill	
		2 Enterprise skill	
		Explanation	
			[6]

[Total: 10]

The	teacher believed that Jack's enterprise idea would be low risk.	
(a)	State two risks for an enterprise.	
	1	
	2	
		[2]
(b)	Describe one method used in enterprise to identify risks.	
		[2]
(-)		····· [—]
(C)	Explain two possible rewards that Jack is expecting to gain from his enterprise.	
	1	
	0	
	2	
		[6]
		[Total: 10]
		[

The	The teacher said that financial regulations will be a problem for Jack's enterprise idea.				
(a)	(i)	Explain one reason why financial regulations are needed in enterprise.			
		[2]			
	(ii)	Identify two other areas of enterprise covered by regulations, apart from finance.			
		1			
		2			
		[2]			
	-	s swap shop enterprise would be a social enterprise.			
(b)	-	plain one possible positive benefit to the community of The Swap Shop. Use an example in the case study to support your answer.			
		roz			
	_	[3]			
(c)		lain one way that an enterprise could be unethical. Use an example to support your wer.			
		roz			
		[3]			

[Total: 10]

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	k had completed secondary market research, but had not thought about marketing methods his enterprise.
(a)	Explain one reason why marketing is helpful to an enterprise.
	[2]
(b)	Explain one marketing communication method suitable for The Swap Shop enterprise.
(5)	Explain one marketing communication method suitable for the owap onep enterprise.
	[2]
(c)	Explain two methods of market research suitable for The Swap Shop enterprise.
	1
	2
	2
	[6]
	[Total: 10]

Enr	ique suggested they complete an action plan.
(a)	Define the term action plan.
	[2]
(b)	Explain two ways producing an action plan helped or would have helped your enterprise project.
	1
	2
	[6]
(c)	Describe one other non-financial document an enterprise would usually produce.
	[2]
	[Total: 10]

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Section B

Answer all questions.

6	(a)	Jack liked two enterprise ideas. He decided that selling pre-owned books through onlin	ne
		marketplaces would be the better idea.	

Analyse how Jack's decision may have been affected by each of the following: increased ownership of smartphones an increase in the price of new books. [10]

)	Jack wanted to work alone but was willing to work with Enrique as a partner.
	Evaluate the benefits and disadvantages to Jack of working in partnership with Enrique. [15]

[Total: 25]

	7	Now consider	vour enter	prise	projec
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(a)	There are several financial calculations and records used in enterprise which include: cash flow break-even profit.
	Analyse how two of these calculations or records helped you to make decisions in your enterprise project . [10]

- (b) Evaluate the appropriateness of the methods of communication you used with:one internal stakeholder

 - one external stakeholder

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You should consider a maximum of two methods of communication, for each stakeholder, your answer.	, in 15]

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