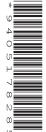


UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS International General Certificate of Secondary Education

CANDIDATE NAME						
CENTRE NUMBER			CANDIDATE NUMBER	=		



ENTERPRISE 0454/01

Paper 1 October/November 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.



Section A

For Examiner's Use

Answer **all** the questions.

Ruby, Bwalya and Nimeue had discussed forming a business organisation, such as a

1

par	tnership, but they all wanted to be involved in a social enterprise.
(a)	Give two features of <i>social enterprises</i> .
	1
	2
	[2]
(b)	State which type of business organisation your enterprise project was. Explain why this type of business organisation was suitable for your enterprise project .
	[6]
	[Total: 8]

(a)	Using an example, explain what is meant by <i>negotiation</i> .	
-		
	[3]	
(b)	State what the letters SMART stand for.	
	S	
	M	
	A	
	R	
	T[5]	
, ,		
(c)	Discuss how important planning was to the success of negotiations in your enterprise project .	
		- 1

[Total: 14]

For Examiner's Use

3

	What is meant by cash flow?
	[2
b)	Explain one reason why it is important for enterprises to keep and maintain accurate financial records.
	[3
c)	Why was it important for the three friends to manage the cash flow of the Makasa Community Project?
c)	Why was it important for the three friends to manage the cash flow of the Makasa
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For Examiner's Use

4

	three friends knew that communications at the planning meeting would be both formal informal.
(a)	State two different methods of communication.
	1
	2
	[2]
(b)	Explain two reasons why it was important for Ruby, Bwalya and Nimeue to use an appropriate form of language when communicating with stakeholders.
	1
	2
	[6]
	[Total: 8]

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Rub	Ruby, Bwalya and Nimeue understood the importance of marketing to an enterprise.				
(a)	What is the difference between:				
	a need and a want				
	potential and existing customers?				
(b)	Explain to what extent your enterprise project was successful in its marketing methods.				
	[6]				
(c)	Explain one method that could have been used to identify the potential customers of your enterprise project .				
	[2]				

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[Total: 10]

For Examiner's Use

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Section B

For Examiner's Use

Answer all the questions.

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

6	(a)	There are a number of skills needed to be entrepreneurial.
		With reference to one named entrepreneur that you have studied, discuss how they used their entrepreneurial skills. [10]
		Name of entrepreneur

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

For Examiner's Use

(b)	Nimeue suggested that the Makasa Community Project should have a business plan, but Ruby and Bwalya thought this would not be necessary.
	Do you agree with Ruby and Bwalya? Discuss the reasons for your decision. [15]

For

Use

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

7

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The	e Makasa Community Project was a low risk enterprise.
(a)	How much risk do you think was involved in your enterprise project ? Discuss the reasons for your decision. [10]

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

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(b)	Discuss the advantages and disadvantages to the Makasa Community Project of receiving an annual grant rather than other sources of finance. [15]

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