

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.

Section A

Answer all questions.

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

[Total: 10]

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

The	e tea	cher 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]
Enr	ique	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.
	••••	
		ici
		[3]
(c)		plain one way that an enterprise could be unethical. Use an example to support your swer.
		[3]

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[Total: 10]

	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.
	[2]
(c)	Explain two methods of market research suitable for The Swap Shop enterprise.
	1
	2
	[6]
	[Total: 10

Enr	Enrique 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]					
	[6]					
(c)	Describe one other non-financial document an enterprise would usually produce.					
	[2] [Total: 10]					
	[Total. To]					

Section B

Answer all questions.

6 (a) Jack liked two enterprise ideas. He decided that selling pre-owned books through online 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]

(b)	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]

(a) There are several financial calculations and records used in enterprise which include:

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7	Now consider y	VALIR ANTAR	nrica	nrolect
•	INOW COLISIACI	Voui ciitei	PIISC	piolect.

•	cash flow break-even profit.	
	yse how two of these calculations or records helped you to make decisions in y rprise project.	our [10]

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

 - one external stakeholder

		4			- 4
durina	VALIE	ANTAR	Drico	nra	100
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during	,	00.		P	,

You should consider a maximum of two methods of communication, for each stakehold your answer.	der, in [15]
	•••••

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