

UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS International General Certificate of Secondary Education

CANDIDATE NAME			
CENTRE NUMBER		CANDIDATE NUMBER	

ENTERPRISE 0454/01

Paper 1 October/November 2011

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.



1 hour 30 minutes

Section A

For Examiner's Use

Answer **all** the questions.

	lo's enterprise started because he noticed that people were always asking for extra jars oney.
(a)	State one other factor that might create an opportunity for an enterprise to arise.
	[1]
(b)	With reference to an entrepreneur that you have studied, discuss how he or she has successfully used two entrepreneurial skills.
	Name of entrepreneur
	1
	2
	[6]
(c)	Pablo did not know about the laws and regulations which affected the production and selling of food.
	State and explain one reason why a government sets laws and regulations affecting an enterprise.
	[2]

[Total: 9]

For Examiner's Use

2

(a)	(i)	Explain what is meant by a <i>partnership</i> .	
			[2]
	(ii)	Explain one disadvantage to an entrepreneur of setting up a partnership.	
			[2]
Pal	olo. K	elechi and other local beekeepers established a co-operative.	
		cuss which factors were likely to be most important to the local beekeepers who	on
(D)			en
	dec	iding to organise themselves as a co-operative.	
	dec	iding to organise themselves as a co-operative.	
		iding to organise themselves as a co-operative.	

	erprises have a number of business objectives. Pablo was happy to earn extra income by ing honey.
(a)	Identify two business objectives, other than profit, that your enterprise project might have had.
	1
	2
	[2]
(b)	Discuss how important making a profit was to your enterprise project.
	[6]
(c)	State and explain one reason for producing a business plan when starting an enterprise.
	[3]

[Total: 11]

For Examiner's Use

3

For Examiner's Use

4

(a)	Exp	plain what is meant by the following terms:
	(i)	negotiate
	(ii)	cash flow deficit
	(11)	
		[2 × 2]
(b)	(i)	Name two external stakeholders in an enterprise.
		1
		2
		[2]
	(ii)	Give two methods an enterprise could use to communicate with external stakeholders.
		1
		2
		[0]
(-)	Dala	
(c)		olo and Kelechi have called a meeting to explain their future plans for the co-operative.
	Exp	plain one reason why an agenda should be prepared before a meeting.
		[2]
		[Total: 10]

5	(a)	(i)	Exam	or niner se
		(ii)	Explain why the record you named in 5 (a)(i) needs to be accurate.	
			[2]	
	(b)	Sup	opliers of jars and labels might be more willing to provide the co-operative with credit.	
		(i)	How many day's credit will a business often offer to purchasers?	
			[1]	
		(ii)	Discuss the possible advantages and disadvantages of the provision of credit to either :	
			the suppliers of jars and labels	
			or	
			the co-operative	
			[6]	
			[Total: 10]	

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TURN OVER FOR SECTION B

Section B

For Examiner's Use

Answer all the questions.

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

6	(a)	Discuss which factors most influenced the decisions taken at meetings involving your enterprise project .
		[10]

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

For Examiner's Use

(b)	Pablo has arranged to meet a representative of NF Foods to negotiate an agreement to sell the co-operative's honey. He is keen to gain the best deal possible.
	Consider the importance of preparation, by both parties, to the likely success of the negotiation between Pablo and the representative of NF Foods.
	[15]

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

For Examiner's Use

7	(a)	Discuss which methods of research would be most suitable for identifying potential customers for your enterprise project .
		[10]

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

For Examiner's Use

	valuate the best possible ways for Pablo to ensure that he retained his customers
ın	ncreased their satisfaction with his products, while expanding his enterprise.
•••	
•	
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