

Cambridge International Examinations

Cambridge International General Certificate of Secondary Education

| CANDIDATE NAME | |
|--|-----------------------|
| CENTRE NUMBER | CANDIDATE NUMBER |
| ENTERPRISE | 0454/01 |
| Paper 1 | October/November 2017 |
| | 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, 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.

This document consists of 13 printed pages, 3 blank pages and 1 Insert.



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Section A

Answer **all** the questions.

| 1 | The | dan | ce groups wanted more people to watch the show but they needed a larger hall. |
|---|-----|------|---|
| | (a) | Wha | at is the difference between the following terms? |
| | | (i) | needs and wants |
| | | | |
| | | | |
| | | | |
| | | | [2] |
| | | (ii) | rewards and challenges |
| | | | |
| | | | |
| | | | |
| | | | [2] |
| | (b) | Exp | lain, using an example, how your enterprise project met your customers' needs and/or |
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| | | | |
| | | | |
| | | | [3] |
| | | | [Total: 7] |

| The | e dan | ce carnival would be organised as a social enterprise. |
|-----|-------|---|
| (a) | Exp | plain one advantage and one disadvantage of operating as a social enterprise. |
| | Αd\ | vantage |
| | | |
| | | |
| | | |
| | | |
| | DIS | advantage |
| | | |
| | | |
| | | [4] |
| (b) | (i) | Identify two types of business organisation, other than social enterprise. |
| | | 1 |
| | | 2[2] |
| | | |
| | (ii) | Explain why one of the types of business organisation identified in (b)(i) might be suitable for the dance carnival enterprise. |
| | | Business organisation identified |
| | | Explanation |
| | | |
| | | |
| | | |
| | | |
| | | [3] |
| | | [Total: 9] |

| Essa and Mercy drew up an action plan that showed the tasks to be completed and who would complete them. | | |
|--|--|--|
| (a) | Identify two other pieces of information that might be included in an action plan. | |
| | 1 | |
| | | |
| | 2 | |
| | [2] | |
| (b) | When planning, enterprises must answer key strategic questions, such as 'where is the enterprise going?' | |
| | Identify two other key strategic questions. | |
| | 1 | |
| | | |
| | 2 | |
| | [2] | |
| (c) | State two items that would normally be included in a budget. | |
| | 1 | |
| | 2[2] | |

| (d) | Explain two ways that producing a budget assisted, or could have assisted, the operation of your enterprise project . |
|-----|---|
| | 1 |
| | |
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| | |
| | |
| | 2 |
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| | |
| | [6] |
| | [Total: 12] |

| 4 | The | local town council would have to look at the effect of the dance carnival on all stakeholders. |
|---|-----|---|
| | (a) | What is meant by stakeholders? |
| | | |
| | | |
| | | |
| | | [2] |
| | (b) | State two external stakeholders in an enterprise. |
| | | 1 |
| | | 2[2] |
| | (c) | State two methods of communication that could be used to communicate with external stakeholders. |
| | | 1 |
| | | 2[2] |
| | (d) | Using examples from Fig. 1 (Insert), explain the difference between horizontal and vertical lines of communication. |
| | | |
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| | | |
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| | | |
| | | [4] |
| | | [Total: 10] |

| | a completed some market research. The next step would be to start promoting the dance nival. |
|-----|--|
| (a) | State three methods of identifying potential customers for an enterprise. |
| | 1 |
| | 2 |
| | 3[3] |
| (b) | Analyse the effectiveness of one method of identifying potential customers. |
| | |
| | |
| | |
| | |
| | |
| (c) | Identify and explain two suitable methods of marketing the dance carnival. |
| (0) | 1 Identify |
| | Explain |
| | ' |
| | |
| | |
| | |
| | 2 Identify |
| | Explain |
| | |
| | |
| | |
| | [6] |
| | [Total: 12] |

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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) | The dance carnival would be partially funded by sponsorship, and Mercy and Essa considered applying for a government grant or a bank loan. |
|-------|--|
| | Discuss the benefits and drawbacks on the carnival enterprise of each method of finance: a bank loan and a government grant. [10] |
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| (b) | Essa and Mercy understood that starting an enterprise was a risk but they knew it could also be rewarding. |
|-----|--|
| | Evaluate the potential risks and rewards involved in attempting to make the dance carnival a successful enterprise. [15] |
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| Discuss, using examples, how you used two other entrepreneurial skills during you enterprise project . [10] |
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| (b) | Essa and Mercy thought that the meeting with the local town council representative had been effective. |
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| | Evaluate the effectiveness of one or more meetings in your enterprise project . [15] |
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