

# **Cambridge IGCSE**<sup>™</sup>

CANDIDATE NAME					
CENTRE NUMBER		CANDID NUMBER	<b>I</b>		



ENTERPRISE 0454/13

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.

## **Section A**

# Answer all questions.

1		rissa erpris	used several enterprise skills when she was organising the reusable drinking bott se.	le
	(a)	Exp	plain what is meant by the following enterprise skills:	
		(i)	problem-solving	
		(ii)	creativity	
			[	
	(b)	Exp	lain how each of the following stakeholders could affect Marissa's proposed enterprise:	
		(i)	customers	
				•••
				•••
			г	
		(ii)	the recycling company manager	
		(11)	the recycling company manager	•••
				•••
				•••
			[	
				- 1

[Total: 10]

2

All enterprises involve some level of risk.

(a)	Exp	lain the effect of:
	(i)	one health and safety risk in an enterprise
		[2]
	(ii)	one production risk in an enterprise.
		[2]
(b)		lain how Marissa could have used market research to reduce the risks in her enterprise. an example from the case study to support your answer.
		[3]
(c)		lain <b>one</b> reason why Marissa might decide <b>not</b> to start the reusable drinking bottle erprise. Use an example from the case study to support your answer.
		[3]

[Total: 10]

	Define the term <i>ethics</i> .
(h)	Explain <b>one</b> positive impact that an enterprise might have on a local community. Us
(6)	example from any enterprise you are aware of to support your answer.
(c)	Explain one negative impact that an enterprise might have on a community. Use an exa
	from any enterprise you are aware of to support your answer.
	from any enterprise you are aware of to support your answer.
	from any enterprise you are aware of to support your answer.
	from any enterprise you are aware of to support your answer.
	from any enterprise you are aware of to support your answer.
	from any enterprise you are aware of to support your answer.
	from any enterprise you are aware of to support your answer.
	from any enterprise you are aware of to support your answer.
(d)	Describe <b>one</b> way in which laws and regulations could affect the marketing of an enterp
(d)	

Ma	rissa	used different methods of communication.
(a)	Des	cribe one informal method of communication that Marissa used.
		[2]
(b)		lain <b>one</b> reason why a presentation was a suitable method of communication with the pol students.
		roz
		[2]
(c)		rify a suitable method of marketing communication that Marissa could use to encourage as of the reusable drinking bottles to:
	(i)	customers from a local fitness centre
	(ii)	international customers.
		[6]
		[Total: 10]

5

(a)	State <b>one</b> example of a variable cost for an enterprise.
	[1]
(b)	Explain <b>one</b> reason why an enterprise would need a business plan.
	[2]
(c)	Explain <b>two</b> reasons why a business plan may need to be updated.
	1
	2
	[4]
(d)	Describe one document Marissa could have used in her meetings.
	[3]
	[Total: 10]

## Section B

# Answer all questions.

6	(a)	Marissa's friends said the most important factors for them would be the final design and the price of a reusable drinking bottle.
		Analyse <b>two</b> methods of market research that Marissa could use to find out what other potential customers would want from a reusable drinking bottle. [10]


(b) The recycling company manager would not risk investing this amount of money unless he

ether the rec calculation to		er should in	vest in the	new machin	e. Use a [15
 	 		•••••		
 	 		•••••		

#### Now consider your enterprise project.

- 7 (a) Planning is an important part of the negotiation process. It includes:
  - setting objectives
  - choosing evidence to use
  - selecting the benefits of the proposal
  - selecting the weaknesses of the proposal
  - · considering arguments and counter-arguments.

Discuss the importance of any <b>two</b> of the above stages to the success of a negotiation were involved in during <b>your enterprise project</b> .	1 you [10]

- (b) Start-up funding could be obtained from:banks

  - family and friends
  - personal savings
  - selling shares.

Evaluate the positive and negative e used, in <b>your enterprise project</b> . Your answer.	effects of <b>two</b> so You may includ	ources of finance you e the sources of fina	used, or could have ance listed above in [15]


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