

Cambridge Assessment International Education

Cambridge International General Certificate of Secondary Education

CANDIDATE NAME		
CENTRE	CANDIDATE	
NUMBER	NUMBER	
ENTERPRISE		0454/11
Paper 1		May/June 2019

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 regulated for use in England, Wales and Northern Ireland as a Cambridge International Level 1/Level 2 Certificate.



This document consists of 12 printed pages, 4 blank pages and 1 Insert.

1 hour 30 minutes

Section A

Answer all the questions.

1 Mari wanted to help people in the local area by being enterprising.			
	(a)	Explain the term business objective.	
			[2]
	(b)	State two business objectives for an enterprise, other than to help people.	
		1	
		2	[2]
	(c)	Explain two ways that Mari was being enterprising when helping people in her local area.	
		1	
		2	
			[6]

[Total: 10]

2

Les	ster organises the charity that will benefit from the food donations.	
(a)	Explain the term <i>a charity</i> .	
		[2
(b)	Explain one advantage and one disadvantage of operating as a charity.	
	Advantage	
	Disadvantage	
		[4
(c)	Krishnan runs a café as a sole trader.	
	Explain two differences between a sole trader and a limited company.	
	1	
	2	
		[4
		[Total: 10

	Evaluin and possible consequence to an enterprise of net meeting laws and regulations
(a)	Explain one possible consequence to an enterprise of not meeting laws and regulations covering health and safety.
	[2]
(b)	Explain two reasons why governments set laws and regulations for enterprises, other than for health and safety reasons.
	1
	2
	[4]
(c)	Explain two ways that you made sure your enterprise project did not break laws and regulations.
	1
	2
	[4]

0454/11/M/J/19

[Total: 10]

3

4

(a)	Krishnan is a member of a business network.
	Describe one purpose of a business network.
	[2]
(b)	State two ways a financial institution can support an enterprise.
	1
	2[2]
(c)	Explain two benefits to the café and restaurant owners of giving their unsold food to Lester's charity.
	1
	2
	[6]
	[Total: 10]

Mar	ri completed some research about local charities.
(a)	Explain two forms of market research, using an example of each.
	1
	2
	[4]
(b)	Explain two ways that market research was, or could have been, used to ensure the success of your enterprise project .
	1
	2
	[6]
	[Total: 10]

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 enterprising food donation idea affected a number of different people, known as stakeholders. For some of these stakeholders, this idea involved risk.
		Discuss the possible risks involved in the enterprising food donation idea for two different stakeholders. Use examples to support your answer. [10]

(b) Lester gave an oral presentation to the local business network. Evaluate the most suitable method of communication that could be used to persuade entrepreneurs to become involved in the enterprising food donation idea. You should consider three methods of communication in your answer. [15]

Discuss how successful your enterprise project was in meeting the needs and wants of i customers.

(b) Recommend the source of finance that was, or would have been, most suitable for your enterprise project. Justify your choice, explaining why you rejected one other source of finance. You may consider the following aspects when assessing the suitability of the finance: purpose of the finance amount of finance needed rate of interest or cost of finance security required. [15]

Permission to reproduce items where third-party owned material protected by copyright is included has been sought and cleared where possible. Every reasonable effort has been made by the publisher (UCLES) to trace copyright holders, but if any items requiring clearance have unwittingly been included, the publisher will be pleased to make amends at the earliest possible opportunity.

To avoid the issue of disclosure of answer-related information to candidates, all copyright acknowledgements are reproduced online in the Cambridge Assessment International Education Copyright Acknowledgements Booklet. This is produced for each series of examinations and is freely available to download at www.cambridgeinternational.org after the live examination series.

Cambridge Assessment International Education is part of the Cambridge Assessment Group. Cambridge Assessment is the brand name of the University of Cambridge Local Examinations Syndicate (UCLES), which itself is a department of the University of Cambridge.