

Cambridge IGCSE[™]

CANDIDATE NAME					
CENTRE NUMBER			CANDIDATE NUMBER		



ENTERPRISE 0454/11

Paper 1 May/June 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	(a)	Josiah identified a way of being enterprising by taking the initiative in helping another student.
		Describe two ways of being enterprising at home or at school, other than by taking the initiative.
		1
		2
		[4]
	(b)	Identify three of the six stages in the enterprise process.
		1
		2
		3[3]
	(c)	Explain how one of the six stages in the enterprise process helped in the operation of your enterprise project . Use an example to support your answer.
		Chosen stage:
		Explanation:
		[3]

[Total: 10]

2	(a)	Explain one purpose of the action plan that Josiah wrote.
		[2]
	(b)	Identify one document produced for formal meetings.
		[1]
	(c)	Describe two financial records which are usually produced by enterprises.
		1
		2
	<i>(</i> 1)	[4]
	(d)	Explain how one financial record helped, or could have helped, in the success of your enterprise project . Use an example to support your answer.
		Financial record:
		Explanation:
		[3]
		[Total: 10]

3		onses to him.
	(a)	State two possible problems with email communication.
		1
		2
		[2
	(b)	Explain one way that the language Josiah used when communicating with students could b different from the language used with teachers.

1 10	it is usually important for an enterprise, but it was not important to Josian.
(i)	Explain one possible reason why profit was not important to Josiah's study buddy enterprise. Use an example to support your answer.
	[3]
(ii)	Explain one reason why profit was, or was not, important in your enterprise project . Use an example to support your answer.
(ii)	
(ii)	
(ii)	Use an example to support your answer.
(ii)	Use an example to support your answer.
(ii)	Use an example to support your answer.
(ii)	Use an example to support your answer.

(a)	Josiah was working alone to start up his enterprise, which would be challenging.
	Explain two disadvantages of operating as a sole trader.
	1
	2
	[4]
(b)	Explain how two enterprise skills helped an entrepreneur you have studied to become successful.
	Name of entrepreneur:
	1
	2
	[6]
	[Total: 10]

[......

4

5 (a)	Explain two reasons why marketing was needed for Josiah's enterprise. Use an example from the case study to support each reason.
	1
	2
	[4]
	your enterprise project, other than a questionnaire. Use an example to support each answer. 1
	2
	[6]

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Section B

Answer all questions.

6	(a)	Josiah identified a need within his school.
		Analyse the importance of considering the needs and wants of two stakeholders to the success of Josiah's enterprise. Use examples from the case study to support your analysis.

......[10]

(b)	Josiah had used leaflets and social media to persuade students to be involved in his enterprise, but Ms Wood wanted him to consider his methods carefully.
	Evaluate the appropriateness of leaflets and social media as methods to persuade students to become involved in the enterprise. Use examples from the case study to support your evaluation. [15]

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)	Analyse the effectiveness of two sources of help and support used within your enterprise project .
	[10]

- **(b)** There are a number of different sources of finance that are available for start-up funding. These include:
 - bank loans
 - crowdfunding
 - family and friends.

Evaluate which two of these sources of finance would have been most suitable for the start-up of your enterprise project . Justify your choice, including why you rejected the other source. [15]

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