Cambridge IGCSE

Cambridge International Examinations
Cambridge International General Certificate of Secondary Education

CANDIDATE NAME			
CENTRE NUMBER		CANDIDATE NUMBER	

9224521168

ENTERPRISE **0454/12**

Paper 1 **May/June 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.

The syllabus is approved 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.

DC (KI) 133389/2

CAMBRIDGE
International Examinations

Section A

Answer **all** the questions.

1 Sole traders require a number of entrepreneurial skills and personal attributes.

(a) State **two** problems that a sole trader may face.

1 ....

2 ....[2]

(b) Identify **two** personal attributes needed to be enterprising.

1 ....

2 ....[2]

(c) Explain how Rakesh used **two** personal attributes to help his enterprise to be successful.

1 ....

....

....

....

....

....

2 ....

....

....

....

....

....[6]

[Total: 10]

2 Changing his enterprise was a risk. Rakesh researched to help him to reduce the risk.

(a) State **two** risks an entrepreneur may face.

1 ....

2 ....[2]

(b) Explain **one** reason why entrepreneurs are willing to take risks.

....

....[2]

(c) Identify **two** approaches to dealing with risk.

1 ....

2 ....[2]

(d) Explain Rakesh's approach to dealing with risk, using an example from the case study.

....

....

....

....

....

....

....

....[4]

[Total: 10]

3 Researching customers and understanding customer satisfaction are important to all enterprises.

(a) What is the difference between the following terms?

(i) *franchisee* and *franchisor*

....

....

....

....[2]

(ii) *primary* and *secondary research*

....

....

....

....[2]

(b) What is meant by *customer satisfaction*?

....

....

....

....[2]

(c) Analyse **one** method that you used, or could have used, to measure customer satisfaction in **your enterprise project**.

....

....

....

....

....

....

....

....[4]

[Total: 10]

4 The accountant helped Rakesh to organise his financial records.

(a) State **two** pieces of information that would be included in a cash flow budget.

1 ....

2 ....[2]

(b) Identify **two** reasons why an enterprise needs to draw up a cash flow budget.

1 ....

....

2 ....

....[2]

(c) Explain **one** problem Rakesh could face in his enterprise by **not** keeping his financial records up-to-date.

....

....

....

....

....

....

....

....[4]

[Total: 8]

5 Rakesh knew that planning and support were important for any enterprise.

(a) State **two** business objectives of an enterprise.

1 ....

2 ....[2]

(b) Explain **two** reasons why an entrepreneur would need to update their business plan.

1 ....

....

....

....

2 ....

....

....

....[4]

(c) **(i)** What is meant by a *business network*?

....

....

....

....[2]

(ii) Explain **two** sources of support used in **your enterprise project**.

1 ....

....

....

....

2 ....

....

....

....[4]

[Total: 12]

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)** Rakesh used both oral and written communications.

Discuss the advantages and disadvantages of these methods of communication in helping Rakesh to gather information about the franchise opportunity. [10]

....

....

....

....

....

....

....

....

....

....

....

....

....

....

....

....

....

....

....

....

....

....

(b) Rakesh made a decision not to buy the franchise.

Recommend whether or not this was the **best** option for the future of Rakesh's enterprise. Justify your decision. [15]

[Total: 25]

BLANK PAGE

7 **(a)** Rakesh believed that he could do better working alone.

Discuss, using examples, how working as a team helped you, or could have helped you, when setting up **your enterprise project**. [10]

....

....

....

....

....

....

....

....

....

....

....

....

....

....

....

....

....

....

....

....

....

....

....

....

....

....

(b) Rakesh needed to encourage more students to use his services.

Evaluate the methods you used in **your enterprise project** to encourage customers to buy your goods or services. [15]

....

....

....

....

....

....

....

....

....

....

....

....

....

....

....

....

....

....

....

....

....

....

....

....

....

[Total: 25]

BLANK PAGE

BLANK PAGE

BLANK PAGE