Cambridge IGCSE

Cambridge Assessment International Education
Cambridge International General Certificate of Secondary Education

CANDIDATE NAME

CENTRE NUMBER

CANDIDATE NUMBER

5210004936

ENTERPRISE **0454/13**

Paper 1 **May/June 2019**

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 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.

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Section A

Answer **all** the questions.

1 Dennis has a number of entrepreneurial attributes and skills.

(a) What is meant by the following terms?

(i) *resourcefulness*

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....[1]

(ii) *delegation.*

....

....[1]

(b) State **two other** entrepreneurial attributes or skills.

1 ....

2 ....[2]

(c) Explain, using an example, **one** way that Dennis or Selwyn:

(i) identified the ability to meet the demand.

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....[3]

(ii) took advantage of the opportunities offered by globalisation.

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....[3]

[Total: 10]

2 Dennis produced a simple budget for a fully organised tour.

(a) Explain what is meant by the term *a simple budget*.

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....[2]

(b) State **two** financial documents that should be kept by an enterprise, other than a simple budget.

1 ....

2 ....[2]

(c) Explain **one** problem with the simple budget Dennis drew up, using an example from the case study.

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(d) Explain **one** way the simple budget produced by Dennis would help Dennis and Selwyn in the new enterprise.

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....[3]

[Total: 10]

3 Selwyn was cautious about becoming a partner in the new enterprise.

(a) State **two** risks that a new enterprise may face.

1 ....

2 ....[2]

(b) Explain **one** method usually used to identify the risks involved in an enterprise.

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(c) Explain **one** responsibility that employers should consider when employing staff.
Use an example to support your answer.

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(d) Explain **one** responsibility that enterprises should consider when selling goods or services.
Use an example to support your answer.

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....[3]

[Total: 10]

4 Selwyn and Dennis prepared for the negotiation with Miss Rana.

(a) Explain **one** reason why SMART objectives are important when preparing for a negotiation.

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.... [2]

(b) State **two** situations where a negotiation might be necessary.

1 ....

2 .... [2]

(c) Explain **two** factors that would contribute to the success of the negotiation with Miss Rana.

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.... [6]

[Total: 10]

5 Dennis and Selwyn were planning to form a partnership.

(a) State **two** benefits of operating as a partnership.

1 ....

2 ....[2]

(b) Explain **one** disadvantage of operating as a partnership.

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....[2]

(c) Explain **two** reasons why profits would be important to Dennis and Selwyn.

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[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)** Dennis and Selwyn completed some research for a business plan before starting up their enterprise.

Discuss how business planning would enable Dennis and Selwyn to ensure the successful start-up of their enterprise. [10]

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(b) Dennis needed to discuss Miss Rana's offer with Selwyn.

Recommend whether Dennis and Selwyn should accept the offer from Miss Rana or continue to sell tours on their own. Justify your recommendation. [15]

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[Total: 25]

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7 (a) Dennis had never received any complaints about his tours.

Discuss the methods you used, or could have used, to deal with complaints within **your enterprise project**. Use examples to support your answer. [10]

(b) Dennis and Selwyn used a variety of methods of communication when dealing with potential stakeholders. These methods might have included a:

- face to face meeting
- formal report
- poster
- presentation.

Evaluate which **two** of these methods of communicating information would have been **most** appropriate for communicating with external stakeholders in **your enterprise project**. Justify why you have rejected the other methods. [15]

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