



Cambridge International Examinations
Cambridge International General Certificate of Secondary Education

CANDIDATE NAME

CENTRE NUMBER

CANDIDATE NUMBER



ENTERPRISE

0454/11

Paper 1

May/June 2016

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.

The businesses described in this Question Paper are entirely fictitious.

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.

Section A

Answer **all** the questions.

1 The teacher asked the students to give examples of ways that they had been enterprising at school or at home.

(a) Explain the term 'enterprise'.

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.....
.....[2]

(b) Identify and explain **three** possible ways of being enterprising at school or at home.

1 Identify
Explain

.....
.....

2 Identify
Explain

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.....

3 Identify
Explain

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.....[6]

[Total: 8]

3 Aiyana knew that she needed to plan carefully and to use appropriate language in her negotiation.

(a) Explain the term 'negotiation'.

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..... [2]

(b) Identify **two** questions an entrepreneur should consider when planning for a negotiation.

1

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2

..... [2]

(c) Aiyana was negotiating with her family for the fruit. She knew that her language should be different than when talking with them informally.

Explain why the language in a negotiation should be different from language used with friends. Use an example to support your answer.

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..... [6]

[Total: 10]

5 The friends had not thought about the marketing of their drinks.

(a) Explain **one** potential benefit of marketing to:

(i) a customer

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..... [2]

(ii) an enterprise.

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..... [2]

(b) Explain the benefits and drawbacks of internet advertising to this fruit drinks enterprise.

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..... [6]

[Total: 10]

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