



Cambridge International Examinations
Cambridge International General Certificate of Secondary Education

CANDIDATE
NAME

CENTRE
NUMBER

--	--	--	--	--

CANDIDATE
NUMBER

--	--	--	--



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.

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
.....
.....
.....
.....
.....
.....
.....
.....

[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]

A series of 25 horizontal dotted lines for writing.

[Total: 25]

[Turn over

A series of 25 horizontal dotted lines for writing.

[Total: 25]

BLANK PAGE

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 International Examinations Copyright Acknowledgements Booklet. This is produced for each series of examinations and is freely available to download at www.cie.org.uk after the live examination series.

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