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ENTERPRISE

0454/12

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.

This document has **16** pages. Any blank pages are indicated.

Section A

Answer **all** questions.

1 One way that Jacob was enterprising was when he organised the charity event. This involved using his enterprise capability.

(a) Describe **two** ways that you could be enterprising at home.

1

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2

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..... [4]

(b) Define the term *enterprise capability*.

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..... [2]

(c) Explain how each of the following provides an opportunity for enterprise:

(i) changes in taste and fashion

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

(ii) changes in real income.

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

[Total: 10]

2 Jacob and Jyoti produced one document, the action plan, before starting the research. Other records would also be required by an enterprise.

(a) Explain **one** reason why it is important to include completion dates in an action plan.

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..... [2]

(b) Explain **one** other item normally included in an action plan other than completion dates.

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..... [2]

(c) Calculate the revenue that Jacob and Jyoti would receive if the expected number of tickets were sold.

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.....
..... [3]

(d) Explain **one** reason why profits might be lower than expected. Use information from the case study to support your answer.

Reason:

.....

Explanation:

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..... [3]

[Total: 10]

5 (a) Explain how each of the following documents assisted the operation of a meeting you were involved with in **your enterprise project**:

(i) notice of meeting

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..... [2]

(ii) agenda.

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..... [2]

(b) Explain **two** types of business organisation that might be suitable for the fashion show enterprise.

1

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2

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[Total: 10]

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