



## Cambridge IGCSE™

CANDIDATE  
NAME
CENTRE  
NUMBER

--	--	--	--	--

CANDIDATE  
NUMBER

--	--	--	--

**ENTERPRISE****0454/13**

Paper 1

**October/November 2024****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 **12** pages.





Section A

Answer **all** questions.

- 1 Nora produced instruction sheets showing how to use computer apps. She thought that the instruction sheets were successful.

(a) State the difference between a *customer* and a *consumer*.

.....

.....

.....

..... [2]

(b) Explain **one** way Nora's customers affected her instruction sheets enterprise.

.....

.....

.....

.....

.....

..... [3]

(c) Define the term *customer satisfaction*.

.....

.....

.....

..... [2]

(d) Explain **one** way Nora could have measured customer satisfaction with her instruction sheets.

.....

.....

.....

.....

..... [3]

[Total: 10]





- 2 Nora identified a risk with her first enterprise idea, the instruction sheets. She did not want to have a similar problem with her video tutorials enterprise.

(a) Explain **one** reason why entrepreneurs are prepared to accept risk.

.....

.....

.....

..... [2]

(b) (i) Complete the missing words in Column 1 of Table 2.1. [2]

**Table 2.1 PEST analysis**

Column 1	Column 2: Examples
<b>Political</b>	Example: Taxation rates
<b>Economic</b>	Example: Unemployment
<b>S</b> .....	(ii) Example from case study ..... .....
<b>T</b> .....	(iv) Example from case study ..... .....

(ii) Complete sections (ii) and (iv) of table 2.1 PEST Analysis. [2]

(c) Explain **two** aspects of enterprise affected by laws and regulations.

1 .....

.....

.....

.....

.....

2 .....

.....

.....

.....

..... [4]

[Total: 10]







3 Nora ended her instruction sheet enterprise because she could not earn enough revenue from it. She considered starting a video tutorial enterprise.

(a) Calculate, using Fig. 2, the total revenue Nora could earn if she creates one video which is viewed 2000 times. Show your workings.

.....

.....

.....

.....

.....

.....

.....

Amount US\$ ..... [4]

(b) Explain how **one** objective influenced the activities of **your enterprise project**.

.....

.....

.....

.....

.....

.....

..... [3]

(c) Explain **one** potential problem for Nora's enterprise of the market research she completed.

.....

.....

.....

.....

.....

..... [3]

[Total: 10]

DO NOT WRITE IN THIS MARGIN

DO NOT WRITE IN THIS MARGIN

DO NOT WRITE IN THIS MARGIN

DO NOT WRITE IN THIS MARGIN

DO NOT WRITE IN THIS MARGIN







4 Nora had started an online enterprise selling instruction sheets and was considering starting a video tutorial enterprise.

(a) Explain, using examples from the case study, **two** stages of the enterprise process that Nora completed.

1 .....

.....

.....

.....

2 .....

.....

.....

.....

[4]

(b) State **three** factors that could be considered before choosing a method of marketing communication in an enterprise.

1 .....

.....

2 .....

.....

3 .....

.....

[3]

(c) Explain how sponsorship could be used as a method of marketing communication for Nora's video tutorial enterprise.

.....

.....

.....

.....

.....

.....

[3]

[Total: 10]







5 Nora thought that if she contacted the business in the advertisement, she might be able to negotiate a better deal.

(a) State **two** factors an entrepreneur usually considers when planning a negotiation.

1 .....

2 .....

[2]

(b) Explain how **one** action you took helped to ensure the success of a negotiation **in your enterprise project**.

.....

.....

.....

.....

.....

..... [3]

(c) Define the term *venture capital*.

.....

.....

.....

..... [2]

(d) Justify the suitability of **one** source of finance, other than venture capital, used in **your enterprise project**.

.....

.....

.....

.....

.....

..... [3]

[Total: 10]







DO NOT WRITE IN THIS MARGIN

- DO NOT WRITE IN THIS MARGIN

DO NOT WRITE IN THIS MARGIN

DO NOT WRITE IN THIS MARGIN



- sole trader
- partnership
- limited company.

[illegible]





[15]



**(a) Analyse two ways technology affected the operation or success of your enterprise project.**

[10]





\_\_\_\_\_

[illegible]



..... [15]

[Total: 25]

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