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ENTERPRISE**0454/11**

Paper 1

October/November 2025**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 Maria is unsure if she should become an entrepreneur.

(a) Define the term *entrepreneur*.

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

(b) Explain how an entrepreneur you have studied used **two** enterprise skills. Use an example to support each answer.

Entrepreneur

Skill 1

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

Skill 2

.....
.....
..... [4]

(c) Define the term *regulation*.

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

(d) Explain **one** reason why regulations are needed in employment.

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

[Total: 10]



2 Yan asked Maria if she had considered applying for a government enterprise grant.

(a) Explain **one** reason a government would offer an enterprise grant.

.....

.....

.....

..... [2]

(b) Explain **one** disadvantage to Maria of using a government enterprise grant.

.....

.....

.....

.....

..... [3]

(c) Using Table 1, calculate the total interest for **one year** for a loan of \$1300. Show your working.

.....

.....

.....

Total interest [2]

(d) Calculate the number of personal training hours that Maria must work to break even if the costs are \$1300. Show your working.

.....

.....

.....

.....

.....

.....

.....

Number of hours [3]

[Total: 10]



3 Maria wondered if setting up a new enterprise would be worth the risk.

(a) Complete the following sentences by inserting one word from the list in each space:

- averse
- believer
- keen
- reducer.

(i) Risk people will avoid any possibility of risk. [1]

(ii) Risk people will accept a certain level of risk. [1]

(b) Explain how you managed **two** risks during **your enterprise project**. Include the outcome of each action.

Risk 1

.....

Action

.....

Outcome

.....

Risk 2

.....

Action

.....

Outcome

.....

[6]

(c) Explain **one** possible objective for Maria's enterprise.

.....

.....

.....

..... [2]

[Total: 10]



- 4 Maria had a formal meeting with the bank manager to ask for advice. He explained the importance of a business plan.

(a) Explain how **two** documents help to improve the effectiveness of meetings.

Document 1

.....

.....

.....

Document 2

.....

.....

..... [4]

(b) Explain **one** planning document used in an enterprise, other than a business plan.

.....

.....

.....

..... [2]

(c) Explain the help offered by **two** non-financial sources of support in **your enterprise project**.

Source 1

.....

.....

.....

Source 2

.....

.....

..... [4]

[Total: 10]



5 Maria had completed some market research but had not considered the marketing of her proposed new enterprise.

(a) Explain **one** problem with the market research that Maria completed.

.....

.....

.....

.....

.....

..... [2]

(b) Explain **one** benefit of marketing to Maria's enterprise.

.....

.....

.....

..... [2]

(c) Justify **two** marketing communications that would be suitable for Maria's enterprise.

1

.....

.....

.....

.....

.....

.....

.....

2

.....

.....

.....

.....

.....

..... [6]

[Total: 10]





Section B

Answer **all** questions.

- 6 (a)** The bank manager asked Maria to produce a business plan.

Analyse **two** ways that producing a business plan would assist Maria in her new enterprise. Use examples from the case study to support your answer.

..... [10]





(b) Maria is considering two personal trainer courses:

- full-time at the local college
- part-time completed online.

Evaluate which is the better course for Maria to choose. You should consider the costs and benefits of each course in your answer.

This image shows a single page of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.



[15]







7 Now consider **your enterprise project**.

- (a) Analyse the success of **two** methods that were used to choose **your enterprise project**. Use examples to support your answer.

..... [10





(b) Enterprises can be organised as different types of business organisation. These include:

- sole traders
- partnerships
- limited companies
- social enterprises.

Evaluate the most suitable type of business organisation for **your enterprise project**. Justify your answer, including why you rejected **one** other type of business organisation.

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[15]

[Total: 25]









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