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ENTERPRISE**0454/13**

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 **12** pages.



Section A

Answer **all** questions.

- 1 Adam intends to develop his blog into a cartoon enterprise. He measures the success of the blog by the number of regular followers.

(a) State **two** ways an enterprise could measure success.

- 1
2 [2]

(b) Explain **one** way an action plan could help an enterprise.

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

(c) Using examples from the case study, explain how Adam's cartoon enterprise could be affected by each of the following:

- (i) changes in taste and fashion
.....
.....
..... [3]

- (ii) falling incomes.
.....
.....
..... [3]

[Total: 10]



- 2 Mary thought that Adam should consider the risks before starting his cartoon enterprise. She suggested a SWOT analysis.

- (a) State the **two** missing words in SWOT:

Strengths

W

O

Threats.

[2]

- (b) Explain your attitude to risk in **your enterprise project**. Use an example to support your answer.

.....

.....

.....

.....

.....

..... [3]

- (c) Identify **one** primary and **one** secondary method of market research that Adam used.

Primary method

Secondary method

[2]

- (d) Explain **one** advantage to Adam's enterprise of using social media as a method of marketing communication.

.....

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.....

.....

..... [3]

[Total: 10]



3 Adam rejected one idea because he was worried that his followers would think it was not ethical.

(a) Define the term *ethical*.

.....

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..... [2]

(b) Explain **one** action you took, or could have taken, to behave ethically in **your enterprise project**.

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..... [2]

(c) Define the term *negotiation*.

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..... [2]

(d) Explain **two** stages in the negotiation process.

1

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.....

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2

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.....

.....

..... [4]

[Total: 10]



- 4 Adam used different communication methods. He asked his friend for advice and had a formal meeting with Mary.

(a) State **two** examples of written communication.

1

2

[2]

(b) State **two** examples of non-verbal communication.

1

2

[2]

(c) Explain **one** reason why formal communication is used in meetings. Use an example from **your enterprise project** to support your answer.

.....

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..... [3]

(d) Explain **one** action Adam could have taken to ensure Mary knew the purpose of the meeting.

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..... [3]

[Total: 10]



5 Adam is considering setting up an enterprise to sell his cartoons through a website.

(a) State **one** financial record used in an enterprise.

..... [1]

(b) Explain **one** benefit to Adam's enterprise of keeping financial records.

.....

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.....

..... [2]

(c) Using Table 1, calculate the total profit if Adam sells 20 cartoons in one month. Show your working.

.....

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Amount \$ [4]

(d) Justify **one** method of marketing communication suitable for Adam's enterprise, other than online.

.....

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..... [3]

[Total: 10]





Section B

Answer **all** questions.

- 6 (a)** Adam has a successful blog and intends to set up a website.

Analyse how Adam used **two** enterprise skills. Use examples from the case study to support your answer.

..... [10]





(b) Adam is not sure what to do. He has two potential choices:

- sell his cartoons through a website
- produce cartoons for Mary's newspaper.

Evaluate which **one** of these would be most suitable for Adam. Justify your choice, explaining why you rejected the other choice.

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) There are many ways to measure customer satisfaction. These include:

- customer satisfaction questionnaires
- number of complaints
- number of repeat sales/customers.

Analyse how you used, or could have used, **two** of these ways to measure customer satisfaction in **your enterprise project**.

[10]





- (b)** Sources of help and support for an enterprise can include assisting with advice, training for entrepreneurs and providing finance.

Evaluate the effectiveness of **two** sources of help and support that assisted **your enterprise project**. Use examples to support your answer.

This image shows a full page of white paper with horizontal dotted lines. The lines are evenly spaced and run across the width of the page, providing a guide for handwriting practice. There are no margins, text, or other markings on the page.



[15]

[Total: 25]

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