* 0000800000001 *

Cambridge Assessment International Education

Cambridge IGCSE™

CANDIDATE NAME

CENTRE NUMBER

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* 9 2 8 6 7 9 4 8 7 6 *

ENTERPRISE **0454/11**

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 **16** pages. Any blank pages are indicated.

DC (PQ) 326201/2

Section A

Answer **all** questions.

1 Mariam's mother was impressed with her entrepreneurial skills.

(a) There are six stages involved in the enterprise process.
Complete missing stages 1 and 5.

Stages

1 ....

2 Exploring creative solutions

3 Action planning

4 Implementing the plan

5 ....

6 Evaluation of successes and failures

[2]

(b) Describe how Mariam used **two** enterprise skills.

1 ....

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2 ....

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[4]

(c) Explain how each of the following could affect Mariam's proposed enterprise:

(i) a change in the population

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....

(ii) a change in real income.

....

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....

....
[4]

[Total: 10]

2 Mariam's mother was worried about the risks for Mariam in printing and selling her stories. They had a meeting with a lawyer.

(a) Define the term *risk reducer*.

....

....

....

.... [2]

(b) Explain how **two** risks influenced **your enterprise project**.

Risk 1 ....

Influence ....

....

....

....

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Risk 2 ....

Influence ....

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....
[6]

(c) State **two** examples of ethical actions in an enterprise.

1 ....

....

2 ....

....
[2]

[Total: 10]

3 Mariam used the internet to search for ways to publish a book. She completed further market research on the number of books she could expect to sell.

(a) State **two** methods of primary market research.

1 ....

2 ....
[2]

(b) Explain why you needed to consider each of the following when choosing the methods of market research for **your enterprise project**:

(i) the cost of the method

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(ii) the suitability of the method for reaching the potential target market.

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[4]

(c) Explain **two** ways that market research was helpful to Mariam.

1 ....

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2 ....

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[4]

[Total: 10]

4 Mariam is unsure which method she should use to publish her stories, Option 1 or Option 2.

(a) Explain **one** source of start-up funding that could be suitable for Mariam.

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.... [2]

(b) State the difference between *fixed costs* and *variable costs*.

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.... [2]

(c) Calculate, using Table 1, the expected total revenue Mariam will receive for **Option 1** if she produces 250 books. Show your working.

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Mariam's total revenue for 250 books US$ .... [4]

(d) Calculate, using Table 1, the expected profit for each book for **Option 2**. Show your working.

....

....

....

Profit for each book US$ .... [2]

[Total: 10]

5 Mariam and her mother would need to complete some enterprise planning, especially if they were going to be involved in a negotiation.

(a) Define the term *negotiation*.

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....

.... [2]

(b) State **two** documents used in enterprise planning.

1 ....

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2 ....

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[2]

(c) Explain **one** reason why enterprise plans may need to be updated.

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.... [2]

(d) Explain **two** formal sources of help and support for an enterprise, other than a lawyer.

1 ....

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2 ....

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[4]

[Total: 10]

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Section B

Answer **all** questions.

6 **(a)** There are several potential stakeholders in Mariam's proposed enterprise. These include:

- banks (financier)
- her mother
- parents and children (customers)
- publishing and printing businesses (suppliers).

Analyse how **two** of these potential stakeholders could affect Mariam's proposed enterprise. Use examples from the case study to support your answer.

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.... [10]

(b) Mariam is considering **two** options to publish her book, Option 1 and Option 2.

Evaluate which of the **two** options you would recommend Mariam should choose. You should consider the advantages and the disadvantages of both options in your answer.

[15]

[Total: 25]

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Now consider **your enterprise project**.

7 (a) Non-verbal communication includes body language.

Analyse any **two** effects that non-verbal communication had on the success of face-to-face communications in **your enterprise project**. Use examples to support your answer.

[10]

(b) The success of an enterprise can be measured in many ways. These include:

- achieving sales
- customer retention
- producing a quality good or service
- profit.

Evaluate the success of **your enterprise project** using **two** of the ways listed above.

[15]

[Total: 25]

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