



# Cambridge IGCSE™

CANDIDATE NAME



CENTRE NUMBER

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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]







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]



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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 .....  
.....  
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..... [6]

[Total: 10]





















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