



Cambridge IGCSE™

CANDIDATE NAME



CENTRE NUMBER

--	--	--	--	--

CANDIDATE NUMBER

--	--	--	--



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]

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





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.

.....

.....

.....

.....

.....

..... [3]

[Total: 10]



DO NOT WRITE IN THIS MARGIN



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.

-
-
-
-
-
-
- [3]

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

-
-
-
-
-
-
- [3]

[Total: 10]



DO NOT WRITE IN THIS MARGIN



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.

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

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

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

Amount \$ [4]

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

.....
.....
.....
.....
.....
.....
..... [3]

[Total: 10]

DO NOT WRITE IN THIS MARGIN



