

UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS International General Certificate of Secondary Education

CANDIDATE NAME					
CENTRE NUMBER			CANDIDATE NUMBER		



ENTERPRISE 0454/01

Paper 1 May/June 2012
1 hour 30 minutes

Candidates answer on the Question Paper.

No Additional Materials are required.

READ THESE INSTRUCTIONS FIRST

Write your Centre number, candidate number and name on all the work you hand in. Write in dark blue or black pen.

Do not use staples, paper clips, highlighters, glue or correction fluid.

DO NOT WRITE IN ANY BARCODES.

Answer all questions.

Each candidate should have received a copy of the case study prior to the examination.

A clean copy of the case study has been provided with this question paper.

The businesses described in this Question Paper are entirely fictitious.

Your answers must be based on the case study and your own enterprise experience and knowledge. Candidates who do not follow this instruction will be penalised.

At the end of the examination, fasten all your work securely together.

The number of marks is given in brackets [] at the end of each question or part question.



Section A

Answer **all** the questions.

1

For Examiner's Use

Skil	is ar	e important for the success of an entrepreneur.
(a)	Wh	at is meant by the term <i>enterprise</i> ?
		[2]
	•••••	
(b)	(i)	State three skills which are needed to be entrepreneurial.
		1
		2
		3
		[3]
	(ii)	Explain how using one of these skills might have helped you to have become a
		more successful entrepreneur in your enterprise project.
		[4]
		[Total: 9]
		[Total: 3]

Advantage 1 Disadvantage 1 Disadvantage 2 Explain two suitable objectives for KLG Badges in its first year. 1 2
Advantage 2 Disadvantage 1 Disadvantage 2 Explain two suitable objectives for KLG Badges in its first year. 1
Advantage 2 Disadvantage 1 Disadvantage 2 Explain two suitable objectives for KLG Badges in its first year. 1
Disadvantage 1 Disadvantage 2 [8] Explain two suitable objectives for KLG Badges in its first year.
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Explain two suitable objectives for KLG Badges in its first year. 1
Explain two suitable objectives for KLG Badges in its first year. 1
Explain two suitable objectives for KLG Badges in its first year. 1
1
2
2
2
2

[Total: 12]

)	Identifying evenues from the econ study evaluing what is recent by fixed and continued
	Identifying examples from the case study, explain what is meant by fixed and variable costs.
	Fixed costs
	Variable costs
	[4]
	[+]
	Explain why it was important for your enterprise project to keep and maintain accurate
	financial records.
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	illialiciai records.
	illianciai records.
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1)	Identify three other methods of communication a small enterprise might use to
	communicate with customers.
	1
	1
	2
	3
	[3]
)	Explain why it will be important for Khia to keep her existing customers.
	[0]
	[6]

5

	knew that there were sources of support available for new enterprises.
	Explain, using an example of each, how formal and informal sources of support can help a new enterprise.
	Formal support
	Informal support
	[4]
١	Discuss the effectiveness of the sources of support used in your enterprise project .

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Section B

Answer all the questions.

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Use the case study, your own enterprise experience and your knowledge of enterprise to answer Question 6(a).

ans	wer	Question 6(a).
6	(a)	Khia has decided to buy a new computer and printer. She is considering applying for a loan or an overdraft or a government grant.
		Recommend which one of these three sources of finance she should apply for. Explain why you did not recommend the other two sources of finance. [10]

Use the case study, your own	enterprise experience	and your knowledge of	enterprise to
answer Question 6(b).			

For Examiner's Use

(b)	Discuss the importance of cash flow to the future survival of KLG Badges. [15]

For Examiner's Use

Use the case study, your own enterprise experience and your knowledge of enterprise to answer Question 7(a).

7

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(a)	It is important that enterprises use an appropriate form of business language.
	Discuss, using examples, how important it was that your enterprise project used appropriate business language when communicating with stakeholders. [10]

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Use the case study, your own enterprise experience and your knowledge of enterprise to answer Question 7(b).

For Examiner's Use

I	Evaluate the importance of a business plan in the start-up of your enterprise project 15]
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