



Cambridge IGCSE[™]

CANDIDATE NAME					
CENTRE NUMBER			CANDIDATE NUMBER		



ENTERPRISE 0454/11

Paper 1 May/June 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

2

Answer all questions.

Fern relies upon word-of-mouth marketing.			
(a)	Select one word to complete each of the sentences below.		
	Market is collecting information about customers.		
	Word-of-mouth is a method of marketing	[2]	
(b)	Explain one benefit of marketing for each of the following:		
	(i) Potential customers		
		[2]	
	(ii) Owners of an enterprise.		
		[2]	
(c)	Explain one advantage and one disadvantage to Fern of using word of mouth marketing. an example from the case study to support each answer.	Use	
	Advantage		
	Disadvantage		
		[4]	

[Total: 10]





2 Fern wanted to use some of the skills she had learnt in her enterprise lessons.

3

(a)	State two characteristics of a person who has enterprise capability.	
	1	
	2	
(h)	Identify two examples from the case study that show Fern used enterprise skills.	[2]
(6)	1	
	2	
		[2]
(c)	Explain any two of the six stages in the enterprise process. Use an example from the study to support each answer.	e case
	1	
	2	
		[6]

[Total: 10]



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(a)	Explain one way an enterprise may be affected by an increase in taxation.	
		[2]
(b)	Describe one objective you wanted to achieve in your enterprise project .	
		[2]
(c)	Explain how one action you took reduced a risk in your enterprise project .	
		[3]
(d)	Explain how technology was, or could have been, beneficial to your enterprise project .	
. ,		
		[3]

[Total: 10]

(a)	Using Table 1, calculate the contribution of each bouquet of flowers. Show your working.
(ω)	
	Contribution of each bouquet of flowers (\$)
(b)	Calculate the number of bouquets of flowers Fern would need to sell to break even at the station . Show your working.
	Break-even quantity
(c)	State one financial record an enterprise would usually produce.
(d)	Explain two problems an enterprise may have if accurate financial records are not kept.
` ,	1
	2

[Total: 10]

[4]



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		6
5	Fern attended a local business network meetin	ng. She was given the agenda and the minutes.

(a) Define the term business network.			
		[2]	
(b)	Ехр	lain one purpose of the minutes of a meeting.	
		[2]	
(c)	(i)	Explain one advantage to Fern of operating as a sole trader. Use an example from the	
(-)	(-)	case study to support your answer.	
		[3]	
	(ii)	Explain one disadvantage to Fern of operating as a sole trader. Use an example from the case study to support your answer.	
		[3]	
		[Total: 10]	



Section B

7

Answer all questions.

6 (a) When purchasing flowers from the farmer, Fern could use trade credit.

Analyse the advantages and disadvantages of trade credit to:

or •	rein
	the farmer.





(b) Fern is considering the future of Fern's Flowers. She has three options:

Option 1: increase her marketing and continue working from home Option 2: rent a stall in the rail station Option 3: buy a franchise from a national company.				
Evaluate which one of these options would be most suitable for the future success of Fern's enterprise. Justify your choice, explaining why you rejected one other option.				

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	 5]
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[Total: 25]

Now consider your enterprise project.

7 (a) Entrepreneurs are encouraged to produce documents when organising a new enterprise, including:

10

- an action plan
- a business plan
- a cash flow forecast.

Use examples to support your answer.		
[10		



(b) Entrepreneurs consider a variety of factors when assessing the effectiveness of the methods of market research they use. These can include:

11

- accuracy of the results
- cost of the research
- suitability for the target market
- time taken to complete.

Evaluate, using the factors listed above, the effectiveness of the methods of market research used in your enterprise project .		
	-	
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[Total: 25]

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