



Cambridge International Examinations
Cambridge International General Certificate of Secondary Education

CANDIDATE
NAME

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ENTERPRISE

0454/01

Paper 1

October/November 2017

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, 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.

Your answers must be based on the case study and your own enterprise experience and knowledge.

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.

This syllabus is approved for use in England, Wales and Northern Ireland as a Cambridge International Level 1/Level 2 Certificate.

This document consists of **13** printed pages, **3** blank pages and **1** Insert.

Section A

Answer **all** the questions.

1 The dance groups wanted more people to watch the show but they needed a larger hall.

(a) What is the difference between the following terms?

(i) *needs* and *wants*

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

(ii) *rewards* and *challenges*

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

(b) Explain, using an example, how **your enterprise project** met your customers' needs and/or wants.

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

[Total: 7]

2 The dance carnival would be organised as a social enterprise.

(a) Explain **one** advantage and **one** disadvantage of operating as a social enterprise.

Advantage

.....

.....

.....

.....

Disadvantage.....

.....

.....

.....

.....[4]

(b) (i) Identify **two** types of business organisation, other than social enterprise.

1

2[2]

(ii) Explain why **one** of the types of business organisation identified in (b)(i) might be suitable for the dance carnival enterprise.

Business organisation identified

Explanation

.....

.....

.....

.....

.....

.....[3]

[Total: 9]

3 Essa and Mercy drew up an action plan that showed the tasks to be completed and who would complete them.

(a) Identify **two other** pieces of information that might be included in an action plan.

1

.....

2

.....[2]

(b) When planning, enterprises must answer key strategic questions, such as ‘where is the enterprise going?’

Identify **two other** key strategic questions.

1

.....

2

.....[2]

(c) State **two** items that would normally be included in a budget.

1

2

4 The local town council would have to look at the effect of the dance carnival on all stakeholders.

(a) What is meant by *stakeholders*?

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

(b) State **two** external stakeholders in an enterprise.

1
2[2]

(c) State **two** methods of communication that could be used to communicate with external stakeholders.

1
2[2]

(d) Using examples from Fig. 1 (Insert), explain the difference between horizontal and vertical lines of communication.

.....
.....
.....
.....
.....
.....
.....
.....
.....
.....[4]

[Total: 10]

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