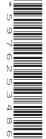


Cambridge IGCSE[™]

CANDIDATE NAME					
CENTRE NUMBER			CANDIDATE NUMBER		



ENTERPRISE 0454/11

Paper 1 May/June 2023

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.

Section A

Answer all questions.

	inmaya is intending to set up a business enterprise, but he has not considered siness organisation to choose.	d which type of
(a)	Explain the difference between a business enterprise and a social enterprise.	
		[2]
(b)	Explain two potential stakeholders in your enterprise project .	
	1	
	2	
	2	
		[4]
(c)	Explain one benefit of an enterprise operating as a partnership.	
		[2]
(d)	Explain one disadvantage of an enterprise operating as a partnership.	
		[2]

2	Afte	r his conversation with Jiayi, Chinmaya decided to complete some market research.
	(a)	State two methods of primary research.
		1
		2
		[2]
	(b)	Explain two advantages of using websites as a method of secondary research in your enterprise project .
		1
		2
		2
		[4]
	(c)	Explain two potential negative effects on an enterprise if it does not deal effectively with its customers' complaints.
		1
		2
		[4]

[Total: 10]

3

Jiay	i showed Chinmaya a possible layout for a business plan.
(a)	State two items usually included in the human resources section of a business plan.
	1
	2
(I-)	
(D)	Explain one way that producing a business plan would have helped Chinmaya's enterprise.
	[3]
(c)	Explain one reason why a business plan may need to be updated.
	[2]
(d)	Explain one non-financial document, other than a business plan, that could have helped Chinmaya in his enterprise.
	[3]
	[Total: 10]

4

(a)	
	Explain the difference between legal responsibilities and ethical considerations.
	[2]
(b)	Explain one reason why the employee at the local newspaper might have decided to behave unethically.
	[3]
, ,	
(C)	Explain one area of legislation that could affect Chinmaya's enterprise. Use an example from
(c)	Explain one area of legislation that could affect Chinmaya's enterprise. Use an example from the case study to support your answer.
(c)	
(c)	
(c)	the case study to support your answer.
(c)	the case study to support your answer.
(c)	the case study to support your answer.
(c)	the case study to support your answer.
	the case study to support your answer.
	the case study to support your answer.
	the case study to support your answer.
	the case study to support your answer.

5

	erprise is worthwhile.							
(a)	Calculate Chinmaya's revenue if he sells 10 photos.							
(b)	Calculate the total number of photos Chinmaya will need to sell to break even. working using the following headings.	Show you						
Fi	xed costs:							
		[1]						
Va	ariable cost of each photo sold:							
0		[2]						
C	ontribution of each photo sold:							
		[1]						
Br	reak-even number of photos:							
		[1]						
(c)	Explain one way Chinmaya could reduce the break-even number of photos he ne							
` ,								
		[3						

Section B

Answer all questions.

- **6 (a)** Enterprising people have many attributes, characteristics and learned skills. These include:
 - creativity
 - motivation
 - problem-solving
 - · resourcefulness.

new enterprise. Use examples from the case study to support your answer.
[10]

D)	Evaluate whether using only online communication and social media as methods of marketing								
	is the best decision for Chinmaya's proposed enterprise. You should consider other methods of marketing communication in your answer.								

[15]

		11
7	Nov	v consider your enterprise project .
	(a)	Analyse two actions that you could have taken which would have improved the success of the presentation given as part of your enterprise project . Use examples to support your answer.

......[10]

- **(b)** The enterprise process involves the following six stages:
 - 1. identifying the problem or need or want
 - 2. exploring creative solutions
 - 3. action planning
 - 4. implementing the plan
 - 5. monitoring progress
 - 6. evaluation of successes and failures.

Evaluate how important three of these sproject. Use examples to support your ans	stages \ swer.	were to	the s	success	of yo u	ır ent	erprise
						•••••	
						•••••	
						•••••	
						•••••	
						•••••	

[15]

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