

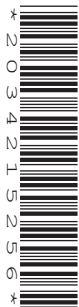


Cambridge International Examinations
Cambridge International General Certificate of Secondary Education

CANDIDATE NAME

CENTRE NUMBER

CANDIDATE NUMBER



ENTERPRISE

0454/11

Paper 1

October/November 2018

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 Tixy worked with Social Enterprise S to help overcome the problems associated with financing his project.

(a) Explain the term:

(i) *a social enterprise*

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

(ii) *Fairtrade.*

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

(b) State **two** types of business organisation, other than a social enterprise.

1
.....
2
.....[2]

2 Tixy wanted to give every household access to cheap and reliable lighting, but other stakeholders might have different objectives.

(a) Explain the term *satisficing*.

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

(b) Explain the difference between *internal stakeholders* and *external stakeholders*.

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

(c) Explain how Tixy met the needs or wants of **two** stakeholders in the Lighting Project.

Stakeholder 1

Explanation

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

Stakeholder 2

Explanation

.....
.....
.....
.....[6]

[Total: 10]

3 Tixy was responsible for some research.

(a) State **two** methods used to research potential customers.

1

2[2]

(b) Explain **one** disadvantage of carrying out market research.

.....

.....

.....

.....[2]

(c) Explain **two** reasons why it is important for the Lighting Project to continue to attract new customers for the solar-powered lamps.

1

.....

.....

.....

.....

.....

2

.....

.....

.....

.....

.....[6]

[Total: 10]

5 A plan was developed with support from Social Enterprise S.

(a) State **two** sources of help and support for an enterprise, other than a social enterprise.

- 1
- 2 [2]

(b) State **two** financial pieces of information usually included in a business plan.

- 1
- 2 [2]

(c) Explain **one** reason why each of the following is important to an enterprise:

(i) financial records

-
-
-
- [2]

(ii) updating the business plan.

-
-
-
- [2]

[Total: 8]

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