



Cambridge Assessment International Education
Cambridge International General Certificate of Secondary Education

CANDIDATE
NAME

CENTRE
NUMBER

--	--	--	--	--

CANDIDATE
NUMBER

--	--	--	--



ENTERPRISE

0454/12

Paper 1

October/November 2019

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 regulated for use in England, Wales and Northern Ireland as a Cambridge International Level 1/Level 2 Certificate.

This document consists of **12** printed pages, **4** blank pages and **1** Insert.

2 Dillon completed some market research.

(a) Explain the term *market research*.

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

(b) Explain **one** advantage and **one** disadvantage to an enterprise of using primary research.

Advantage

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

Disadvantage

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

(c) Explain **two** ways that market research helped in the operation of **your enterprise project**. Use examples to support your answer.

1

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

2

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

3 Dillon negotiated with his parents for a loan to start his enterprise.

(a) State **two** situations where a negotiation might be used, other than for finance.

1

.....

2

..... [2]

(b) State **two** questions that entrepreneurs should consider when preparing for a negotiation.

1

.....

2

..... [2]

(c) (i) Explain **one** disadvantage of a loan as a source of finance.

.....

.....

.....

..... [2]

(ii) State **two** sources of finance, other than a loan.

1

2 [2]

[Total: 8]

4 (a) State **two** ways that opportunities for enterprise arise, other than identifying demand.

1

.....

2

..... [2]

(b) Explain the term *expenditure on capital goods*.

.....

.....

.....

..... [2]

(c) Use the information in the case study to answer the following questions.

(i) Calculate Dillon’s expected revenue if he sells 200 ice creams. Show your working.

.....

.....

..... [2]

(ii) Calculate Dillon’s expected total variable costs for 200 ice creams. Show your working.

.....

.....

..... [2]

(iii) Explain **one** problem with the costs Dillon identified.

.....

.....

.....

..... [2]

[Total: 10]

5 (a) Explain **one** advantage and **one** disadvantage to an enterprise of operating as a sole trader.

Advantage

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

Disadvantage

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

(b) Explain **two** suitable methods of marketing that Dillon could use to attract potential customers to his ice cream cart.

1

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

2

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

[Total: 10]

BLANK PAGE

Permission to reproduce items where third-party owned material protected by copyright is included has been sought and cleared where possible. Every reasonable effort has been made by the publisher (UCLES) to trace copyright holders, but if any items requiring clearance have unwittingly been included, the publisher will be pleased to make amends at the earliest possible opportunity.

To avoid the issue of disclosure of answer-related information to candidates, all copyright acknowledgements are reproduced online in the Cambridge Assessment International Education Copyright Acknowledgements Booklet. This is produced for each series of examinations and is freely available to download at www.cambridgeinternational.org after the live examination series.

Cambridge Assessment International Education is part of the Cambridge Assessment Group. Cambridge Assessment is the brand name of the University of Cambridge Local Examinations Syndicate (UCLES), which itself is a department of the University of Cambridge.