

Section A

Answer **all** questions.

1 Marissa used several enterprise skills when she was organising the reusable drinking bottle enterprise.

(a) Explain what is meant by the following enterprise skills:

(i) *problem-solving*
.....
.....

(ii) *creativity*.
.....
..... [4]

(b) Explain how each of the following stakeholders could affect Marissa’s proposed enterprise:

(i) customers
.....
.....
..... [3]

(ii) the recycling company manager.
.....
.....
..... [3]

[Total: 10]

2 All enterprises involve some level of risk.

(a) Explain the effect of:

(i) **one** health and safety risk in an enterprise

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

(ii) **one** production risk in an enterprise.

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

(b) Explain how Marissa could have used market research to reduce the risks in her enterprise. Use an example from the case study to support your answer.

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

(c) Explain **one** reason why Marissa might decide **not** to start the reusable drinking bottle enterprise. Use an example from the case study to support your answer.

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

[Total: 10]

3 Marissa’s enterprise was ethical and it would have a positive impact on the local community.

(a) Define the term *ethics*.

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

(b) Explain **one** positive impact that an enterprise might have on a local community. Use an example from any enterprise you are aware of to support your answer.

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

(c) Explain **one** negative impact that an enterprise might have on a community. Use an example from any enterprise you are aware of to support your answer.

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

(d) Describe **one** way in which laws and regulations could affect the marketing of an enterprise.

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

[Total: 10]

4 Marissa used different methods of communication.

(a) Describe **one** informal method of communication that Marissa used.

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

(b) Explain **one** reason why a presentation was a suitable method of communication with the school students.

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

(c) Justify a suitable method of marketing communication that Marissa could use to encourage sales of the reusable drinking bottles to:

(i) customers from a local fitness centre

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

(ii) international customers.

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

[Total: 10]

5 (a) State **one** example of a variable cost for an enterprise.

..... [1]

(b) Explain **one** reason why an enterprise would need a business plan.

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

(c) Explain **two** reasons why a business plan may need to be updated.

1
.....
.....
.....

2
.....
.....
..... [4]

(d) Describe **one** document Marissa could have used in her meetings.

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

[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.