



Cambridge IGCSE[™]

CANDIDATE NAME				
CENTRE NUMBER		CANDIDATE NUMBER		



ENTERPRISE 0454/13

Paper 1 October/November 2024

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.

This document has 12 pages.

Section A

Answer all questions.

1		a produced instruction sheets showing how to use computer apps. She thought that the ruction sheets were successful.
	(a)	State the difference between a <i>customer</i> and a <i>consumer</i> .
		[2]
	(b)	Explain one way Nora's customers affected her instruction sheets enterprise.
	(c)	Define the term <i>customer satisfaction</i> . [3]
	(0)	Define the term customer satisfaction.
		[2]
	(d)	Explain one way Nora could have measured customer satisfaction with her instruction sheets.
		[3]



3

2 Nora identified a risk with her first enterprise idea, the instruction sheets. She did not want to have a similar problem with her video tutorials enterprise.

(a)	Exp		oreneurs are prepared to accept risk.
(b)	 (i)	Complete the missing wor	[2] rds in Column 1 of Table 2.1.
			Table 2.1 PEST analysis
		Column 1	Column 2: Examples
		Political	Example: Taxation rates
		Economic	Example: Unemployment
		s	(ii) Example from case study
		T	(iv) Example from case study
	(ii)	Complete sections (ii) and	(iv) of table 2.1 PEST Analysis. [2]
(c)	Ехр	lain two aspects of enterpr	ise affected by laws and regulations.
	1		
	2		
			[4]

[Total: 10]

[Total: 10]

Nora ended her instruction sheet enterprise because she could not earn enough revenue from it. She considered starting a video tutorial enterprise.

(a)	Calculate, using Fig. 2, the total revenue Nora could earn if she creates one video whic viewed 2000 times. Show your workings.	h is
	Amount US\$	[4]
(b)	Explain how one objective influenced the activities of your enterprise project .	
(c)	Explain one potential problem for Nora's enterprise of the market research she completed	l.
		[3]

* 0123456789005 *

5

4 Nora had started an online enterprise selling instruction sheets and was considering starting a video tutorial enterprise.

(a)	Explain, using examples from the case study, two stages of the enterprise process that Nora completed.
	1
	2
	[4]
(b)	State three factors that could be considered before choosing a method of marketing communication in an enterprise.
	1
	2
	3
	[3]
(c)	Explain how sponsorship could be used as a method of marketing communication for Nora's video tutorial enterprise.
	[3]



5	Nora thought that if she conta	cted the busines:	s in the	advertisement,	she might	be abl	e to
	negotiate a better deal.						

(a)	State two factors an entrepreneur usually considers when planning a negotiation.
	1
	2
	[2]
(b)	Explain how one action you took helped to ensure the success of a negotiation in your enterprise project .
	[3]
(c)	Define the term venture capital.
	[2]
(d)	Justify the suitability of one source of finance, other than venture capital, used in your enterprise project .
	[3]

[Total: 10]



Section B

7

Answer all questions.

- 6 (a) Nora discovered that every entrepreneur was advised to produce a set of documents. These could include:
 - business plan
 - cash flow forecast
 - income statement
 - SWOT analysis.

Analyse how two of these documents could help Nora when starting up her enterprise.





- (b) If Nora set up the video tutorial enterprise, she could organise it as a:
 - sole trader
 - partnership
 - limited company.

Evaluate which type of business organisation would be most suitable for Nora's enterprise. Justify your choice, including why you rejected the other two types of business organisation.

9	

[Total: 25] [Turn over

Now consider your enterprise project.

(a)	Analyse two ways technology affected the operation or success of your enterprise project .
	[10]



(b) There are many methods of communication that can be used to contact internal and external stakeholders.

11

Evaluate two methods of communication used with stakeholders in your enterprise project . Justify which method was the most effective.

[15]
[Total: 25]

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