



Cambridge IGCSE™

CANDIDATE
NAME

CENTRE
NUMBER

--	--	--	--	--

CANDIDATE
NUMBER

--	--	--	--



ENTERPRISE

0454/13

Paper 1

October/November 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.

This document has **16** pages. Any blank pages are indicated.

Section A

Answer **all** questions.

1 Trent, Neco and Jina showed attributes, characteristics and learned enterprise skills when they helped to organise the leavers' celebration.

(a) State any **three** stages of the enterprise process.

- 1
- 2
- 3 [3]

(b) Describe **two** ways you were enterprising at school. Use an example to support each answer.

- 1
.....
.....
.....
- 2
.....
.....
..... [4]

(c) Explain how Trent used **one** enterprise skill in the organisation of the leavers' celebration. Use an example from the case study to support your answer.

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

[Total: 10]

2 Meikyla organised a meeting for the leavers' celebration committee.

(a) State **two** methods of communication that would be suitable to invite people to attend a meeting.

1

2 [2]

(b) Explain **one** way Meikyla could have improved the first meeting of the leavers' celebration committee. Use an example from the case study to support your answer.

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

(c) Explain how you decided if a meeting in **your enterprise project** had been successful. Use an example to support your answer.

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

(d) Explain **one** way body language can affect communication in a meeting.

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

[Total: 10]

3 The school would not be able to afford to pay for all the ideas and Meikyla was not willing to take the risk of the school going into debt.

(a) Explain **one** reason why the leavers' celebration could be considered as a social enterprise.

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

(b) State **two** attitudes to risk.

1

2 [2]

(c) Explain **one** potential health and safety risk in the leavers' celebration enterprise. Use an example from the case study to support your answer.

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

(d) Explain **one** way marketing and selling legislation could affect the leavers' celebration enterprise. Use an example from the case study to support your answer.

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

[Total: 10]

- 4 Trent, Neco and Jina identified the following costs as shown in Fig. 4.1.

Item	US\$
Printing of one yearbook	1.50
Buying one hoodie	5.00
Printing on each hoodie	2.00
Total	8.50

Fig. 4.1

- (a) Explain **one** other cost that could be included in the leavers' celebration enterprise.

.....

.....

.....

..... [2]

- (b) Calculate, using Fig. 4.1, the total cost of providing a yearbook and a printed hoodie for 80 students. Show your working.

.....

.....

.....

Amount US\$ [2]

- (c) Calculate the revenue if 80 yearbooks are sold at a price of US\$2 per yearbook. Show your working.

.....

.....

.....

Amount US\$ [2]

(d) Explain **two** sources of finance that could be suitable for purchasing the hoodies.

1

.....

.....

.....

2

.....

.....

.....

[4]

[Total: 10]

5 Jina suggested that they each select some items from the list. Fig. 1 from the case study shows the list they produced. These were the first two columns of an action plan.

(a) Define the term *action plan*.

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

(b) State **one** other non-financial document used in planning an enterprise.

..... [1]

(c) Explain **two** ways producing an action plan could benefit an enterprise.

1

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

2

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

(d) Explain **one** way a cash flow forecast assisted, or could have assisted, the operation of **your enterprise project**. Use an example to support your answer.

.....
.....
.....
.....
.....
..... [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 Cambridge Assessment. Cambridge Assessment is the brand name of the University of Cambridge Local Examinations Syndicate (UCLES), which is a department of the University of Cambridge.