



**Cambridge International Examinations**  
Cambridge International General Certificate of Secondary Education

CANDIDATE  
NAME

CENTRE  
NUMBER

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CANDIDATE  
NUMBER

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**ENTERPRISE**

**0454/12**

Paper 1

**May/June 2015**

**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.

The businesses described in this Question Paper are entirely fictitious.

**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.

The syllabus is approved 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.

**Section A**

Answer **all** the questions.

**1** All enterprises involve rewards, challenges and risks.

**(a)** Identify:

**(i)** **Two** rewards

**(ii)** **Two** challenges

facing an enterprise.

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

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

**(b)** Explain how you dealt with **two** risks in **your enterprise project**.

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

2 .....  
.....  
.....  
.....  
.....  
.....  
..... [6]

**[Total: 10]**

2 Kirsty identified two business objectives for her enterprise: to make a profit and to be ethical.

(a) Identify **two other** objectives that an enterprise may have.

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

(b) What is meant by profit?

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

(c) Explain how Kirsty's aim to be ethical would affect how she runs her enterprise.

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..... [6]

**[Total: 10]**





5 All enterprises need to be concerned with finance and marketing.

(a) What is meant by the following terms?

(i) Investment

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

(ii) Savings

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

(b) Explain **two** benefits of using personal savings as a source of finance for an enterprise.

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

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

(c) Explain **two** reasons why Kirsty needed to arrange the marketing of Kirsty's Designs.

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

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

[Total: 10]



















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