



# Cambridge IGCSE™

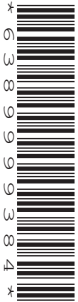
CANDIDATE  
NAME

CENTRE  
NUMBER

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NUMBER

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**ENTERPRISE**

**0454/12**

Paper 1

**October/November 2020**

**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. Blank pages are indicated.

**Section A**

Answer **all** questions.

1 Seth enjoyed finding creative solutions to the problems he experienced.

(a) State **two** problems a new enterprise may experience.

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

(b) Describe **one** method that you used to develop a creative solution to a problem in **your enterprise project**.

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

(c) Describe **one** method that could be used to monitor progress during the operation of an enterprise.

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

(d) Explain **one** way in which each of the following enterprise skills might be used in an enterprise:

(i) prioritisation/time management

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

(ii) perseverance.

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

[Total: 10]

2 Seth's school enterprise project had almost failed due to a cash flow deficit.

(a) Define the term *deficit*.

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

(b) Explain how break-even is calculated.

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

(c) Explain **one** advantage and **one** disadvantage to Seth's group of borrowing from family and friends during their school enterprise project.

Advantage .....

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

Disadvantage .....

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

[Total: 10]

3 Seth completed some market research.

(a) Explain **one** reason why any enterprise would complete market research.

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

(b) Identify the method of market research Seth completed.

..... [1]

(c) Explain **one** problem with the market research that Seth completed.

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

(d) Analyse the usefulness of **one** method of market research used in **your enterprise project**.

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

[Total: 8]

4 (a) State **two** objectives of an enterprise.

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

(b) Explain **two** reasons why Seth's computer servicing and repair enterprise was likely to be successful. Use an example from the case study to support each part of your answer.

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

(c) Describe **two** examples of verbal communication and **one** example of non-verbal communication used in **your enterprise project**.

Example of verbal communication 1 .....  
.....  
.....  
.....

Example of verbal communication 2 .....  
.....  
.....  
.....

Example of non-verbal communication .....  
.....  
.....  
..... [6]

[Total: 12]























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