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## 0454/11

May/June 2020

**1 hour 30 minutes**

You will need:    Insert (enclosed)

- 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.

- 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 Sheldon was enterprising when he designed the booking app and he used some of the six stages of the enterprise process.

(a) State what is meant by *being enterprising*.

.....

.....

.....

..... [2]

(b) State **two** ways of being enterprising at school or at home.

1 .....

2 ..... [2]

(c) Explain how Sheldon used **two** stages of the enterprise process. Use examples from the case study to support your answer.

1 Stage .....

Explanation .....

.....

.....

.....

.....

2 Stage .....

Explanation .....

.....

.....

..... [6]

[Total: 10]

2 Sheldon did not think clearly about his aims and objectives when he designed the booking app.

(a) Explain the difference between *aims* and *objectives*.

.....

.....

.....

..... [2]

(b) Explain **one** objective for **your enterprise project**.

.....

..... [2]

(c) Explain **two** ways that producing an action plan would assist Sheldon in the preparation of his booking app enterprise.

1 .....

.....

.....

.....

.....

.....

.....

.....

2 .....

.....

.....

.....

.....

.....

..... [6]

[Total: 10]

**3** Amy was not willing to take a risk and rely on the booking app entirely.

(a) Define the term *risk reducer*.

..... [2]

**(b)** Explain **one** reason why entrepreneurs are willing to take risks.

..... [2]

(c) Explain **two** risks involved in **your enterprise project**. Use examples to support your answer.

1 .....

2 .....

.....

.....

.....

.....

..... [6]

[Total: 10]

- 4 Sheldon was aware that he needed to consider the many legal obligations that would affect his booking app.

(a) State how **two** stakeholders were involved in **your enterprise project**.

1 Stakeholder: .....

Involvement: .....

.....

2 Stakeholder: .....

Involvement: .....

..... [4]

(b) Explain **two** reasons why laws and regulations are needed to protect stakeholders. Use an example from **your enterprise project** or **the case study** to support each part of your answer.

1 .....

.....

.....

.....

.....

.....

2 .....

.....

.....

.....

.....

..... [6]

[Total: 10]

5 Sheldon had questions after his meeting with Amy and he decided to complete some research.

(a) Describe **two** methods of research that an entrepreneur could use.

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

(b) Explain **two** factors that contributed to the success of a meeting you were involved in as part of **your enterprise project**.

- 1 .....
- .....
- .....
- .....
- .....
- .....
- .....
- .....
- 2 .....
- .....
- .....
- .....
- .....
- .....
- ..... [6]

[Total: 10]



- (b)** If Sheldon set up the new booking app enterprise, he could choose to organise the enterprise as a:
- limited company
  - partnership
  - sole trader.

Evaluate which type of business organisation would be **most** suitable for the booking app enterprise. Justify your choice, including why you rejected the other two types of business organisation. [15]

[illegible]





**7** Now consider **your enterprise project**.

- (a) Discuss how using **two** enterprise skills helped the success of **your enterprise project**. Use examples to support your answer. [10]

This image shows a full page of white paper with horizontal dashed lines, typical of primary school handwriting practice paper. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

- (b) Evaluate which was, or could have been, the **most** successful marketing communication in your enterprise project.**

You should consider **two** marketing communications in your answer.

[15]

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