



CANDIDATE
NAME

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CENTRE
NUMBER

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CANDIDATE
NUMBER

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0454/13

May/June 2021

1 hour 30 minutes

You must answer on the question paper.

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. Any blank pages are indicated.

Section A

Answer **all** questions.

1 There are different stakeholders in Millie's boat trip enterprise.

(a) Define the term *stakeholder*.

.....

.....

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..... [2]

(b) Explain why each of the following are stakeholders in Millie's enterprise:

(i) the local boat owners

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..... [2]

(ii) the people on her sightseeing boat trips.

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.....

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..... [2]

(c) Describe **two** reasons why laws or regulations are needed to protect Millie's stakeholders.

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

[Total: 10]

- 2 Kyle said that changes in government policy could have an effect on the success of an enterprise, and that effect may be positive or negative.

(a) Identify **two** ways that an entrepreneur can measure the success of their enterprise.

1

2 [2]

(b) Explain **one** reason why it is important that an entrepreneur monitors the progress of their enterprise.

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..... [2]

(c) (i) Explain **one** positive effect government policy might have on Millie's boat trip enterprise. Use an example to support your answer.

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..... [3]

(ii) Explain **one** negative effect government policy might have on Millie's boat trip enterprise. Use an example to support your answer.

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..... [3]

[Total: 10]

3 (a) Define the terms:

(i) *income*

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..... [2]

(ii) *expenditure.*

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..... [2]

(b) (i) Using Table 1, calculate Millie's fuel costs if she operates 80 boat trips in her first year.

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..... [2]

(ii) Using Table 1, calculate Millie's total revenue if she operates 80 boat trips in her first year.

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..... [2]

(c) Describe the possible impact on total profit if the cost of insurance increased to US\$275.

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..... [2]

[Total: 10]

- 4 Keisha suggested Millie consider crowdfunding, a government grant or trade credit as sources of finance.

(a) Identify **two** sources of finance, other than crowdfunding, a government grant or trade credit.

1

2 [2]

(b) Define the term *crowdfunding*.

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..... [2]

(c) Explain **one** advantage and **one** disadvantage to Millie of using trade credit to finance the costs in Table 1.

Advantage

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Disadvantage

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..... [6]

[Total: 10]

5 (a) Explain how Millie used **two** enterprise skills.

1

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..... [4]

(b) Explain **one** advantage and **one** disadvantage to Kyle of operating in a partnership with Millie.

Advantage

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Disadvantage

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..... [6]

[Total: 10]

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6 (a) Millie thought that a business plan was not needed for her boat trip enterprise.

[10]

[illegible]

- (b)** Millie was given help and support by:
- Kyle and the other boat owners
 - her friend Keisha.

Evaluate the usefulness of each of these sources of help and support to Millie's enterprise.

[15]

This image shows a full page of white paper with horizontal dashed lines, typical of primary school writing 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.

7 Now consider your enterprise project.

- (a) Analyse **one** positive impact and **one** negative impact that the operation of **your enterprise project** had, or could have had, on your local community. [10]

This image shows a full page of primary-ruled paper. It features multiple sets of horizontal dashed lines spaced evenly down the page, providing a guide for handwriting practice. The lines are thin and light gray, set against a plain white background. There are no margins, text, or other markings on the page.

Evaluate which **two** of these factors were, or could have been, **most** important when choosing the methods of marketing communications for **your enterprise project**. Justify your choice, including why you rejected the other factor. [15]

This image shows a full page of primary-ruled paper. It consists of multiple horizontal rows, each defined by two parallel dashed lines. The rows are evenly spaced and cover the entire area of the page, providing a guide for handwriting practice. There are no margins, text, or other markings present.

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