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ENTERPRISE

0454/11

Paper 1

October/November 2021

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 Jack was convinced that he had enterprise capability and he wanted to make as much money as possible.

(a) State **two** objectives an enterprise may have.

1

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2

..... [2]

(b) Explain the term *enterprise capability*.

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..... [2]

(c) Explain how Jack and/or Enrique used **two** enterprise skills. Use examples from the case study to support your answer.

1 Enterprise skill

Explanation

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.....

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2 Enterprise skill

Explanation

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..... [6]

[Total: 10]

2 The teacher believed that Jack's enterprise idea would be low risk.

(a) State **two** risks for an enterprise.

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2

..... [2]

(b) Describe **one** method used in enterprise to identify risks.

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..... [2]

(c) Explain **two** possible rewards that Jack is expecting to gain from his enterprise.

..... [6]

[Total: 10]

3 The teacher said that financial regulations will be a problem for Jack's enterprise idea.

(a) (i) Explain **one** reason why financial regulations are needed in enterprise.

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..... [2]

(ii) Identify **two** other areas of enterprise covered by regulations, apart from finance.

1

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2

..... [2]

Enrique's swap shop enterprise would be a social enterprise.

(b) Explain **one** possible positive benefit to the community of The Swap Shop. Use an example from the case study to support your answer.

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..... [3]

(c) Explain **one** way that an enterprise could be unethical. Use an example to support your answer.

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..... [3]

[Total: 10]

- 4 Jack had completed secondary market research, but had not thought about marketing methods for his enterprise.

(a) Explain **one** reason why marketing is helpful to an enterprise.

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..... [2]

(b) Explain **one** marketing communication method suitable for The Swap Shop enterprise.

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..... [2]

(c) Explain **two** methods of market research suitable for The Swap Shop enterprise.

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..... [6]

[Total: 10]

5 Enrique suggested they complete an action plan.

(a) Define the term *action plan*.

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..... [2]

(b) Explain **two** ways producing an action plan helped or would have helped your enterprise project.

1

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..... [6]

(c) Describe **one** other non-financial document an enterprise would usually produce.

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..... [2]

[Total: 10]

- (b)** Jack wanted to work alone but was willing to work with Enrique as a partner.

Evaluate the benefits and disadvantages to Jack of working in partnership with Enrique. [15]

[illegible]

7 Now consider **your** enterprise project.

- (a) There are several financial calculations and records used in enterprise which include:
- cash flow
 - break-even
 - profit.

Analyse how **two** of these calculations or records helped you to make decisions in **your enterprise project**. [10]

This image shows a single page of white paper with horizontal ruling lines. 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 the appropriateness of the methods of communication you used with:
- one internal stakeholder
 - one external stakeholder

during **your enterprise project.**

You should consider a maximum of **two** methods of communication, for each stakeholder, in your answer. [15]

This image shows a full page of white paper with horizontal dashed lines, typical of primary-ruled notebook 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.

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