



Cambridge IGCSE™

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ENTERPRISE

0454/12

Paper 1

October/November 2024

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 Emma and Luca were enterprising when they thought of new activities for the youth centre charity.

(a) Define the term *charity*.

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

(b) Explain **two** advantages of operating as a charity.

1
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.....
.....
..... [4]

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

(c) Describe how Emma and Luca used **two** stages of the enterprise process. Use an example from the case study to support each answer.

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

[Total: 10]





2 As an Enterprise student, Emma knew the importance of planning.

(a) Select the most appropriate word from the list below to complete each of the sentences about planning.

- action
- marketing
- business
- negotiation

(i) The plan provides evidence when applying for a bank loan.

(ii) The plan identifies the key stages when trying to reach an agreement. [2]

(b) State **two** column headings usually included in an action plan, other than those shown in Table 1.

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

(c) Explain **two** ways that planning helped the operation of **your enterprise project**. Use examples to support each answer.

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

[Total: 10]

[Turn over]





3 Emma asked all the young people attending the youth centre to complete a short survey.

(a) Define the term *market research*.

.....

.....

.....

..... [2]

(b) Explain **one** advantage of a survey as a method of research for Emma.

.....

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..... [2]

(c) Explain **one** reason why it is important for Emma to choose the correct method of research.

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..... [3]

(d) Explain **one** action the youth centre charity could take to retain its existing customers.

.....

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.....

.....

..... [3]

[Total: 10]





- 4 Emma and Luca thought that they would be able to break even and maybe make a profit from the film club. Table 2 shows the costs.

(a) Define the term *break even*.

.....

.....

.....

..... [2]

(b) (i) Calculate **X** in Table 2.

.....

..... [1]

(ii) Calculate, using Table 2 and your answer to **(b)(i)**, the number of film club tickets Luca needs to sell to break even. Show your working.

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Break-even number of tickets [4]





(c) Explain whether Emma and Luca were correct that fixed costs would be lower for the film club activity.

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..... [3]

[Total: 10]

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5 Emma was unable to meet face to face with Luca to share their research. They decided instead to discuss this over the telephone.

(a) State **two** external stakeholders in an enterprise.

1

2

[2]

(b) Explain **one** advantage of communicating face to face with stakeholders. Use an example from **your enterprise project** to support your answer.

.....

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.....

..... [3]

(c) Explain **one** disadvantage of communicating with stakeholders by email. Use an example from **your enterprise project** to support your answer.

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..... [3]

(d) Explain how you used **one** document in a meeting as part of **your enterprise project**.

.....

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.....

..... [2]

[Total: 10]







6 (a) Enterprising people have many attributes, characteristics and learned skills. These include:

- Discuss how Emma used any **two** of these skills in the organisation of her ideas.

..... [10]

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..... [15]

[Total: 25]



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- Analyse how **two** objectives affected, or could have affected, the operation of **your enterprise project**.

[10]

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[15]

[Total: 25]





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