



Cambridge International Examinations
Cambridge International General Certificate of Secondary Education

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ENTERPRISE

0454/01

Paper 1

October/November 2014

1 hour 30 minutes

Candidates answer on the Question Paper.

No Additional Materials are required.

READ THESE INSTRUCTIONS FIRST

Write your Centre number, candidate number and name on all the work you hand in.

Write in dark blue or black pen.

Do not use staples, paper clips, highlighters, glue or correction fluid.

DO NOT WRITE IN ANY BARCODES.

Answer **all** questions.

Each candidate should have received a copy of the case study prior to the examination.

A clean copy of the case study has been provided with this Question Paper.

The businesses described in this Question Paper are entirely fictitious.

Your answers must be based on the case study and your own enterprise experience and knowledge.

Candidates who do not follow this instruction will be penalised.

At the end of the examination, fasten all your work securely together.

The number of marks is given in brackets [] at the end of each question or part question.

The syllabus is approved for use in England, Wales and Northern Ireland as a Cambridge International Level 1/Level 2 Certificate.

This document consists of **12** printed pages, **4** blank pages and **1** Insert.

Section A

Answer **all** the questions.

1 Ayesha and Hassan had studied different entrepreneurs in their Enterprise lessons.

(a) What is meant by an *entrepreneur*?

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

(b) Using **one** example of an entrepreneur you have studied, explain how this entrepreneur was enterprising.

Name of entrepreneur

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

(c) Using examples, explain how **two** sources of help and support were used in **your enterprise project**.

Source of help and support 1

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

Source of help and support 2

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

[Total: 10]

2 Ayesha and Hassan were particularly interested in co-operatives.

(a) What is meant by a *co-operative*?

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

(b) State **two other** types of business organisation.

1
2 [2]

(c) Describe **two** possible advantages and **one** possible disadvantage of organising an enterprise as a co-operative.

Advantage 1
.....
.....
.....
.....

Advantage 2
.....
.....
.....
.....

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

[Total: 10]

3 Ayesha and Hassan believed that the co-operative could make a success of the new farmers' market, especially as the population of Jarvis was growing rapidly.

(a) Describe **two** ways in which changes in the size and structure of population can provide opportunities for enterprise.

1

.....

.....

.....

2

.....

.....

.....

.....[4]

(b) Explain how the following opportunities for enterprise affected **your enterprise project**.

(i) The ability to provide the product or service.

.....

.....

.....

.....

.....

.....

.....

.....[3]

(ii) The income of potential customers.

.....

.....

.....

.....

.....

.....

.....

.....[3]

[Total: 10]

4 Each member of the Jarvis Co-operative had bought one share in the co-operative. At the end of each year, members receive a dividend.

(a) What is meant by:

(i) a *share*?

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

(ii) a *dividend*?

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

(b) Do you think it is important that the Jarvis Co-operative Farmers' Market makes a profit? Explain **two** reasons for your decision.

1

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

2

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

[Total: 10]

5 Ayesha and Hassan decided to hold regular meetings with members of the Jarvis Co-operative Farmers' Market to inform them of progress with the farmers' market. They made sure the meetings were well organised.

(a) Define the following terms:

(i) an *agenda* for the meeting

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

(ii) the *minutes* of the meeting.

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

(b) Do you agree with Ayesha and Hassan that regular meetings were a good idea? Explain **two** reasons for your decision.

1

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

2

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

.....[6]

[Total: 10]

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