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UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS
International General Certificate of Secondary Education

CANDIDATE NAME	

CENTRE NUMBER						CANDIDATE NUMBER					

ENTERPRISE **0454/01**

Paper 1 **May/June 2013**

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.

This document consists of **13** printed pages, **3** blank pages and **1** Insert.

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UNIVERSITY of CAMBRIDGE International Examinations

Section A

For Examiner's Use

Answer **all** the questions.

1 Keziah and Mohammed worked well together in their enterprise team on the coursework task.

(a) Describe **one** way in which working as a team could have helped Keziah and Mohammed when setting up their enterprise.

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..... [2]

(b) Explain **one** way in which the skill of problem solving helped with the running of **your enterprise project**.

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..... [4]

[Total: 6]

For Examiner's Use

2 Keziah and Mohammed decided to organise their enterprise as a limited company rather than as a partnership.

(a) Describe **two** features of a partnership.

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(b) Explain why a limited company is a better form of business organisation for Keziah and Mohammed's enterprise than a partnership.

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[Total: 10]

For Examiner's Use

3 Keziah and Mohammed realised that there were risks associated with starting an enterprise.

(a) Describe what is meant by PESTEL analysis.

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(b) Explain how the risk of failure was reduced in **your enterprise project**.

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[Total: 10]

For Examiner's Use

4 Keziah and Mohammed wanted to make sure that they paid close attention to the finances of their enterprise.

(a) What is meant by *revenue*?

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..... [1]

(b) Define the following terms, giving an example of each:

- direct costs .....

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- indirect costs. .....

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[2×2]

(c) Describe **two** ways that Keziah and Mohammed could use a budget in their enterprise.

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(d) Discuss the importance of budgeting in **your enterprise project**.

For Examiner's Use

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[Total: 15]

For Examiner's Use

5 All enterprises need to carry out marketing.

(a) What is meant by *marketing*?

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..... [1]

(b) Describe **one** potential benefit to a customer of marketing.

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(c) Explain **one** advantage of marketing and **one** disadvantage of marketing to **your enterprise project**.

Advantage .....

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Disadvantage .....

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[Total: 9]

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Section B

For Examiner's Use

Answer **all** the questions.

Use the case study, your own enterprise experience and your knowledge of enterprise to answer Question 6(a).

6 **(a)** Enterprises set business objectives.

Discuss how business objectives, such as growth, might affect how Keziah and Mohammed manage the running of K and M Limited. [10]

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Use the case study, your own enterprise experience and your knowledge of enterprise to answer Question 6(b).

For Examiner's Use

(b) Keziah and Mohammed identified three questions which they thought were important to answer in order to ensure the short-term and long-term success of K and M Limited.

Discuss the importance of answering these questions to the long-term success of K and M Limited. [15]

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For Examiner's Use

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Use the case study, your own enterprise experience and your knowledge of enterprise to answer Question 7(a).

For Examiner's Use

7 **(a)** Keziah and Mohammed spoke to a business adviser to obtain help and support for K and M Limited.

Discuss the usefulness to **your enterprise project** of the sources of help and support used. [10]

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Use the case study, your own enterprise experience and your knowledge of enterprise to answer Question 7(b).

For Examiner's Use

(b) Keziah and Mohammed understood the importance of formal and informal communication to the success of their enterprise.

Discuss the advantages and disadvantages of the different types of communication used when running **your enterprise project**. [15]

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