

CANDIDATE
NAME

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CANDIDATE
NUMBER

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ENTERPRISE

Paper 1

0454/13

May/June 2019

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, 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.

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

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 syllabus is regulated 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 Dennis has a number of entrepreneurial attributes and skills.

(a) What is meant by the following terms?

(i) *resourcefulness*

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

(ii) *delegation.*

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

(b) State **two other** entrepreneurial attributes or skills.

1
2[2]

(c) Explain, using an example, **one** way that Dennis or Selwyn:

(i) identified the ability to meet the demand.

.....
.....
.....
.....
.....
.....
.....[3]

(ii) took advantage of the opportunities offered by globalisation.

.....
.....
.....
.....
.....
.....
.....[3]

[Total: 10]

2 Dennis produced a simple budget for a fully organised tour.

(a) Explain what is meant by the term *a simple budget*.

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

(b) State **two** financial documents that should be kept by an enterprise, other than a simple budget.

1
2 [2]

(c) Explain **one** problem with the simple budget Dennis drew up, using an example from the case study.

.....
.....
.....
.....
..... [3]

(d) Explain **one** way the simple budget produced by Dennis would help Dennis and Selwyn in the new enterprise.

.....
.....
.....
.....
..... [3]

[Total: 10]

3 Selwyn was cautious about becoming a partner in the new enterprise.

(a) State **two** risks that a new enterprise may face.

- 1
- 2 [2]

(b) Explain **one** method usually used to identify the risks involved in an enterprise.

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

(c) Explain **one** responsibility that employers should consider when employing staff.
Use an example to support your answer.

.....
.....
.....
.....
..... [3]

(d) Explain **one** responsibility that enterprises should consider when selling goods or services.
Use an example to support your answer.

.....
.....
.....
.....
..... [3]

[Total: 10]

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