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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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2 Enterprise skill

Explanation

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..... [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.

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..... [2]

2

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..... [6]

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

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..... [2]

[Total: 10]

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