



# Cambridge IGCSE™

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**ENTERPRISE**

**0454/13**

Paper 1

**May/June 2023**

**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 Giacomo showed he was an enterprising person when the college was forced to close its dining area.

(a) Define the term *customers*.

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

(b) Explain **two** examples from the case study that show the college restaurant operates as a social enterprise.

1 .....

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

2 .....

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

(c) Explain **two** ways that show that you have enterprise capability. Use examples from **your enterprise project** to support each answer.

1 .....

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

2 .....

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

[Total: 10]

2 Giacomo completed some market research for the food delivery enterprise. He thought US\$2 would be a suitable price to charge for each delivery.

(a) Explain the difference between *primary* and *secondary* market research.

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

(b) Explain **one** disadvantage of using secondary market research.

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

(c) Explain **one** advantage to Giacomo of using the internet as a method of research for the food delivery enterprise.

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

(d) Explain why primary market research is the most appropriate method to check that US\$2 was a suitable price to charge for the delivery service.

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

[Total: 10]

3 Giacomo decided to produce an action plan which would include solutions to the problems Mrs Tan identified.

(a) Identify **two** items that are usually included in an action plan.

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

(b) Explain **one** way an action plan helped in the operation of **your enterprise project**.

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

(c) Define the term *legal compliance*.

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

(d) Explain **one** reason laws and regulations would need to be followed by this food delivery enterprise. Use an example from the case study to support your answer.

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

[Total: 10]

4 Giacomo intended to negotiate with Mrs Tan to be allowed to start one of the two delivery services.

(a) Define the term *negotiation*.

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

(b) Explain how using **one** stage of the negotiation process could assist Giacomo to be successful in his negotiation with Mrs Tan.

Stage .....

Explanation .....

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

(c) Define the term *grant*.

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

(d) Explain how the college restaurant would benefit by using trade credit to start up the new food delivery enterprise.

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

[Total: 10]























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