



Cambridge O Level

CANDIDATE
NAME

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CENTRE
NUMBER

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CANDIDATE
NUMBER

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ENTERPRISE

4054/01

Paper 1

For examination from 2020

SPECIMEN PAPER

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 **12** pages. Blank pages are indicated.

Section A

Answer **all** questions.

1 (a) Describe the term 'enterprise'.

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

(b) Explain **two** of the six stages in the enterprise process. Use examples from **your enterprise project** to support your answer.

1:
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..... [6]

[Total: 8]

2 A PEST analysis helps to identify the risks of an enterprise.

(a) Identify what each of the letters in PEST stands for.

P:
E:
S:
T: [3]

(b) Explain how you managed **two** risks during **your enterprise project**, and include the outcome of your actions.

Risk 1:
.....
Action:
.....
Outcome:
.....
Risk 2:
.....
Action:
.....
Outcome:
..... [6]

[Total: 9]

3 Aiyana knew that she needed to plan carefully and to use appropriate language in her negotiation.

(a) Define the term 'negotiation'.

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

4 Ezequiel produced a budget for the fruit drinks.

(a) Define the financial terms:

(i) 'contribution'

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

(ii) 'break-even'

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

(iii) 'deficit'

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

(b) Explain **two** possible effects on **The Fruit Drinks Enterprise** of not keeping accurate financial records.

1:
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.....
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2:
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.....
..... [6]

[Total: 12]

5 The friends had not thought about their marketing communications.

(a) Explain **two** ways that marketing communications benefited **your enterprise project** and/or its customers.

1:

.....

.....

.....

2:

.....

.....

..... [4]

(b) Explain **one** advantage and **one** disadvantage for **The Fruit Drinks Enterprise** of advertising using social media.

Advantage:

.....

.....

.....

.....

.....

Disadvantage:

.....

.....

.....

..... [6]

[Total: 10]

..... [15]

[Total: 25]

[Turn over

