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ENTERPRISE

0454/13

Paper 1

May/June 2026

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. Do **not** use correction fluid or tape.
- 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 Aria decided to become an entrepreneur.

(a) Define the term ‘entrepreneur’.

.....

.....

.....

..... [2]

(b) State the names of **two** entrepreneurs that you have studied and the goods or services they sell.

1

.....

2

..... [4]

(c) Explain **two** ways technology was important for Aria’s enterprise.

1

.....

.....

.....

2

.....

.....

..... [4]

[Total: 10]



- 2 Aria had decided on the product and the target market but did not produce marketing communications.

(a) Define the term 'target market'.

.....

.....

.....

..... [2]

(b) Describe **one** purpose of marketing in **your enterprise project**. Use an example to support your answer.

.....

.....

.....

.....

.....

..... [3]

(c) Describe **one** disadvantage of a method of marketing communication you used in **your enterprise project**. Use an example to support your answer.

.....

.....

.....

.....

.....

..... [3]

(d) State **two** reasons why an enterprise may **not** retain customers.

1

.....

2

.....

..... [2]

[Total: 10]
[Turn over]



- 3 Aria set up a dropshipping enterprise. She paid for an ecommerce platform and organised a supplier to dropship the fitness trackers.

(a) Select the most appropriate word from the list below to complete each of the sentences:

- account
- credit
- payables
- receivables.

The amount of money owed by enterprises to suppliers is called trade

.....

Money that customers owe to an enterprise is called trade

..... [2]

- (b) Explain **one** advantage to Aria of **not** having to pay in advance for stock.

.....

.....

.....

..... [2]

- (c) Using information from Table 1.1 in the case study, prepare Aria's predicted monthly profit for **3(c)(i)–(iv)**. Show your working.

predicted monthly profit	
	\$
total revenue	(i)
total fixed cost (ecommerce platform)	20
total expected cost of 20 fitness trackers	(ii)
total cost each month	(iii)
expected profit each month	(iv)

[6]

[Total: 10]



- 4 (a) There are six stages of the enterprise process. State the missing stages 2 and 6.

stages	
1	identifying the problem or need or want
2	
3	action planning
4	implementing the plan
5	monitoring progress
6	

[2]

- (b) Explain **one** piece of evidence from the case study which shows that Aria is risk-keen.

.....

.....

.....

.....

.....

..... [3]

- (c) (i) Explain **one** possible business objective for Aria's enterprise.

.....

.....

.....

..... [2]

- (ii) Explain **one** reason why Aria may **not** achieve this business objective. Use evidence from the case study to support your answer.

.....

.....

.....

.....

.....

..... [3]

[Total: 10]

[Turn over]





5 Jamelia offered Aria help and support. Aria had to admit that she had not completed a business plan.

(a) State **two** examples of the help and support that a bank can offer an enterprise.

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

(b) Explain **one** way a business plan would help Aria to improve the success of her enterprise.

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

(c) Explain **one** document, other than a business plan, that could have helped Aria in her enterprise.

name of document
.....
.....
.....
..... [3]

(d) State **two** ways that Aria could use social media in her enterprise.

1
2 [2]

[Total: 10]





Answer **all** questions.

- 6 (a)** Aria had completed some market research before setting up her online store.

Analyse **two** disadvantages of the market research that Aria completed. Use examples from the case study to support your answer.

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[10]



(b) Aria was worried that the risks of continuing the online store would not be worthwhile.

Evaluate whether the risks of continuing Aria's online store are greater than the rewards. Use examples from the case study to support your answer.

[illegible]



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[Turn over





7 Now consider **your enterprise project**.

(a) Entrepreneurs use a variety of different skills in their enterprises. These can include:

- perseverance
- practical skills
- self-confidence
- time management.

Analyse the importance of **two** of these enterprise skills to the success of **your enterprise project**.

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[10]



- (b)** Evaluate the effectiveness of the planning and delivery of the presentation you completed as part of **your enterprise project**. Use examples to support your answer.

This image shows a full page of blank handwriting practice paper. It features multiple sets of horizontal lines. Each set consists of a solid top line, a dashed midline, and a solid bottom line, providing a guide for letter height and placement. The paper is white with light gray or blue lines. There are faint, diagonal watermarks across the page that read "PapaCambridge.com".



[Total: 25]



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