

Cambridge Nationals

Enterprise and Marketing

Key Contacts:

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Key Information

Unit R064: Enterprise and marketing concepts:

Learning Outcome 1: Understand how to target a market

Learning Outcome 2: Understand what makes a product or service financially viable

Learning Outcome 3: Understand product development

Learning Outcome 4: Understand how to attract and retain customers

Learning Outcome 5: Understand factors for consideration when starting up a business

Unit R065: Design a business proposal

Learning Outcome 1: Be able to identify the customer profile for a business challenge

Learning Outcome 2: Be able to complete market research to aid decisions relating to a business challenge

Learning Outcome 3: Be able to develop a design proposal for a business challenge

Learning Outcome 4: Be able to review whether a business proposal is viable

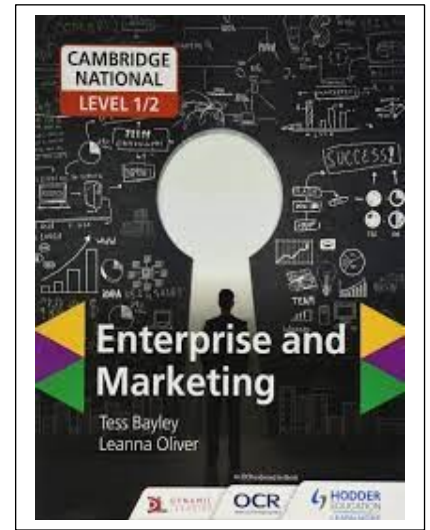
Unit R066: Market and pitch a business proposal

Learning Outcome 1: Be able to develop a brand identity and promotional plan to target a customer profile

Learning Outcome 2: Be able to plan a pitch for a proposal

Learning Outcome 3: Be able to pitch a proposal to an audience

Learning Outcome 4: Be able to review the strengths and weaknesses of a proposal and pitch



Useful Information:

Exam board: OCR

Revision text - pleasespeak to Mr Banner before buying the revision book

Websites:

The following websites will help with information required in your assignments for the 3 units:

www.businessstudiesonline.com

www.bized.co.uk

www.times100.co.uk

www.tutor2u.net

Top Tips

- Learn the key terms
- Apply it to the businesses you are familiar with
- Practice past exam paper questions
- Keep up to date with coursework deadlines!
- Use the help guides provided
- Practice past exam papers/check answers
- Attend after school revision sessions
- Ask questions

Assessment

Unit R064: Enterprise and marketing concepts

60 GLH

1 hour 30 minute written examination

80 marks (120 UMS)

OCR-set and marked

This question paper has two parts:

- Part A - comprising of 16 multiple choice questions (MCQs)
- Part B – comprising of short answer questions and three extended response questions. The extended response evaluation question will relate to LO4.

Unit R065: Design a business proposal and Unit R066: Market and pitch a business proposal

30 GLH For each unit

OCR-set assignment

60 marks (60 UMS)

Centre-assessed and OCR moderated

The centre-assessed tasks will be practical tasks in the context of an OCR-set assignment.