

Year 10 OCR Enterprise & Marketing J819 January Revision Checklist

R064 Enterprise and Marketing concepts 40 marks

Topics to include:

LO1: Understand how to target a market (market segmentation, market research and customer feedback techniques)

LO2: Understand what makes a product or service financially viable (costs, revenue, break-even and profit)

Revise!

- Use mind maps and revision clocks to rewrite and condense class notes.
- The specification and past papers are available from:
tinyurl.com/y4ge6fpp
- www.bbc.com/bitesize/subjects/zpsvr82
- <https://www.tutor2u.net/business/blog/gcse-igcse-business-studies-revision-notes-master-listing>
- Self-test using quizlet

**DON'T BE UPSET
BY THE RESULTS
YOU DIDN'T GET
WITH THE WORK
YOU DIDN'T DO.**

