

OCR Enterprise & Marketing J819 Mock

R064: Enterprise and Marketing Concepts

80 marks 1hr 30 mins



LO1 – Understand how to target a market

LO2 - Understand what makes a product or service financially viable

LO3 - Understand product development

LO4 - Understand how to attract and retain customers

LO5 - Understand factors for consideration when starting up a business

LO6 - Understand different functional activities needed to support a business startup

Best revision methods:

- 1) Condensing notes using mind maps, Cornell notes and revision clocks.
- 2) Practice past paper exam questions

Use the **Personal Learning Checklist** for a detailed break down for each part of the syllabus and **revision resources** to help you.