

Year 10 OCR Enterprise & Marketing J819

January Recall Test



R064 Enterprise & Marketing Concepts

LO1 - Understand how to target a market:

Customer, market segmentation, market research, primary & secondary research, customer feedback

LO2 - Understand what makes a product financially viable:

Costs (including fixed and variable), revenue, break-even and profit calculation

LO3 - Understand product development:

The product life cycle, extension strategies, product differentiation, impact of external factors on product development.

Useful revision resources:

- 1) Book - My Revision Notes: Cambridge National Level 1/2 Enterprise and Marketing currently available on Amazon.
- 2) Past papers - tinyurl.com/474ahs24
- 3) Youtube videos - tinyurl.com/sfkrhyjf