

# Year 10 OCR Enterprise & Marketing J819

## May Revision Checklist



Topics to include: 80 marks (1h 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 start-up

This is a Mock examination, with the real exam for R064: Enterprise & Marketing Concepts occurring on May 25<sup>th</sup> pm

**Revision resources** - Condensing notes is an effective method, along with:

- 1) Personal learning checklist – <https://tinyurl.com/4ed4ttef>
- 2) Past paper questions – <https://tinyurl.com/bd6677jc>
- 3) Quizlet flash cards – <https://tinyurl.com/2ytp8pf2>
- 4) R064 Youtube videos - <https://tinyurl.com/4eweu78n>