OCR Enterprise & Marketing J837

January Yr 10 written examination for Unit R067 (written examination)

R067: Enterprise and marketing concepts
Topic area 1: Characteristics, risk and reward for enterprise 1.1 Characteristics of a successful entrepreneur 1.2 Potential rewards for risk taking 1.3 Potential drawbacks for risk taking
Topic area 2: Market research to target a specific customer 2.1 The purpose of market research (RUPA) 2.2 Primary market research methods 2.3 Secondary market research methods 2.4 Types of data (quantitative and qualitative) 2.5 Types of market segmentation (age, gender etc) 2.6 The benefits of market segmentation to a business

Please use the following to aid revision:

1) OCR Sample Paper tinyurl.com/57e3hzhf
2) Notes from lessons.

Revision should include:
- Condensing notes using Mindmaps and record cards (to self-test).
- Practicing past paper exam questions from the Sample paper.
- Low stakes quizzes to test memory recall, using quizizz.com (links below)
  TA1 Quizzes: tinyurl.com/48b8ez3a
  tinyurl.com/3z7yz3c8

  TA2 Quizzes: tinyurl.com/puhfn986
  tinyurl.com/uddezs5d
  tinyurl.com/mtar4n4u