

# Cambridge Nationals Level 1/2

## Enterprise and Marketing

### OCR J837

#### Unit R067:

### Enterprise and marketing concepts

## Revision Checklist

Exam Date:	
Exam Time:	
Exam Duration:	1 hour 15 minutes

<b>External Assessment [Written Examination]</b>
<b>70 Marks</b>
<b>Topic Areas to be assessed:</b> <b>1:</b> Characteristics, risk and reward for enterprise <b>2:</b> Market research to target a specific customer <b>3:</b> What makes a product financially viable <b>4:</b> Creating a marketing mix to support a product <b>5:</b> Factors to consider when starting up and running an enterprise
<b>Performance Objectives to be assessed:</b> <b>PO1:</b> Recall knowledge and show understanding <b>PO2:</b> Apply knowledge and understanding <b>PO3:</b> Analyse and evaluate knowledge, understanding and performance

# REVISION TIPS



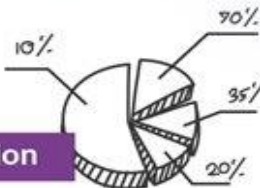
With exam season just on the horizon, you may start to feel a growing sense of anxiety as you begin to tackle your revision pile! Here at [The Training Room](#), we recognise that your success during the exam period depends largely on how well you prepare, this is why we've put together some revision tips to help you achieve the results you want during this exam period!



1

## Get a headstart on revision

The best way to prepare for the exam period is by getting a head start on your revision. By making a head start on your revision you can benefit from practising past papers, creating a timetable around your life and even enjoying much-needed breaks, all of which helps minimise pre-exam anxiety.



2

## Get the blood going

Physical activity during the exam period can play an important role in increasing productivity! By doing things like going for a run, heading to the gym or even going for a brisk walk you can stay mentally fresh and ready for the big day!



3

## Find your spot

Find a revision spot that works for you! A great tip for success during the exam period is to find a spot which enables you to revise comfortably without distractions. It can be your bedroom, the local library or even a spot in your school, just remember the lesser the distractions the better!



4

## Put notes around your house

Place notes around your house to help you with revision. It might sound silly but sticking notes around your house in places like the living room, the kitchen or even the toilet, will help you remember things and keep them fresh in your mind.



5

## Get the right snacks

During the exam period it can be quite easy to fall into bad habits with your eating, especially when it comes to snacks, so if you're going to snack, snack right! By eating healthy snacks such as vegetables and fruits to oily fish you can keep your brain going for longer through good nutrients!



6

## Do it your awesome way

At the end of the day, everyone has their own way of learning when it comes to revising during the exam period, this is why you should take the time you understanding your way of learning! Not only will this make it easier for you to study it will also help you recall information in the long run.



7

## Think positive!

Think positive during the exam season as it can go a long way in helping reduce stress and anxiety, all of which helps with feeling relaxed on the day! Often overlooked, for us thinking positive during the exam period is a great way to put yourself in the right frame of mind.



## R067 Examination Command Words

Word(s)	Students will...
<b>Analyse</b>	<ul style="list-style-type: none"> <li>▪ Separate or break down information into parts and identify their characteristics or elements</li> <li>▪ Explain the pros and cons of a topic or argument and make reasoned comments</li> <li>▪ Explain the impacts of actions using a logical chain of reasoning</li> </ul>
<b>Annotate</b>	<ul style="list-style-type: none"> <li>▪ Add information, for example, to a table, diagram or graph until it is final</li> <li>▪ Add all the needed or appropriate parts</li> </ul>
<b>Calculate</b>	<ul style="list-style-type: none"> <li>▪ Get a numerical answer showing how it has been worked out</li> </ul>
<b>Choose</b>	<ul style="list-style-type: none"> <li>▪ Select an answer from options give</li> </ul>
<b>Circle</b>	<ul style="list-style-type: none"> <li>▪ Select an answer from options given</li> </ul>
<b>Compare and contrast</b>	<ul style="list-style-type: none"> <li>▪ Give an account of the similarities and differences between two or more items or situations</li> </ul>
<b>Complete</b>	<ul style="list-style-type: none"> <li>▪ Add all the needed or appropriate parts</li> <li>▪ Add information, for example, to a table, diagram or graph until it is final</li> </ul>
<b>Create</b>	<ul style="list-style-type: none"> <li>▪ Produce a visual solution to a problem (for example: a mind map, flowchart or visualisation)</li> </ul>
<b>Describe</b>	<ul style="list-style-type: none"> <li>▪ Give an account including all the relevant characteristics, qualities or events</li> <li>▪ Give a detailed account of</li> </ul>
<b>Discuss</b>	<ul style="list-style-type: none"> <li>▪ Present, analyse and evaluate relevant points (for example, for/against an argument)</li> </ul>
<b>Draw</b>	<ul style="list-style-type: none"> <li>▪ Produce a picture or diagram</li> </ul>
<b>Evaluate</b>	<ul style="list-style-type: none"> <li>▪ Make a reasoned qualitative judgement considering different factors and using available knowledge/experience</li> </ul>
<b>Explain</b>	<ul style="list-style-type: none"> <li>▪ Give reasons for and/or causes of</li> <li>▪ Use the words or phrases such as 'because' or 'therefore' or 'this means that' in answers</li> </ul>
<b>Fill in</b>	<ul style="list-style-type: none"> <li>▪ Add all the needed or appropriate parts</li> <li>▪ Add information, for example, to a table, diagram or graph until it is final</li> </ul>
<b>Identify</b>	<ul style="list-style-type: none"> <li>▪ Select an answer from options given</li> <li>▪ Recognise, name or provide factors or features</li> </ul>
<b>Justify</b>	<ul style="list-style-type: none"> <li>▪ Give good reasons for offering an opinion or reaching a conclusion</li> </ul>
<b>Label</b>	<ul style="list-style-type: none"> <li>▪ Add information, for example, to a table, diagram or graph until it is final</li> <li>▪ Add all the necessary or appropriate parts</li> </ul>
<b>Outline</b>	<ul style="list-style-type: none"> <li>▪ Give a short account, summary or description</li> </ul>
<b>State</b>	<ul style="list-style-type: none"> <li>▪ Give factors or features</li> <li>▪ Give short, factual answers</li> </ul>

### Topic Revised Key:

<b>D</b>	Developing
<b>S</b>	Secure
<b>M</b>	Mastered

## TA1: Characteristics, risk and reward for enterprise

TA	Topic	D	S	M
<b>1.1.</b>	<b>Characteristics of successful entrepreneurs</b>			
	Know the <b>characteristics</b> of <b>successful entrepreneurs</b>			
	<b>Creativity</b> : How this characteristic may help the entrepreneur to be successful			
	<b>Innovation</b> : How this characteristic may help the entrepreneur to be successful			
	<b>Risk-taking</b> : How this characteristic may help the entrepreneur to be successful			
	<b>Communication</b> : How this characteristic may help the entrepreneur to be successful			
	<b>Negotiation</b> : How this characteristic may help the entrepreneur to be successful			
	<b>Confidence</b> : How this characteristic may help the entrepreneur to be successful			
	<b>Determination</b> : How this characteristic may help the entrepreneur to be successful			
<b>1.2.</b>	<b>Potential rewards for risk taking</b>			
	Know the potential <b>rewards</b> for risk taking			
<b>1.3.</b>	<b>Potential drawbacks for risk taking</b>			
	Know the potential <b>drawbacks</b> for risk taking			

## TA2: Market research to target a specific customer

TA	Topic	D	S	M
<b>2.1.</b>	<b>The purpose of market research</b>			
	<b>Why</b> entrepreneurs need to carry out market research			
	<b>When</b> entrepreneurs need to carry out market research			
<b>2.2.</b>	<b>Primary market research methods</b>			
	<b>Advantages</b> of primary market research methods			
	<b>Disadvantages</b> of primary market research methods			
	Know the <b>types</b> of primary market research methods			
	<b>Observations:</b> Advantages			
	Observations: Disadvantages			
	<b>Questionnaires/surveys:</b> Advantages			
	Questionnaires/surveys: Disadvantages			
	<b>Interviews:</b> Advantages			
	Interviews: Disadvantages			
	<b>Focus groups:</b> Advantages			
	Focus groups: Disadvantages			
	<b>Consumer trials:</b> Advantages			
	Consumer trials: Disadvantages			
	<b>Test marketing/pilots:</b> Advantages			
Test marketing/pilots: Disadvantages				
<b>2.3.</b>	<b>Secondary market research sources</b>			
	<b>Advantages</b> of secondary market research methods			
	<b>Disadvantages</b> of secondary market research methods			
	Know the <b>types</b> of secondary market research methods			
	<b>Internal data:</b> Advantages			
	Internal data: Disadvantages			
	<b>Books/newspapers/trade magazines:</b> Advantages			
	Books/newspapers/trade magazines: Disadvantages			
	<b>Competitors' data:</b> Advantages			
	Competitors' data: Disadvantages			
	<b>Government publications and statistics:</b> Advantages			
	Government publications and statistics: Disadvantages			
	<b>Mintel or similar:</b> Advantages			
Mintel or similar: Disadvantages				
<b>2.4.</b>	<b>Types of data</b>			
	<b>Quantitative:</b> Benefits			
	Quantitative: Limitations			
	<b>Qualitative:</b> Benefits			
	Qualitative: Limitations			
<b>2.5.</b>	<b>Types of market segmentation</b>			
	The <b>meaning</b> of segmentation			
	Know the <b>types</b> of market segmentation			
	<b>Problems/challenges</b> that may be encountered if the market is not segmented			
<b>2.6.</b>	<b>The benefits of market segmentation to a business</b>			
	The <b>benefits</b> of taking a targeted approach to marketing			

## TA3: What makes a product financially viable

TA	Topic	D	S	M
3.1.	<b>Cost of producing the product</b>			
	<b>Fixed cost:</b> Definition			
	Fixed cost: Examples of where it is used			
	Fixed cost: Calculation used			
	Fixed cost per unit: Calculation used			
	<b>Variable cost:</b> Definition			
	Variable cost: Examples of where it is used			
	Variable cost: Calculation used			
	Variable cost per unit: Calculation used			
	<b>Total cost:</b> Definition			
	Total cost: Calculation used			
	Total cost per unit: Calculation used			
	<b>Calculations</b> involving different time periods, such as per month or per year			
3.2.	<b>Revenue generated by sales of the product</b>			
	Calculate <b>total revenue</b> (Selling price per unit x Number of sales)			
	<b>Calculations</b> involving different time periods, such as per month or per year			
	<b>Rearranging a formula</b> to find a component, for instance calculate the number of items sold if the selling price and revenue are known			
3.3.	<b>Profit/loss</b>			
	Know the <b>difference</b> between <b>revenue and profit</b>			
	The <b>concept of loss</b> when total costs (per unit) exceed revenue (per unit)			
	<b>Calculate profit/loss per unit</b> = Revenue (selling price) per unit - Total costs per unit			
	<b>Calculate profit for a given level of output</b> = Total revenue - Total costs			
How to <b>rearrange a formula</b> to find a component, for instance calculate the value of the total costs if the total revenue and profit are known				
3.4.	<b>How to use the formula for break-even as an aid to decision making</b>			
	Definition of <b>break-even</b>			
	Break-even <b>calculations</b>			
	<b>Rearranging the break-even quantity formula</b> to find a missing number, for instance the selling price per unit			
	Interpretation of a <b>break-even graph</b> to identify the break-even point			
How break-even information is <b>used</b> by an entrepreneur				
3.5.	<b>Importance of cash</b>			
	The <b>difference</b> between <b>cash and profit</b>			
	<b>Consequences</b> of a lack of cash			

## TA4: Creating a marketing mix to support a product

TA	Topic	D	S	M
4.1.	<b>The marketing mix elements for a good/service</b>			
	Know the <b>marketing mix elements</b> for a good/service			
	<b>Changes</b> to the marketing mix for a specific good, service or business			
4.2.	<b>How the elements of the marketing mix work together</b>			
	Know how the <b>elements</b> of the marketing mix <b>work together</b>			
4.3.	<b>Types of advertising medium used to attract and retain customers and the appropriateness of each</b>			
	Know the different <b>types</b> of <b>non-digital advertising mediums</b>			
	<b>Leaflets: Advantages</b>			
	Leaflets: Disadvantages			
	<b>Newspapers: Advantages</b>			
	Newspapers: Disadvantages			
	<b>Magazines: Advantages</b>			
	Magazines: Disadvantages			
	<b>Radio: Advantages</b>			
	Radio: Disadvantages			
	<b>Posters/billboards: Advantages</b>			
	Posters/billboards: Disadvantages			
	<b>Cinema: Advantages</b>			
	Cinema: Disadvantages			
	Know the different <b>types</b> of <b>digital advertising mediums</b>			
	<b>Social Media – video, feedback, social networks: Advantages</b>			
	Social Media – video, feedback, social networks: Disadvantages			
	<b>Websites: Advantages</b>			
	Websites: Disadvantages			
	<b>Online banners/pop-ups: Advantages</b>			
	Online banners/pop-ups: Disadvantages			
	<b>SMS texts: Advantages</b>			
	SMS texts: Disadvantages			
<b>Podcasts: Advantages</b>				
Podcasts: Disadvantages				
<b>Vlogs/blog: Advantages</b>				
Vlogs/blog: Disadvantages				
4.4.	<b>Sales promotion techniques used to attract and retain customers and the appropriateness of each</b>			
	Know the different <b>types</b> of <b>sales promotion techniques</b> used to attract and retain customers			
	<b>Discounts: Benefits</b>			
	Discounts: Limitations			
	<b>Competitions: Benefits</b>			
	Competitions: Limitations			
	<b>Buy one get one free (BOGOF): Benefits</b>			
	Buy one get one free (BOGOF): Limitations			
	<b>Point of sale advertising: Benefits</b>			
	Point of sale advertising: Limitations			
	<b>Free gifts/product trials: Benefits</b>			
	Free gifts/product trials: Limitations			
	<b>Loyalty schemes: Benefits</b>			
	Loyalty schemes: Limitations			
<b>Sponsorship: Benefits</b>				

	Sponsorship: Limitations			
<b>4.5.</b>	<b>Public relations</b>			
	Know the different methods of <b>public relations</b>			
	<b>Product placement:</b> Benefits			
	Product placement: Limitations			
	<b>Celebrity endorsement:</b> Benefits			
	Celebrity endorsement: Limitations			
	<b>Press/media releases:</b> Benefits			
	Press/media releases: Limitations			
<b>4.6.</b>	<b>How to sell the good/service to the consumer</b>			
	Know the two different <b>methods</b> of <b>selling goods/services to consumers</b>			
	Know the <b>types</b> of <b>physical channels</b> of selling goods/services to consumers			
	<b>Shops:</b> Advantages			
	Shops: Disadvantages			
	<b>Face-to-face:</b> Advantages			
	Face-to-face: Disadvantages			
	Know the <b>types</b> of <b>digital channels</b> of selling goods/services to consumers			
	<b>E-commerce:</b> Advantages			
	E-commerce: Disadvantages			
	<b>Websites:</b> Advantages			
	Websites: Disadvantages			
	<b>Social media:</b> Advantages			
	Social media: Disadvantages			
	<b>Marketplace sites:</b> Advantages			
	Marketplace sites: Disadvantages			
	<b>Online auction sites:</b> Advantages			
	Online auction sites: Disadvantages			
	<b>Downloads:</b> Advantages			
	Downloads: Disadvantages			
	An awareness of the <b>growth</b> in digital channels			
<b>4.7.</b>	<b>The product lifecycle</b>			
	Know the <b>stages</b> of the <b>product lifecycle</b>			
	Which stage of the product lifecycle is most likely for a <b>specific product</b> based on sales data			
<b>4.8.</b>	<b>Extension strategies for products in the product lifecycle and the appropriateness of each</b>			
	Know the different <b>extension strategies</b> for products in the product lifecycle			
	<b>Advertising:</b> Advantages			
	Advertising: Disadvantages			
	<b>Price changes:</b> Advantages			
	Price changes: Disadvantages			
	<b>Adding value (improving the specification of an existing product):</b> Advantages			
	Adding value (improving the specification of an existing product): Disadvantages			
	<b>Exploration of new markets (geographic or target market):</b> Advantages			
	Exploration of new markets (geographic or target market): Disadvantages			
	<b>New packaging:</b> Advantages			
	New packaging: Disadvantages			
<b>4.9.</b>	<b>Factors to consider when pricing a product to attract and retain customers</b>			
	Which <b>factors</b> should to be considered when <b>pricing a product</b> to attract and retain customers			
	Which <b>factors</b> are most important when considering a specific <b>start-up</b> situation			
<b>4.10.</b>	<b>Types of pricing strategies and the appropriateness of each</b>			
	Know the <b>types</b> of <b>pricing strategies</b>			
	<b>Competitive pricing:</b> Advantages			



	Competitive pricing: Disadvantages			
	<b>Psychological pricing:</b> Advantages			
	Psychological pricing: Disadvantages			
	<b>Price skimming:</b> Advantages			
	Price skimming: Disadvantages			
	<b>Price penetration:</b> Advantages			
	Price penetration: Disadvantages			

## TA5: Factors to consider when starting up and running an enterprise

TA	Topic	D	S	M
5.1.	<b>Appropriate forms of ownership for business start-ups</b>			
	Know the different forms of <b>ownership</b>			
	<b>Sole trader: Definition</b>			
	Sole trader: Advantages			
	Sole trader: Disadvantages			
	<b>Partnership, including limited liability partnerships: Definition</b>			
	Partnership, including limited liability partnerships: Advantages			
	Partnership, including limited liability partnerships: Disadvantages			
	<b>Private Limited Company (Ltd): Definition</b>			
	Private Limited Company (Ltd): Advantages			
	Private Limited Company (Ltd): Disadvantages			
	<b>Franchise: Definition</b>			
	Franchise: Advantages			
	Franchise: Disadvantages			
	Know the <b>features</b> of each form of ownership			
	<b>Limited liability: Definition</b>			
	Limited liability: Advantages for the business			
	Limited liability: Advantages for the owners			
	Limited liability: Disadvantages for the business			
	Limited liability: Disadvantages for the owners			
<b>Unlimited liability: Definition</b>				
Unlimited liability: Advantages for the business				
Unlimited liability: Advantages for the owners				
Unlimited liability: Disadvantages for the business				
Unlimited liability: Disadvantages for the owners				
5.2.	<b>Source(s) of capital for business start-ups and expansion</b>			
	Know the <b>sources of capital</b> could be used for start-up and business expansion			
	<b>Own savings: Advantages</b>			
	Own savings: Disadvantages			
	<b>Friends and family (gift or loan): Advantages</b>			
	Friends and family (gift or loan): Disadvantages			
	<b>Loans: Advantages</b>			
	Loans: Disadvantages			
	<b>Crowdfunding: Advantages</b>			
	Crowdfunding: Disadvantages			
	<b>Grants: Advantages</b>			
	Grants: Disadvantages			
	<b>Business angels: Advantages</b>			
	Business angels: Disadvantages			
5.3.	<b>Support for enterprise</b>			
	Know the appropriate <b>sources of support</b> for an entrepreneur			
	<b>Finance providers: Advantages</b>			
	Finance providers: Disadvantages			
	<b>Local council enterprise department: Advantages</b>			
	Local council enterprise department: Disadvantages			
	<b>Accountants: Advantages</b>			
	Accountants: Disadvantages			
	<b>Solicitors: Advantages</b>			
Solicitors: Disadvantages				

<b>Friends/family: Advantages</b>			
Friends/family: Disadvantages			
<b>Chamber of Commerce: Advantages</b>			
Chamber of Commerce: Disadvantages			
<b>Government: Advantages</b>			
Government: Disadvantages			
<b>Charities: Advantages</b>			
Charities: Disadvantages			