

*Excellence – Resilience - Care*

KS4

# Enterprise and Marketing

(Cambridge Nationals)

**Exam Details:**

**Exam Board:** OCR

**Exam:** R067 - Enterprise and  
marketing concepts (70 marks)

(1hrs 15mins)



TA	Topic : TA1: Characteristics, risk and reward for enterprise			
1.1.	<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			
1.2.	<b>Potential rewards for risk taking</b>			
	Know the potential <b>rewards</b> for risk taking			
1.3.	<b>Potential drawbacks for risk taking</b>			
	Know the potential <b>drawbacks</b> for risk taking			

TA	Topic : TA2: Market research to target a specific customer			
2.1.	<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			
2.2.	<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: Advantages</b>			
	Observations: Disadvantages			
	<b>Questionnaires/surveys: Advantages</b>			
	Questionnaires/surveys: Disadvantages			
	<b>Interviews: Advantages</b>			
	Interviews: Disadvantages			
	<b>Focus groups: Advantages</b>			
	Focus groups: Disadvantages			
	<b>Consumer trials: Advantages</b>			
	Consumer trials: Disadvantages			
	<b>Test marketing/pilots: Advantages</b>			
	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: Advantages</b>			
	Internal data: Disadvantages			
	<b>Books/newspapers/trade magazines: Advantages</b>			
	Books/newspapers/trade magazines: Disadvantages			
	<b>Competitors' data: Advantages</b>			
	Competitors' data: Disadvantages			
	<b>Government publications and statistics: Advantages</b>			
	Government publications and statistics: Disadvantages			
	<b>Mintel or similar: Advantages</b>			
	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 <b>segmentation</b>			
	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			

<b>TA</b>	<b>Topic : TA3: What makes a product financially viable</b>			
<b>3.1.</b>	<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		

TA	Topic : TA4: Creating a marketing mix to support a product			
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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:</b> Advantages		
	Leaflets: Disadvantages		
	<b>Newspapers:</b> Advantages		
	Newspapers: Disadvantages		
	<b>Magazines:</b> Advantages		
	Magazines: Disadvantages		
	<b>Radio:</b> Advantages		
	Radio: Disadvantages		
	<b>Posters/billboards:</b> Advantages		
	Posters/billboards: Disadvantages		
	<b>Cinema:</b> Advantages		
	Cinema: Disadvantages		
	Know the different <b>types</b> of <b>digital advertising mediums</b>		
	<b>Social Media – video, feedback, social networks:</b> Advantages		
	Social Media – video, feedback, social networks: Disadvantages		
	<b>Websites:</b> Advantages		
	Websites: Disadvantages		
	<b>Online banners/pop-ups:</b> Advantages		

	Online banners/pop-ups: Disadvantages			
	<b>SMS texts:</b> Advantages			
	SMS texts: Disadvantages			
	<b>Podcasts:</b> Advantages			
	Podcasts: Disadvantages			
	<b>Vlogs/blog:</b> Advantages			
	Vlogs/blog: Disadvantages			
<b>4.4.</b>	<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:</b> Benefits			
	Discounts: Limitations			
	<b>Competitions:</b> Benefits			
	Competitions: Limitations			
	<b>Buy one get one free (BOGOF):</b> Benefits			
	Buy one get one free (BOGOF): Limitations			
	<b>Point of sale advertising:</b> Benefits			
	Point of sale advertising: Limitations			
	<b>Free gifts/product trials:</b> Benefits			
	Free gifts/product trials: Limitations			
	<b>Loyalty schemes:</b> Benefits			
	Loyalty schemes: Limitations			
	<b>Sponsorship:</b> Benefits			

<b>TA</b>	<b>Topic : TA5: Factors to consider when starting up and running an enterprise</b>			
<b>5.1.</b>	<b>Appropriate forms of ownership for business start-ups</b>			

	Know the different forms of <b>ownership</b>			
	<b>Sole trader:</b> Definition			
	Sole trader: Advantages			
	Sole trader: Disadvantages			
	<b>Partnership, including limited liability partnerships:</b> Definition			
	Partnership, including limited liability partnerships: Advantages			
	Partnership, including limited liability partnerships: Disadvantages			
	<b>Private Limited Company (Ltd):</b> Definition			
	Private Limited Company (Ltd): Advantages			
	Private Limited Company (Ltd): Disadvantages			
	<b>Franchise:</b> Definition			
	Franchise: Advantages			
	Franchise: Disadvantages			
	Know the <b>features</b> of each form of ownership			
	<b>Limited liability:</b> Definition			
	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:</b> Definition			
	Unlimited liability: Advantages for the business			
	Unlimited liability: Advantages for the owners			
	Unlimited liability: Disadvantages for the business			
	Unlimited liability: Disadvantages for the owners			
<b>5.2.</b>	<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:</b> Advantages			
	Own savings: Disadvantages			
	<b>Friends and family (gift or loan):</b> Advantages			
	Friends and family (gift or loan): Disadvantages			
	<b>Loans:</b> Advantages			
	Loans: Disadvantages			
	<b>Crowdfunding:</b> Advantages			
	Crowdfunding: Disadvantages			
	<b>Grants:</b> Advantages			
	Grants: Disadvantages			
	<b>Business angels:</b> Advantages			
	Business angels: Disadvantages			
<b>5.3.</b>	<b>Support for enterprise</b>			
	Know the appropriate <b>sources of support</b> for an entrepreneur			
	<b>Finance providers:</b> Advantages			
	Finance providers: Disadvantages			
	<b>Local council enterprise department:</b> Advantages			
	Local council enterprise department: Disadvantages			
	<b>Accountants:</b> Advantages			
	Accountants: Disadvantages			
	<b>Solicitors:</b> Advantages			
	Solicitors: Disadvantages			
	<b>Friends/family:</b> Advantages			
	Friends/family: Disadvantages			
	<b>Chamber of Commerce:</b> Advantages			
	Chamber of Commerce: Disadvantages			
	<b>Government:</b> Advantages			

	Government: Disadvantages			
	<b>Charities:</b> Advantages			
	Charities: Disadvantages			