

OCR Cambridge National in Enterprise and Marketing Level 1 & Level 2

<https://www.ocr.org.uk/qualifications/cambridge-nationals/enterprise-and-marketing-level-1-and-2-certificate-j819/>

This course is currently split between 3 units, 2 of which are portfolio based where students do a task set by the exam board and 1 of which is examination based.

R064 – Enterprise and marketing concepts – 90 minute examination – 80 marks – 50% of overall grade

- Understand how to target a market
- Understand what makes a product or service financially viable
- Understand product development
- Understand how to attract and retain customers
- Understand factors for consideration when starting a new business
- Understand different functional activities needed to support a business start-up
- **This exam is going to be sat in January 2021 and is worth 50% of the overall grade.**
- There will then be a re-sit opportunity in the Summer.

R065 – Design a business proposal – task set by the exam board – students produce a portfolio of work – 25% of overall grade.

This work is due to be submitted to the exam board in early January, therefore will need to be complete before we break up for Christmas.

R066 – Market and pitch a business proposal – task set by the exam board – students produce a portfolio of work – 25% of overall grade.

This work is due to be submitted in May, unless the exam board make any changes.

Top Tips

- Create revision cards to learn essential terminology/content and test yourself.
- Use the revision mind maps that have been provided to help you revise.
- Use the knowledge organisers you have been provided with to make sure your knowledge is exam board specific.
- Use the revision guides we have provided to cover essential knowledge.
- Purchase the official revision guide – OCR Cambridge National Enterprise and Marketing Revision Notes – available on Parent Pay.
- Attend booster sessions provided.
- Use past papers to practise under timed conditions.
- Look at how much each question is worth and look at the command word for each question.
- Highlight key points/context in exam papers.
- Organise your revision – have a regular time slot for business – start now to be prepared for the PPE and your actual exam in January.