

# **OCR Cambridge National in Enterprise and Marketing (Business Studies)**

## **May Re-sit exam**

Students who fell short of their target grade or wish to have another attempt to better their grade at Unit R064 theory behind business exam can do so in May 2022. The original exam was sat in January of Year 11 and the best result from the two attempts is used towards the final grade.

## **R064 Exam**

### **What do I need to revise?**

The topics that are covered in the exam are listed below;

- market segmentation
- primary and secondary market research methods and the pros and cons.
- start-up costs and operating (running) costs – fixed and variable
- sources of revenue for a business
- breakeven point and its uses
- analyse and explain the value and importance of breakeven analysis to businesses
- analyse the effect on the break-even point if sales or (fixed and variable) costs change, and explain the impact of these changes on the business
- the product life cycle and extension strategies
- the role of advertising for a business
- product differentiation
- external factors influencing product development (technological, economic, legislation)
- business ownership
- internal and external sources of capital
- pricing strategies and their definitions
- sales promotion techniques
- the purpose of a business plan
- functional activities within a business
- responsibilities of different departments within a business.

## **R065 Coursework**

- Ensure all coursework tasks 1 (Task 1-5) are reviewed and improved to the best of one's ability. Look at the mark scheme available online and ensure each element that it requires is included in the tasks. The provided textbook offers lots of good advice for this unit.

## **Resources to support revision**

- Textbook
- Revision guide
- Class notes