

## OCR Cambridge National in Enterprise and Marketing

Component:	Assessment:	Topic areas:
<p><b>RO67</b> <b>Enterprise and Marketing concepts</b></p> <p><b>Examination:-</b> <b>1 Hour 15 Mins</b></p> <p><b>Wednesday</b> <b>20<sup>th</sup> May</b> <b>2026 PM</b></p>	<p><b>40% of assessment</b></p> <p><b>70 marks</b></p>	<p>Students will learn about the key factors to consider and activities that need to happen to operate a successful small start-up business.</p> <p>Topics include:</p> <ol style="list-style-type: none"> <li>1.1 Characteristics of successful entrepreneurs</li> <li>1.2 Potential rewards for risk taking</li> <li>1.3 Potential drawbacks for risk taking</li> <li>2.1 The purpose of market research</li> <li>2.2 Primary market research methods</li> <li>2.3 Secondary market research sources</li> <li>2.4 Types of data</li> <li>2.5 Types of market segmentation</li> <li>2.6 The benefits of market segmentation to a business</li> <li>3.1 Cost of producing the product</li> <li>3.2 Revenue generated by sales of the product</li> <li>3.3 Profit/loss</li> <li>3.4 How to use the formula for break-even as an aid to decision making</li> <li>3.5 Importance of cash</li> <li>4.1 The marketing mix elements for good/service</li> <li>4.2 How the elements of the marketing mix work together</li> <li>4.3 Types of advertising medium</li> <li>4.4 Sales promotion techniques</li> <li>4.5 Public relations</li> <li>4.6 How to sell the good/service to the consumer</li> <li>4.7 The product life cycle</li> <li>4.8 Extension strategies for products in the product lifecycle</li> <li>4.9 Factors to consider when pricing a product to attract and retain customers</li> <li>4.10 Types of pricing strategies and the appropriateness of each</li> <li>5.1 Appropriate forms of ownership for business start-ups</li> <li>5.2 Sources of capital for business start-ups and expansion</li> <li>5.3 Support for enterprise</li> </ol>
<p><b>RO68</b></p> <p><b>Design a Business Proposal</b></p>	<p><b>30% of assessment</b></p> <p><b>60 marks</b></p>	<p>This is assessed by a set assignment. In this unit, students will: -</p> <ul style="list-style-type: none"> <li>• Conduct market research</li> <li>• Identify a customer profile</li> <li>• Develop a product proposal for a business brief</li> <li>• Review whether a business proposal is financially viable</li> <li>• Review the likely success of the business proposal</li> </ul> <p><b>Non-Examined Assessment- Completed</b></p>
<p><b>RO69</b></p> <p><b>Market and Pitch a Business Proposal</b></p>	<p><b>30% of assessment</b></p> <p><b>60 of marks</b></p>	<p>This is assessed by a set assignment. In this unit, students will: -</p> <ul style="list-style-type: none"> <li>• Develop a brand identity to target a specific customer profile</li> <li>• Create a promotional campaign for a brand and product</li> <li>• Plan and pitch a proposal</li> <li>• Review a brand proposal, promotional campaign and professional pitch</li> </ul> <p><b>Non-Examined Assessment- Completed- Resubmit in May if needed</b></p>

Link to St George's Academy Enterprise & Marketing Padlet: [Enterprise and Marketing](#)

Link to CNAT Enterprise & Marketing website past papers: [Cambridge Nationals - Enterprise and Marketing Level 1/Level 2 – J837](#)