

## Subject Information Page - Enterprise



Exam board	OCR <a href="#">CNAT Enterprise and Marketing (J837)</a>
Units	R068- Design a Business Proposal NEA 30% R069- Market and Pitch a Business Proposal NEA 30% R067- Enterprise and Marketing Concepts Exam 40%
Exam length	1hr 15 mins
R067 Content	<ul style="list-style-type: none"> <li>- Topic Area 1: Characteristics, risk and reward for enterprise</li> <li>- Topic Area 2: Market research to target a specific customer</li> <li>- Topic Area 3: What makes a product financially viable</li> <li>- Topic Area 4: Creating a marketing mix to support a product</li> <li>- Topic Area 5: Factors to consider when starting up and running an enterprise</li> </ul>
R067 Exam date	<b>Wednesday 21st May PM</b>
Equipment needed	Black pen, pencil, ruler, calculator
How can I help?	Support your child to revise regularly using the revision materials provided. Make sure they have the correct equipment. Put the exam dates on a calendar.
Guidance and useful links	Utilise Google classroom to access: <ul style="list-style-type: none"> <li>● All revision tasks and homework</li> <li>● Revision checklist</li> <li>● Digital revision workbook</li> <li>● All lesson resources for R067 topics</li> </ul>
Staff contact	Mrs Alexander Head of Business