



DENBIGH SCHOOL

Cambridge Nationals Enterprise and Marketing - Key Exam Information

Subject	Cambridge Nationals in Enterprise and Marketing
Exam Board	OCR
Examination Details	Examination - R064: Enterprise and marketing concepts - Marks 80 (1 hour 30 mins)
Controlled Assessment	Coursework - R065: Design a business proposal - Marks 60 (15-20 hours) Centre-assessed task, OCR moderated. Coursework - R066: Market and pitch a business proposal – Marks 60 (12-15 hours) Centre-assessed task, OCR moderated
Exam Paper Details	Unit R064: Enterprise and marketing concepts Students explore the techniques businesses use to understand their market and develop products, investigate what makes a product viable and understand how businesses attract and retain customers.
Key Topics	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 up a business, Understand different functional activities needed to support a business start-up.
Head of Faculty	Mr S Hussain: hussains@denbigh.net

Cambridge Nationals Enterprise and Marketing - Key Exam Information



DENBIGH SCHOOL