

Cambridge Nationals in  
Enterprise & Marketing

R064 Exam  
Enterprise & Marketing Concepts

# Exam Preparation Booklet

Name:

Class:



Exam Date:

Time:



Your exam will be for 1 hour 30 minutes and will be marked out of 80.

There are two sections to the exam; Section A and Section B.

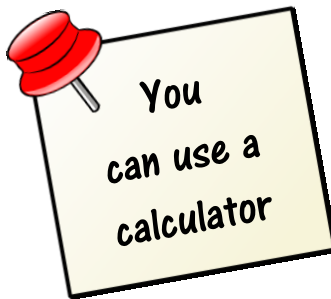
### Section A

Section A will contain 16 multiple choice questions, each having 4 possible options. You need to put a ✓ in the box next to your answer. Each of these questions is worth 1 mark.

- You should answer every question in Section A. As a last resort, you could take an educated guess and choose the most sensible answer if you really struggle.
- You should only tick one box/answer per question – ticking two or more will mean you get no marks for that question.

### Section B

Section B is more difficult and makes up the remaining 64 marks of the paper. This section has a mixture of short and long written answers. At the start of Section B there will be a short scenario, read this carefully and try to apply some of your answers to this (think about what type of business it is etc.).



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### Types of Questions

Questions in Section A look like this...

1 Which of the following is an example of a fixed cost for a coffee shop?

- (a) Coffee
- (b) Disposable cups
- (c) Milk
- (d) Rent

[1]

2 Which functional area is responsible for staff training?

- (a) Finance
- (b) Human Resources
- (c) Operations
- (d) Marketing

[1]

**Section B** questions look like a mixture of these styles/formats...

Remember to read the short scenario and try to apply this to some of your answers.

You are planning to set up a small business selling cases for tablet computers. You have decided to open this business as a sole trader with two members of part-time staff that will work on weekends and during busy holiday periods.

**3** Analyse **two** benefits of starting your business as a sole trader rather than as a partnership.

For each part of this type of question, you need to **state** one benefit, **explain** what you mean by that benefit and then analyse it – so give the **impact/effect/result** of it.

Try to give an answer for benefit 2.

Benefit 1 ... Start by writing one benefit (that's a good thing) of setting up as a sole trader rather than a partnership...  
.....  
... then explain what you mean by this benefit...  
.....  
... then analyse it by giving the impact of it this benefit.  
.....  
Benefit 2 .....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
..... [6]

Don't be tempted to give more than one benefit for each part of your answer.

**4** Identify **two** stages of the product life cycle.

Identify means just state your answer from your revision, no explanation needed.

1 .....  
2 ..... [2]

**5** In the first month of trading, you plan to sell your new range of tablet cases for £12.50 per case and then increase this price to £19.50 in month two. You forecast that you will sell 40 cases per week.

**(a)** Identify what this pricing strategy is called.

..... [1]

**(b)** Calculate the total revenue which you expect to earn from the sale of this range of tablet cases over the first four weeks (month one). Show your workings.

.....  
.....  
.....  
.....  
.....  
.....  
..... [3]

(c) After carrying out some market research you forecast that you will now sell 65 tablet cases per week. Calculate the amount of revenue you will make in **month two**, based on this forecast. Show your workings.

.....  
.....  
.....  
.....  
.....  
.....  
..... [3]

6 Explain **one** external economic factor which may affect the amount of forecasted sales made by your new business.

*For 2 marks, give one factor and then explain it. Don't give more than one answer.*

.....  
.....  
.....  
..... [2]

7 You are considering doing some market research using a focus group to gain customers' views on four different tablet case styles which you are developing. State and explain **one** advantage and **one** disadvantage of carrying out your market research using a focus group.

Advantage .....

.....

Explanation .....

.....

Disadvantage .....

.....

Explanation .....

..... [4]

8 One of your employees, Danielle, is going to be responsible for the Marketing function in your business. State and explain **two** activities which Danielle may need to carry out as part of the Marketing function.

Activity 1 .....

.....

Explanation .....

.....

Activity 2 .....

.....

Explanation .....

..... [4]

9 To support the launch of your range of tablet cases you are considering either running a social media campaign or advertising on local radio. Recommend which method you think should be used. Justify your answer. [8]

Introduction

Paragraph A

Paragraph B

Conclusion