



Year 10 Cambridge Nationals in Enterprise and Marketing

Y10 Skills

Interpreting the question. - Applying knowledge (AO1)

Following structures based on the command word

Applying evidence from the text to help back up an answer. (AO2)

Using connectives to develop answers (AO3)

Controlled Assessment Skills: Applying context to hat scenario for controlled assessment (AO2)

Y10 Knowledge

RO64 Exam:

Learning Outcome 1: Understand how to target a market

Learning Outcome 2: Understand what makes a product or service financially viable

Learning Outcome 3: Understand Product Development

Learning Outcome 4: Understand how to attract and retain customers

Learning Outcome 5: Understand factors for consideration when starting up a business

Learning Outcome 6: Understand different functional activities needed to support a business start-up

RO65 Coursework;

Learning Outcome 1: Be able to identify the customer profile for a business challenge

Learning Outcome 2: Be able to complete market research to aid decisions relating to a business challenge

Learning Outcome 3: Be able to develop a design proposal for a business challenge

Learning Outcome 4: Be able to review whether a business proposal is viable