

# OCR Cambridge Nationals Enterprise and Marketing

## LO1: Understand how to target a market

- The need for customer segmentation
- Market segmentation
- Benefits of market segmentation
- Purpose of market research
- Primary market research
- Secondary market research
- Types of customer feedback

## LO2: Understand what makes a product or service financially viable

- Cost of producing the product or service
- Revenue generated by sales of the product or service
- Use of break-even as an aid to decision making
- Profit level

## LO3: Understand product development

- The product life cycle
- Extension strategies
- How to carry out product differentiation
- The impact of external factors on product development

## LO4: Understand how to attract and retain customers

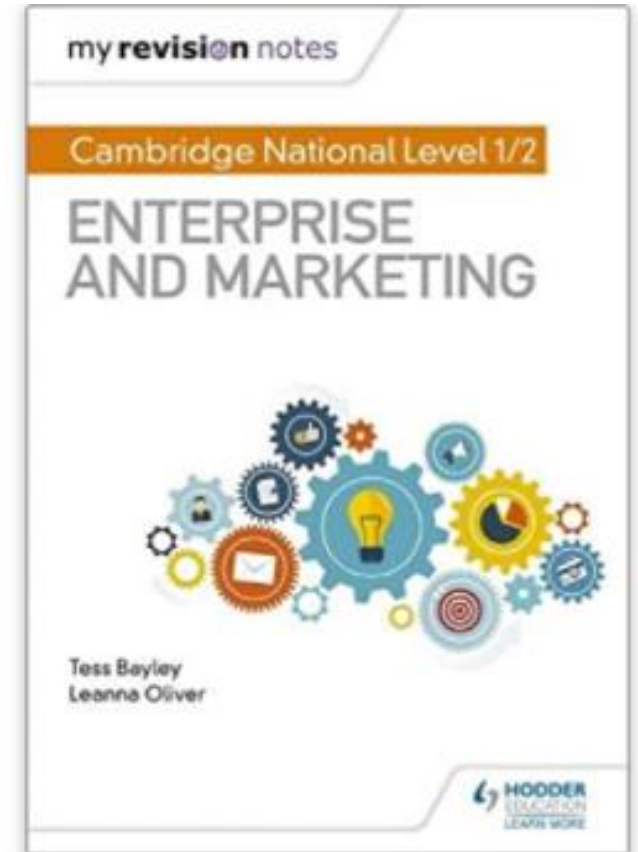
- Factors to consider when pricing a product to attract and retain customers
- Types of pricing strategies
- Types of advertising
- Sales promotion techniques
- Customer service

## LO5: Understand factors for consideration when starting up a business

- Forms of business ownership
- Sources of capital
- The importance of a business plan

## LO6: Understand different functional activities

- The purpose of each functional area
- The main activities of each area



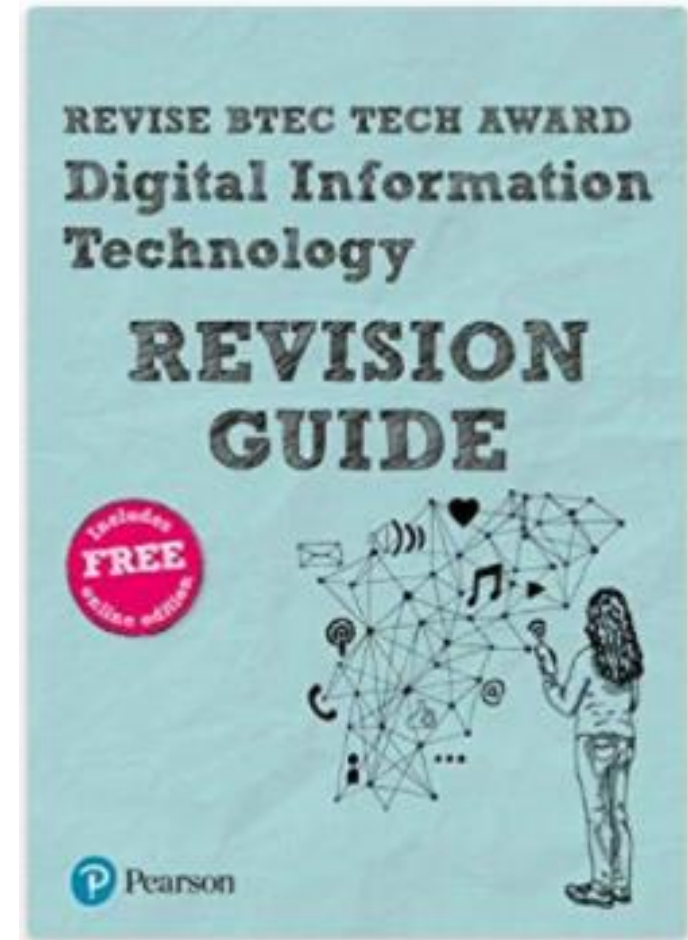
# BTEC Tech Award

# Digital Information

# Technology

## Section A Modern technologies

Specification point		✓
A1 Setting up ad hoc networks.....	2	<input type="checkbox"/>
A1 Network security and performance.....	3	<input type="checkbox"/>
A1 Issues affecting network availability.....	4	<input type="checkbox"/>
<b>Case study: Fashion retail.....</b>	<b>5</b>	<input type="checkbox"/>
A1 Cloud storage and computing.....	6	<input type="checkbox"/>
A1 Selection of platforms and services.....	8	<input type="checkbox"/>
A1 Using systems together.....	10	<input type="checkbox"/>
A1 Implications for organisations when choosing cloud technologies.....	11	<input type="checkbox"/>
A1 Cloud service considerations.....	12	<input type="checkbox"/>
<b>Case study: ABM advertising.....</b>	<b>14</b>	<input type="checkbox"/>
<b>Examination practice.....</b>	<b>15</b>	<input type="checkbox"/>
A2 Changes to modern teams.....	16	<input type="checkbox"/>
A2 Managing modern teams.....	18	<input type="checkbox"/>
A2 Communication with stakeholders.....	19	<input type="checkbox"/>
<b>Case study: StarPlay Adventure.....</b>	<b>20</b>	<input type="checkbox"/>
A2 Interface design and accessibility.....	21	<input type="checkbox"/>
A2 Impacts of modern technologies on organisations.....	22	<input type="checkbox"/>
A2 Impacts of modern technologies on infrastructure.....	24	<input type="checkbox"/>
A2 Impacts of modern technologies on individuals.....	25	<input type="checkbox"/>
<b>Case study: Think Impact Productions.....</b>	<b>26</b>	<input type="checkbox"/>
<b>Examination practice.....</b>	<b>27</b>	<input type="checkbox"/>



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## Section B Cyber security



B1	Why systems are attacked.....	28	<input type="checkbox"/>
B1	Internal threats to digital systems and data security.....	29	<input type="checkbox"/>
B1	External threats to digital systems and data security.....	30	<input type="checkbox"/>
B1	Impacts of a security breach.....	32	<input type="checkbox"/>
	<b>Case study: Hawking cars.....</b>	<b>33</b>	<input type="checkbox"/>
	<b>Examination practice.....</b>	<b>34</b>	<input type="checkbox"/>
B2	User access restriction.....	35	<input type="checkbox"/>
B2	Data level protection.....	36	<input type="checkbox"/>
B2	Encryption.....	37	<input type="checkbox"/>
B2	Finding weaknesses and improving system security.....	38	<input type="checkbox"/>
	<b>Case study: Wedding and portrait photographer.....</b>	<b>39</b>	<input type="checkbox"/>
	<b>Examination practice.....</b>	<b>40</b>	<input type="checkbox"/>

v Clear **Revise**

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B3	Defining responsibilities.....	41	<input type="checkbox"/>
B3	Defining security parameters.....	41	<input type="checkbox"/>
B3	Disaster recovery policy.....	42	<input type="checkbox"/>
B3	Actions to take after a disaster.....	43	<input type="checkbox"/>

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## Section C The wider implications of digital systems

			<input checked="" type="checkbox"/>
C1	Sharing data responsibly.....	46	<input type="checkbox"/>
C1	Environmental responsibilities.....	48	<input type="checkbox"/>
C1	Usage and settings policies .....	49	<input type="checkbox"/>
	<b>Case study: Best Nutrition Foods.....</b>	<b>50</b>	<input type="checkbox"/>
	<b>Examination practice.....</b>	<b>51</b>	<input type="checkbox"/>
C2	Equal access.....	52	<input type="checkbox"/>
C2	Net neutrality.....	53	<input type="checkbox"/>
C2	Acceptable use policies .....	54	<input type="checkbox"/>
C2	Social and business boundaries .....	55	<input type="checkbox"/>
C2	Data protection principles.....	56	<input type="checkbox"/>
C2	Dealing with intellectual property.....	57	<input type="checkbox"/>
C2	Criminal use of computer systems .....	58	<input type="checkbox"/>
	<b>Case study: Dance17.....</b>	<b>59</b>	<input type="checkbox"/>
	<b>Examination practice.....</b>	<b>60</b>	<input type="checkbox"/>

## Section D Planning and communication in digital systems

			<input checked="" type="checkbox"/>
D1	Information flow diagrams.....	61	<input type="checkbox"/>
D1	Data flow diagrams .....	62	<input type="checkbox"/>
D1	Flowcharts.....	64	<input type="checkbox"/>
D1	System diagrams.....	65	<input type="checkbox"/>
D1	Interpreting information.....	67	<input type="checkbox"/>
D1	Presenting knowledge and understanding .....	67	<input type="checkbox"/>
	<b>Case study: Sun Solar Installations .....</b>	<b>68</b>	<input type="checkbox"/>
	<b>Examination practice.....</b>	<b>69</b>	<input type="checkbox"/>

# Exam technique to access all marks

- PEEL
- Point - give the key definition
- Example – refer to an example
- Explain/Expand - give further detail
- Link to business outcomes/the question





# Good revision will include a combination of the following



5(a) Last year you completed a two-week work experience placement at a household waste and recycling centre. You were shocked that some people throw away furniture which could be reused. You decided to use the knowledge gained from your Enterprise and Marketing course to set up a business called 'Second Chance'.

Your business will repair and restore furniture that the original owner no longer needs and sell it onto a new owner for a profit. You intend to employ an administrator for one afternoon per week to help you run your business.

Before you set up your business you decide to carry out some market research to help you segment your market.

Explain the need for customer segmentation.

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.....

.....

[2]

(b) Identify three benefits of using market segmentation for your business.

1 .....

2 .....

3 .....

[3]



# Common examination command words

**Give / State / Name**

**Explain**

**Describe**

**Evaluate**

**Discuss**



# Questions

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