

Teacher guide

INCLUDED ON THE
KS4 PERFORMANCE TABLES

OCR Level 1/Level 2

Cambridge National in
Enterprise and Marketing

J837

For first teaching in 2022 | Version 1

Exploring our exams: a guide to our Sample Assessment Material

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Introduction

This is Sample Assessment Material (SAM) which has been produced for the qualification OCR Level 1/Level 2 Cambridge National in Enterprise and Marketing.

The SAM is an example exam paper that we publish alongside a new specification to help illustrate its intended style and structure when a qualification is first launched.

We wanted to share the story of our assessment approach with you so when you look through the paper you will find we have pointed out certain features and explained the decisions we have made.

Resources to help support in teaching different areas of content can be found on the Cambridge National in Enterprise and Marketing webpage under '[Planning and teaching](#)'.

Our exam papers are developed with our accessibility principles in mind. The Cambridge Nationals [Understanding the assessment: examined and moderated guide](#) tells you a little more about the principles and rationale underpinning our approach for the qualifications. The 'Command Words' are in both the [Understanding the assessment guide](#) and the [specification](#). These tell you what we mean by each command word and how students should approach the question and understand its demand.

You said, we did

During the development of this qualification, we talked extensively with teachers, subject experts and our senior assessment teams to influence its structure, content and assessment materials. We then shared our final materials with teachers to make sure that they met the identified needs.

You told us that you wanted the **external assessment to be similar** to the external assessment in the current Cambridge National in Enterprise and Marketing qualification. We have tried to do this by using a familiar tone and style of questioning.

You told us that you wanted the external assessment to be based on a single scenario, that develops through the assessment, so that's what we've done.



<<Date>> – <<Morning/Afternoon>>

OCR Level 1/Level 2 Cambridge Nationals in Enterprise and Marketing

R067/01 Enterprise and marketing concepts
Sample Assessment Material (SAM)

Time allowed: 1 hour 15 minutes

You can use:
 • A calculator



Write clearly in black ink. **Do not write in the barcodes.**

Centre number

Candidate number

First name(s) _____

Last name _____

INSTRUCTIONS

- Use black ink.
- Write your answer to each question in the space provided. You can use extra paper if you need to, but you must clearly show your candidate number, the Centre number and the question numbers.
- Answer **all** the questions.

INFORMATION

- The total mark for this paper is **70**.
- The marks for each question are shown in brackets [].
- This document has **16** pages.

ADVICE

- Read each question carefully before you start your answer.

Students can use a calculator in this exam if needed. For example, for Questions 4 and 15.

If students require additional answer space, lined paper will be available at the end of the answer booklet in a live question paper. Remember the question number(s) must be clearly shown.

All students will sit the exam at the same time on the same day.

This exam will always be set and marked by us. Exams will be available in January and June each year. The exam must be taken as terminal assessment. This means that the result from the exam taken in the final assessment series before certification will be the one that counts towards the student's overall grade.

The time allowed is designed to give students approximately one minute per mark.

Each exam will ask at least one question from each Topic Area in the unit.

The exam will always have 70 marks. Section A will have 10 marks and Section B will have 60 marks.

Section A contains 10 multiple-choice questions.

Students will be asked to use a tick (✓) in the box to show their response.

There will always be four response options for each multiple choice question and these will always be given in alphabetical order. The four response options will consist of the correct answer and three distractors.

Section A

Put a tick (✓) in the box next to the **one** correct answer for each question.

Which of these is a risk that an entrepreneur could experience when they start a new business?

- (a) Limited liability
- (b) Opportunity to make a profit
- (c) Personal relationship issues
- (d) Self-satisfaction

[1]

The prices of all products in Li's shop end in 99p. This is an example of:

- (a) Competitive pricing
- (b) Price penetration
- (c) Price skimming
- (d) Psychological pricing

[1]

Ben's market research shows that customers would like to buy his products 24 hours per day, 7 days per week.

Which of the following is the **best** method for Ben to sell his products?

- (a) Face to face
- (b) Factory shop
- (c) Market stall
- (d) Website

[1]

Each question in this section is worth one mark. Multiple choice questions will test a range of knowledge from across the unit content. They allow us to assess Performance Objective 1 (Recall knowledge and show understanding of enterprise and marketing concepts) that do not require contextual application and Performance Objective 2 (Apply knowledge and understanding of enterprise and marketing concepts) which includes calculation questions.

The number of marks assigned to a question will always be given at the end of the question and will always be right aligned.

Where contexts are given, these will be kept short and will not contain surplus information, not needed for the question.

4 In September, Taylor pays the following costs.

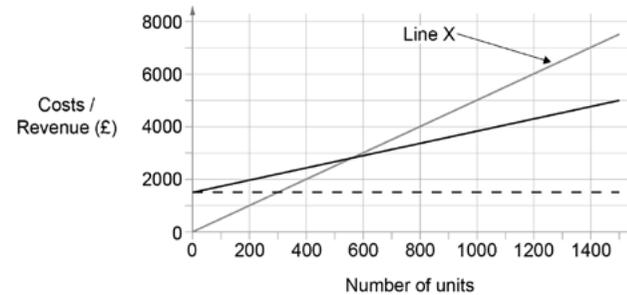
Cost	£
Advertising	2 000
Packaging	1 500
Salaries	6 000
Components	5 000

How much were Taylor's total variable costs in September?

- (a) £5 000
- (b) £6 500
- (c) £8 500
- (d) £14 500

[1]

5 A break-even graph for Kofi's enterprise is shown below.



What does line X represent?

- (a) Fixed costs
- (b) Profit
- (c) Total costs
- (d) Total revenue

[1]

Students will not be expected to draw a break-even graph but may be asked to interpret one or complete one that is already partially drawn.

4

6 A profitable business has a lack of cash. This means the business:

- (a) May not break even
- (b) May not survive
- (c) Will not employ any staff
- (d) Will not generate any revenue

[1]

7 Which factor does **not** influence the price that Charlie sets for a new product?

- (a) Income levels of target customers
- (b) Limited liability
- (c) Price of competitor products
- (d) Stage of the product life cycle

[1]

8 Jamal wants to calculate the total costs for his business. Which calculation should Jamal use?

- (a) Fixed costs – variable costs
- (b) Fixed costs + variable costs
- (c) Revenue + fixed costs
- (d) Revenue – variable costs

[1]

Where a response finishes a sentence or statement, it will always be presented in this way.

5

9 Who can **best** help an entrepreneur calculate the profit made during the past year?

- (a) A solicitor
- (b) An accountant
- (c) The government
- (d) The local council

[1]

10 Eve's business sponsors a local football team. This is an example of:

- (a) Market research
- (b) Product placement
- (c) Public relations
- (d) Sales promotion

[1]

Section B

Answer the questions in Section B using the information in the scenario below.

You have just finished a photography qualification and live near a number of famous tourist attractions which you enjoy photographing. During the final months of your qualification, you started selling framed copies of your photos through an online marketplace. Using specialist software, you give your photos a hand-painted effect. You use a local supplier who then prints and frames the pictures ready for you to sell.

Demand for your pictures is growing from people who visit the area. You have set up as a sole trader business to sell your pictures.

11 (a) Other than operating as a sole trader, identify two types of business ownership that you could have considered.

1

2 [2]

(b) Analyse **two** disadvantages of running your photography business as a sole trader.

Disadvantage 1

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Disadvantage 2

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..... [6]

All Section B questions will relate to a single scenario. The scenario will always be introduced at the start of Section B, and will develop through the section.

Every question will assess one or more Topic Area(s), or a sub-part of a Topic Area.

Short and medium answer responses test knowledge and understanding from across the unit content and allow students the opportunity to give free responses.

Section B contains 9 questions. These will consist of short/medium/longer points-marked questions and one extended answer response marked by levels of response. This allows us to assess the following Performance Objectives:

- PO2 (Apply knowledge and understanding of enterprise and marketing concepts).
- PO3 (Analyse and evaluate knowledge, understanding and performance), although there will be some PO1 (Recall knowledge and show understanding of enterprise and marketing concepts) in many questions.

There will always be a number of medium response questions in Section B. These will be 3-6 mark questions.

Appendix B in Specification contains a glossary of Command Words which will be used in our exams. The glossary tells you what we mean by each command word.

Sub-content topic areas will be sampled across exam papers, over time.

7

12 Setting up a new business involves taking risks, but you feel that the potential rewards outweigh these risks.

(a) Identify **three** rewards that an entrepreneur may gain from taking risks.

- 1
- 2
- 3

[3]

(b) Explain **two** entrepreneurial characteristics that you need to operate your new photography business successfully.

Characteristic 1

Explanation

Characteristic 2

Explanation

[4]

Questions and contexts will use the active voice wherever possible.

13 Before deciding to start your business, you carried out some secondary market research to collect **quantitative** data.

(a) Identify **two** secondary market research sources that you could have used.

1.....

2.....

[2]

Part questions will always be displayed as **(a) (b)**

(b) Analyse **one** benefit of using quantitative data when carrying out market research for your photography business.

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[3]

The number of lines given for a question indicate the approximate length of the answer needed.

- 14** To support the start of your business you have planned some marketing activities.

Draw a line to link **each** marketing category to **one** example of a relevant marketing activity. You should draw **four** lines in total.

Marketing Category	Marketing Activity
Sales promotion	10% discount off all pictures during December
Public relations	Reduce the variable costs to produce your pictures
Advertising method (non-digital)	SMS texts
Advertising method (digital)	Send a press release to a photography magazine
	Target a new geographic market
	Design a leaflet for local hotels

[4]

When a question asks for a specific number of points, we will always put numbers or response headings against the answer lines to show where students should write each point of their answer.

15 Ensuring that the product is financially viable is important.

(a) Identify **two** fixed costs involved with producing your pictures.

- 1.....
- 2.....

[2]

(b) In March, you sell 64 pictures. You have collected some financial information.

Fixed costs per year	£15 000
Variable costs per picture	£20.50
Selling price per picture	£45.50

(i) Calculate your profit for March.

Show your working.

Answer £.....

[4]

Tables provided for information will have the text left aligned and the numbers right aligned.

Sub-questions will always be displayed as (i) (ii) etc.

The break-even quantity is calculated using this formula:

$$\frac{\text{Fixed costs}}{\text{Selling price per unit} - \text{variable cost per unit}}$$

(ii) Calculate the number of pictures that you need to sell to break even in March.

Show your workings.

Answer.....

[3]

When a calculation is needed, we will always provide a box for students to show how they have worked out their answer.

If a student's final answer is correct, full marks will usually be given.

However, some questions specifically state 'Show your workings'. This is so we can assess the process/thinking of the student.

Students can still gain marks in questions that require working to be shown, even if the final answer is incorrect. So, it is good practice to always show working as it may still be possible to score some marks.

16 Your business has traded very successfully for six months. You are now planning to increase your product range by offering three picture sizes. You will need to raise additional capital to support this expansion and have chosen to use crowdfunding.

(a) Identify **two** other sources of capital that you could have used for this expansion.

1.....

2.....

[2]

(b) Analyse **two** advantages of using crowdfunding to raise additional capital for your photography business.

Advantage 1.....

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Advantage 2.....

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[6]

Where more than one answer is required, the number is emboldened.

Where a question asks specifically for advantages and limitations to be given, we will always put headings against the answer lines to show where students should write their answer.

17 You need advice about the new product range and so you contact a local solicitor.

Explain **one** advantage and **one** limitation of seeking advice from a solicitor about the new product range.

Advantage.....

 Limitation

[4]

18 The market is competitive and you decide to use market segmentation.

(a) Identify **three** types of market segmentation that you could use.

1.....
 2.....
 3.....

[3]

(b) Explain **two** benefits of using market segmentation for your photography business.

Benefit 1.....

 Explanation

 Benefit 2.....

 Explanation

[4]

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