

Y11 Formal Mock Exam /Assessment

| | |
|-----------------------|-----------------------|
| Year Group: | 11 |
| Subject: | Enterprise (Business) |
| Tier (if applicable): | |

Details of mock exam

| | |
|-----------------------------------|---|
| Paper to be sat: | COMPONENT 3: Marketing and Finance for Enterprise |
| Topics to be covered in the mock: | <p>Learning Aim A – Marketing activities</p> <p>A1: Targeting and segmenting the market A2: 4 Ps of the Marketing Mix A3: Factors influencing the choice of marketing methods A4: Trust, reputation and loyalty</p> <p>Learning Aim B - Financial documents and statements</p> <p>B1: Financial documents B2: Payment Methods B3: Revenue and Costs B4: Financial Statements B5: Profitability and liquidity</p> <p>Learning Aim C - Financial planning and forecasting</p> <p>C2: Cash Flow C4: Break-even point and break-even analysis</p> <p>Please note: Content checklists will be provided for students regarding the topic areas on the test.</p> |

Materials to support your revision

| | |
|---|---|
| Link to Online Resources: | <p>Students can find a range of revision materials by accessing their Business Studies class via Microsoft Teams.</p> <p>Other useful revision websites include:</p> |
| Link to exemplar questions or past papers to use: | Students will be provided with examples of exam questions and mark schemes during lessons and within the revision pack they will receive. |
| Link to model answers or mark schemes: | <p>Candidate exemplar work for the sample paper is available here: https://qualifications.pearson.com/en/qualifications/btec-tech-awards/enterprise-2022.coursematerials.html#filterQuery=category:Pearson-UK:Category%2FSpecification-and-sample-assessments&filterQuery=category:Pearson-UK:Document-Type%2FSample-assessment-material</p> |

| | |
|--|---|
| | Students will be provided with examples of model answers during lessons. |
| Recommended revision guides: | <p>Students will have access to their own revision materials they have created within lessons.</p> <p>Students will receive a letter giving them the option to purchase a revision kit alongside the Pearson Component 3 revision guide at a reduced price.</p> |
| In house booklets: | As above |
| For essay subjects and longer answer questions – | <ul style="list-style-type: none"> • Benefits of advertising/marketing methods. • Evaluating the marketing mix. • Discussing the importance of financial documents. |

| | |
|---|-----|
| Suggested question titles for practice: | N/A |
|---|-----|