

## Year 10 Exam Revision Topic List and Useful Links

### Topics from examined unit R068

#### Useful Websites

[GCSE Business - OCR - BBC Bitesize](#)

[Two Teachers - YouTube](#)

[Business | tutor2u](#)

[seneca learn - Google Search](#)

#### Topic List

1. The purpose of market research
2. Primary and secondary market research
3. The marketing mix
4. Leaflets as a form of advertising
5. The product lifecycle
6. Market segmentation
7. Focus groups
8. Pricing strategies (competitive pricing)
9. Pricing strategies (all others)
10. Press releases v celebrity endorsements.
  
11. Cash flow v Profit
12. What types of things are fixed costs?
13. What types of things are variable costs?
14. Calculating total costs
15. Break even formula
16. Sources of finance (bank loan)
17. Revenue
18. Profit
  
19. Characteristics of an entrepreneur (make sure you look at the OCR CN list!)
20. Franchises
21. Sole traders
22. Obtaining finance and advice from a charity
23. Sources of support for entrepreneurs
24. Rewards for being an entrepreneur
  
25. E-commerce

**Remember – you'll need a calculator!**