KINGSWINFORD ACADEMY
ASPIRE TO EXCELLENCE

Year 11 Achieve Excellence - Parent Support Guide
OCR Enterprise and Marketing

Key Exam Information:
Exam Board: OCR
Assessment:
R068 - Design a business (30% coursework/controlled assessment)
R069 - Market and pitch a business proposal (30% coursework/controlled assessment)
R067 - Enterprise and marketing concepts (40% 1 hour 15 minute exam)

Course Overview:
Oct - Dec 2026: Complete R069 and complete their presentation
Jan - May 2027: R067 exam preparation

Key content/ skills covered:
This question paper has two parts:
Part A – includes 10 multiple choice questions

Part B – includes short/medium answer questions and one extended response question marked by levels of response..

Dates of key assessments and deadlines:
R068: Completed in Year 10
R069: to be completed by November 2026

Links to past papers and revision guides:
https://www.ocr.org.uk/qualifications/cambridge-nationals/enterprise-and-marketing-level-1-2-j837/

Links to revision sites/ resources:
R067-Revision-guide (available to all students via Google Classroom)

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