

Y11 Enterprise & Marketing revision resources

Please find a list of revision topics in preparation for mock exams. Click on the links to access videos, information and quizzes.

Click [here](#) to access additional revision resources via Google Drive.

Select a topic to discover more	Select a quiz to check your knowledge
Market Segmentation	Seneca quiz
Market research	
Customer feedback	
Business costs	Revision quiz
Revenue	
Break-even	
Product lifecycle and extension strategies	Revision quiz
External factors	
Advertising	
Promotions	Revision quiz
Customer service	
Source of capital	Revision quiz
Business plan	
Functional activities	
Business Ownership: <ul style="list-style-type: none"> • Sole trader • Partnership • Franchise 	Revision quiz
Product design	