




Cambridge National in Enterprise & Marketing

R064 – L04 Personalised Learning Checklist



I can...			
Explain what businesses consider when they set the price of a product.			
Identify which factors are most important to a new start-up when setting their prices.			
Explain what the four main pricing strategies are and how they influence businesses when setting their prices.			
Discuss at least one advantage and one disadvantage for each of the four pricing strategies businesses could use to set their prices.			
Recommend a sensible pricing strategy for a given scenario.			
Explain why it is important for businesses to attract new customers and retain existing customers.			
Explain each of the six methods of advertising.			
Discuss at least one advantage and one disadvantage for each of the six methods of advertising.			
Recommend an appropriate method of advertising for a given scenario.			
Explain each of the six sales promotion techniques.			
Discuss at least one advantage and one disadvantage for each of the six sales promotion techniques.			
Recommend an appropriate sales promotion technique for a given scenario.			
Explain why customer service is important to businesses in attracting new customers and retaining existing customers.			
Explain each of the three customer service techniques.			

L04 Assessment Score:		/26
What went well...	Even better if...	