



Cambridge National in Enterprise & Marketing

R064 – L06 Personalised Learning Checklist



I can...			
Explain what a functional area is and what functional activities are.			
Describe the purpose of the Human Resources functional area.			
Identify at least two of the main activities carried out by the Human Resources functional area.			
Explain what the term 'recruitment' means.			
Describe the purpose of the Marketing functional area.			
Identify at least two of the main activities carried out by the Marketing functional area.			
Name each of the 4 P's of marketing.			
Describe the purpose of the Operations functional area.			
Identify at least two of the main activities carried out by the Operations functional area.			
Explain the term 'logistics'.			
Describe the purpose of the Finance functional area.			
Identify at least two of the main activities carried out by the Finance functional area.			
Describe how the functional activities in a small start-up business would differ to the functional activities in a large company.			
Explain the drawbacks of small business start-up owners having to carry out many (if not all) functional activities themselves.			

L06 Test Score:		/18
What went well...	Even better if...	