

## Year 13 Business Studies Revision List – Assessment 2

**Year 13 Business Studies Assessment will be 1 hour 20 minutes long, based on the following areas. Detailed revision of the following areas using your revision book, notes and Google Classroom Topic Tests to date, will be necessary to succeed. Good luck!**



For this Assessment based on Unit 2 Developing a Marketing Campaign – you will be expected to use the assigned case study to complete each of the following sections completed so far for Activity 1 -

### **Activity 1:**

- **Rationale**
- **Marketing Aims and Objectives**  
Aim(s) and Objectives
- **Research and Analysis of Marketing Information**  
Analysis of Research (Primary Market Research)  
Target Market  
Market Size, Structure and Trends (Secondary Research)