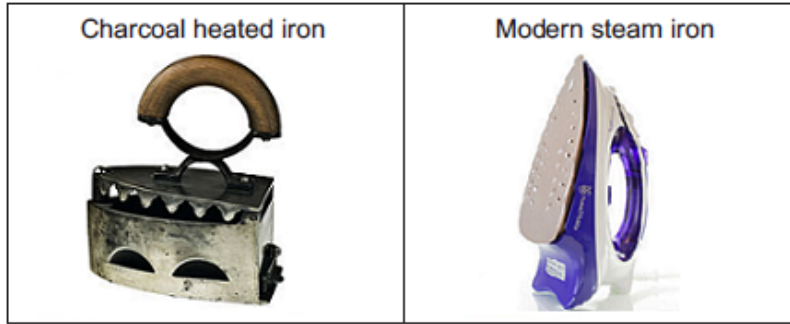


Q1.

This question is about product evolution.

Clothes irons have changed over the years.



Identify **two** different design features from the pictures shown above to explain how irons have changed over time.

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(Total 4 marks)

Q2.

(i) Manufacturers market their products through advertising.

Name **three** different methods of advertising.

1

2

3

(3)

(ii) Choose **one** of the methods you have named in part (i).

Explain how this method of advertising persuades consumers to buy the product. Use examples of products in your answer.

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(4)
(Total 7 marks)

Q3.

Portable music players have changed over time.



(i) CD players were very popular in the 1990s.

Explain why CD players might be considered to be bad for the environment.

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(3)

(ii) MP3 players are very popular today.

Explain why MP3 players might be considered to be environmentally friendly in comparison with CD players.

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(3)
(Total 6 marks)

Q4.

This question is about inclusive design.

Products are often modified for disabled users.



Suggest how the telephone shown above could be modified to be more suitable for each of the following users with disabilities.

Explain how the modification helps the user.

(i) A hearing impaired user

Modification:

Explanation:

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(3)

(ii) A visually impaired user

Modification:

Explanation:



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(3)
(Total 6 marks)

M1.

 <p>Charcoal heated iron</p> <p>Comfortable, insulated wooden handle, easy filled with charcoal, long lasting heat source, aesthetically pleasing decorative handle and animal detail.</p>	 <p>Modern steam iron</p> <p>Lightweight, translucent water reservoir, smooth glide base plate, spot spray and steam functions, thermostat control, long electric cord, smooth cushion gripped ergonomically designed handle, modern colours.</p>
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Two marks per feature (only reward a maximum of two features)

2 marks

Sound response which identifies feature and provides rationale for change.

1 mark

Identifies feature but no rationale provided.

2 x 2 marks

Although:

A concise and detailed response which makes reference to one feature with multiple rationale may be awarded 3 – 4 marks.

Max of 4 marks

[4]

M2.

(i) Any three appropriate advertising methods a manufacturer might use to market their products.

e.g. Billboard / bus stop / bus poster campaign, newspapers and magazines; product placement in TV programmes; TV, radio and cinema advertising; sports sponsorship; celebrity endorsement / 'face of', consumer advertising (large logos on clothing etc.)

Viral marketing – internet social networks, buzz words.

3x1 mark

3

- (ii) A concise and detailed response showing a good understanding of how the specific method of advertising increases sales and including relevant examples of products. **4 marks**

A sound response showing a basic understanding of how the specific method of advertising increases sales and may include a relevant product example. **2–3 marks**

A simplistic statement which mentions one point only or a relevant example product only. **0–1 mark**

4

[7]

M3.

- (i) Compact discs are made of non-recyclable plastic and have a limited life span in use as they can be scratched. CD packaging (to protect and market the CD) uses large amounts of plastics and printed card. CD players are still in use but reducing in popularity as they are a permanent media which cannot be renewed or refreshed – the music is pre-recorded to the CD and cannot then be removed or the playlist edited. Music tends to be a collection of tracks from one artist which cannot be edited by the user. Production of CDs uses energy and produces waste. To dispose of would be thrown away which wastes plastics which are non-renewable; will end up in a land fill.

A concise and detailed response relating to environmental impact showing a good understanding of two or more points fully expanded.

3 marks

A clear description relating to environmental impact which mentions more than one issue.

2 marks

A simplistic statement which mentions one point only. (1 mark)

3

- (ii) Music is downloaded from a computer and is the user's choice of tracks; music can originally come from the internet taking away the need to buy CD's and therefore reducing consumption of plastics and card for the CD and its packaging and the energy and resources used in their manufacture. The user can purchase individual tracks rather than albums. Can use rechargeable batteries which is better for the environment as batteries have a much longer life span and so less end up in landfill;

A concise and detailed response relating to reduced environmental impact showing a good understanding of two or more points fully expanded. (3 marks)

2 marks

A clear description relating to reduced environmental impact which mentions more than one issue.

1 mark

A simplistic statement which mentions one point only.

Other suggestions:

MP3 players store music as a data file and not many can be stored at a time and deleted when finished with. No waste materials. Fewer moving / mechanical parts hence product has a potentially longer life cycle.

No transport costs involved in down loading tracks. CD's have to be transported to a point of sale.

3

[6]

M4.

- (i) Any appropriate **modification** which will help the deaf user use the telephone more effectively.

1 mark

Modification 1 mark

e.g. light which flashes when the phone is ringing.

Explanation is relevant to and qualifies modification.

2 marks

Do not accept standard phone functions such as volume control, speakerphone and speed dial.

Simple statement.

1 mark

3

- (ii) Any appropriate **modification** which will help the blind / visually impaired user use the telephone more effectively.

Modification 1 mark

e.g. larger screen for visually impaired / remove screen, larger buttons, Braille on buttons.

Explanation is relevant to and qualifies modification.

2 marks

Do not accept standard phone functions such as volume control, speakerphone and speed dial.

Simple statement.

1 mark

3

[6]

