

**ADVANCED SUBSIDIARY GCE
DESIGN AND TECHNOLOGY**
Advanced Innovation Challenge

F521/02

SESSION 3 – REFLECTION TEST

Candidates answer on the question paper.

OCR supplied materials:

None

Other materials required:

- Candidate's completed answer booklet

**Wednesday 18 May 2011
Afternoon**

Duration: 1 hour



Candidate forename		Candidate surname	
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Centre number						Candidate number				
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MODIFIED LANGUAGE

INSTRUCTIONS TO CANDIDATES

- Write your name, centre number and candidate number in the boxes above. Please write clearly and in capital letters.
- Use black ink. Pencil may be used for graphs and diagrams only.
- This paper contains two questions – you are to answer **both** questions.
- You are advised to spend 30 minutes on each question.
- Read each question carefully. Make sure you know what you have to do before starting your answer.
- Write your answer to each question in the space provided. Additional paper may be used if necessary but you must clearly show your candidate number, centre number and question number(s).
- You may use annotated sketches to support your written answer.
- Do **not** write in the bar codes.

INFORMATION FOR CANDIDATES

- The number of marks is given in brackets [] at the end of each question or part question.
- **You should have the answer booklet that you produced in sessions 1 and 2 to assist you during this paper.**
- The total number of marks for this paper is **20**.
- This document consists of **8** pages. Any blank pages are indicated.

Examiner's Use Only:			
1			
2			
Total			

Answer **both** questions in the space provided

1 Reflect on the product you have designed.

In today's society the creation of any new product has moral implications for designers and manufacturers.

Prepare a discussion that reflects your product and which considers the moral implications.

You should include:

- Any modifications you would make to improve the ethics of your product.
- Materials and manufacturing implications.
- Economic implications of these ethical improvements.

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2 Reflect on the product you have designed.

In today's society any new product will be marketed to make it competitive.

Prepare a discussion that reflects your product and considers how it could be marketed.

You should include:

- Information on your market and suitable methods for targeting them.
- Market research you could carry out in order to plan a marketing strategy.
- Commercial implications of your marketing campaign.

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