

Candidate forename		Candidate surname	
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Centre number						Candidate number				
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**OXFORD CAMBRIDGE AND RSA EXAMINATIONS  
ADVANCED SUBSIDIARY GCE**

**F521/02**

**DESIGN AND TECHNOLOGY**

**Advanced Innovation Challenge**

**SESSION 3 – REFLECTION TEST**

**WEDNESDAY 18 MAY 2011: Afternoon**

**DURATION: 1 hour**

**SUITABLE FOR VISUALLY IMPAIRED CANDIDATES**

**Candidates answer on the question paper.**

**OCR SUPPLIED MATERIALS:**

**None**

**OTHER MATERIALS REQUIRED:**

**Candidate's completed answer booklet**

**READ INSTRUCTIONS OVERLEAF**

## **INSTRUCTIONS TO CANDIDATES**

- **Write your name, centre number and candidate number in the boxes on the first page. 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.**

## **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.

**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 addresses these issues.**

**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 achieve a competitive edge.

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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