

Friday 10 January 2013 – Morning

AS GCE DESIGN AND TECHNOLOGY

F521/02 Advanced Innovation Challenge

SESSION 3 – REFLECTION TEST

Candidates answer on the Question Paper.

OCR supplied materials:

None

Other materials required:

- Candidate's completed answer booklet

Duration: 1 hour



Candidate forename		Candidate surname	
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Centre number						Candidate number				
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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. HB 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 Prepare a discussion that **reflects on your product** and considers how it could be marketed.

You should include:

- The unique selling points of your product.
- Commercial viability and expected levels of production of your product.
- Suitable methods of marketing your product to the end users.

[10]

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2 Ergonomics is an important area for designers to consider when developing a product that will be used by a variety of people.

Prepare a discussion that **reflects on your product** and considers ergonomic issues.

You should include:

- Modifications that could be made to your product to improve its ergonomics for a broader range of users.
- Materials and manufacturing techniques that could be used for these ergonomic improvements.
- Cost implications of these ergonomic improvements. **[10]**

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END OF QUESTION PAPER

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