



Examiners' Report June 2015

GCE Design and Technology 6GR03 01

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Introduction

The examined unit covers knowledge and understanding of a range of modern design and manufacturing practices and contemporary design issues. This includes a good working knowledge of the use of ICT, systems and control technology and industrial production systems in the design and manufacture of commercial products. Additionally, candidates need to be aware of important contributions by designers from the past which may provide the inspiration for future designs. Candidates also need to know that sustainable product design is a key feature of modern design practice.

More able candidates performed well across the paper demonstrating detailed knowledge and understanding of key concepts and content. They were able to:

- Analyse and respond appropriately to the command verb used in the question
- Read the question carefully and respond appropriately to the specific focus or scenario
 of the question
- Draw upon detailed knowledge of the specification content
- Analyse products and consider the designer's approach to form versus function
- Demonstrate a sound understanding of automated storage and retrieval systems (ASRS) within computer integrated manufacture (CIM)
- Demonstrate understanding of environmental considerations when selecting materials.
- Evaluate the use of energy recovery following the disposal of waste

Less able candidates:

- Provided more generic responses rather than focusing upon the specific requirements of the question
- Did not respond appropriately to the command verb in the question
- Were not able to differentiate between different industrial production systems
- Relied upon knowledge recall rather than application.

Candidates need to have covered all areas of the specification in detail and be able to differentiate between key technologies. Knowledge and understanding of production systems continues to be a problem area for many candidates.

Overall the paper performed well and in line with previous examination series providing appropriate content and rigour across the ability range, although the mean score was slightly higher than in the previous examination series.

Question 1 (a)

Modern marketing and manufacturing techniques affect many aspects of our consumer society. Describe how companies target children as new consumers.

This question was generally done very well by the majority of candidates, many providing textbook answers and it is clear that the core textbook has been used for the teaching of this topic.

The most common response related to targeted advertising during childrens' TV and the resulting 'pester power' when children want the product. Other common responses included 'kids are growing older younger', 'gotta catch 'em all' and 'the culture of cool', all of which are direct quotes from the core text.

(a) Describe how companies target children as new consumers. appealing satisficable (2)

Companies target children with navelty cleas, bright claus, cutentian grabbang adverts that get the childs attention and make them want a product. They can also endose greebies and include characters etc.



This candidate was awarded the full two marks for this question. The candidate has produced a good response that includes the use of bright colours, characters and attention grabbing adverts to get the child's attention.



Remember that a 'describe' question needs the identification of a key point followed by further elaboration. In a two mark 'describe' question the identification of two separate unrelated points will not merit the award of two marks.

Question 1 (b)

Modern marketing and manufacturing techniques affect many aspects of our consumer society.

(b) Discuss the effect of mass production on employment

Candidates generally responded well to this question demonstrating a good understanding of the effects of mass production upon employment. However some candidates discussed mass production increasing employment, not realising that mass production increases efficiency and economies of scale thereby reducing overall employment when compared to traditional manufacturing methods.

Some candidates referred to poor working conditions, poor health and safety etc. The focus of the question is not on offshore production so references to sweatshops etc do not warrant credit under the mark scheme.

(b) Discuss the effect of mass production on employment.

	(-)
One effect of mass production on employment	(S
the loss in skills as a less skilled workforce	
needed. Mass production also increases unemplo	
as more manufacturers now use machinery	J
in mass production. Mass production also	***************************************
increases the need for skilled engineers to	
maintain and repair some machines. For	
mass production can also de-motivate o	
workforce as they will have more to do	
with little breaks. This could lead to fatigue	
potential a less efficient workforce.	



This is a good response that was awarded the full four marks. The candidate has maintained a focus on employment and has included:

- Loss of skills
- Increased unemployment
- New engineer roles to maintain and repair equipment
- Poor job satisfaction / low morale

(4)



Remember to look for the key focus of the question which, in this case, is the effect of mass production on employment. This is not an opportunity for you to explain your knowledge about mass production. You are merely explaining the effect of mass production on employment and the workforce.

Question 2a

Anthropometric data is used in the design of consumer products

(a) State a source of anthropometric data used when designing for the UK market

Candidates had difficulties with this question. The response needed to be a specific source of anthropometric data and not a generic response eg surveys, the internet, websites or measurements of the human body which were not acceptable responses. The most common correct response was British Standards Institute or BSI.

(1)

(a) State a source of anthropometric data used when designing for the UK market.

(British Standards Institute).

Results lus
Examiner Comments

This is a typical response where the candidate has correctly stated British Standards Institute (BSI) as an appropriate source.



Remember to revise key facts as any 'state' or 'give' type questions will rely upon knowledge recall.

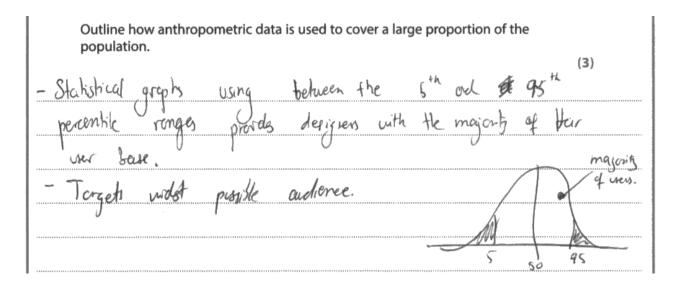
Question 2 (b)

Anthropometric data is used in the design of consumer products

(b) Outline how anthropometric data is used to cover a large proportion of the population

Most candidates achieved two marks for this question with the third mark providing a good discriminator for the more able candidates. Most were able to outline designing for the majority or middle 90% -- the extremes or outliers (below 5th and above 95th percentile) excluded.

To achieve full marks candidates would need to explain that different data sets are available for different populations (regions of the world) or males and females or adults and children (within differing age ranges).





The mark scheme permits the use of a correctly annotated normal distribution curve. Here the candidate's graph identifies how the data is used to target the majority of the population, exclusion of the outliers and use of the mean. This response was awarded the full three marks.



Remember graphs and diagrams could help you when answering questions.

Outline how anthropometric data is used to cover a large proportion of the population.

(3)

It covers the range between the 5th and 95th perantile to ensure it covers the largest population range. This means it will fit anthropometrically dergonomically, the largest customers on some base. Data is covered from pages as in each country as raws vary worldwide. (i.e. the not 851). The 5th and 95th perantile are the



This is a very good response that has identified the target range and the exclusion of outliers below the 5th percentile and above the 95th percentile. The third mark has been achieved for identifying that data is relevant to a specific country or region.



In an outline question check how many marks are available. In this instance three marks could be awarded so three key points need to be included in your answer.

Question 2 (c)

Anthropometric data is used in the design of consumer products

(c) Explain two ergonomic features that should be considered when designing the driver's seat of a car

In this question the focus is on the seat and not on other elements of the car. The response had to relate to how the seat adapts ergonomically to the driver, taking specific needs into account when driving the car: e.g. a response 'the position of the steering wheel in relation to the seat' or 'the size of the steering wheel' focuses on the car and is not a feature of the seat. These responses would receive zero marks as they do not cover how the seat ergonomically adapts to the position of the steering wheel and other fixed controls of the car.

As this is an 'explain' question remember the responses must be linked. The first part of each response should be the identification of a feature and the extension should explain the feature. On a four mark 'explain' question the maximum identification mark is two.

(c) Explain two ergonomic features that should be considered when designing the driver's seat of a car.			
1 Lumbar	Support -0 Will provide a user with correct		
Back supp	ort so fatigue will not occur when slowing		
which cou	led affect safely of set as well as orhers.		
2 Adjustable	headrosts O Praincles support for he 150's		
uch whee	he will prevent fortigin as well as ultigating		
harm to	orlus. As well as his it will prevent		
swee s	mid damage ni le ment et a crash.		



This was a good response that was awarded the full four marks. The candidate has explained the provision of lumbar support to provide correct back support and to prevent fatigue; and adjustable headrests to prevent spinal damage (from whiplash) in the event of a crash.



The command verb is 'explain'. In this question you need to identify an ergonomic feature of the seat and then provide a linked response to explain how that feature benefits the user.

This is a good response that was awarded the full four marks. The candidate has considered adjustable height of the seat to provide good visibility and adjustable head rests to provide safety in an accident.

(c) Explain two ergonomic features that should be considered when designing the driver's seat of a car.

(4)

1 The adjustable height of a car seat, allowing the driver to culter their height so they can safely see once the wheel and still cass the pedals This also provides comfort.

2 The adjustable head rest, this can be moved up or down in order to match the driver height. This is for their safety in the case of an accident and also helps with their comfort.



This is a good response that was awarded the full four marks. The candidate has considered adjustable seat height to provide good visibility and an adjustable head rest to provide safety in an accident.

Question 3 (a)

Blue and green screen technologies are widely used in digital special effects during film and television production

(a) Outline the benefits of using these technologies

This question was generally answered very well by the majority of candidates who demonstrated a sound understanding of the technology, typically considering use in news studios; weather reports; reduced need for expensive film sets; filming not being affected by the weather; production of dangerous or impossible situations.

Some candidates however provided detailed coverage of the wrong technology, e.g. CGI or motion capture.

(a) Outline the benefits of using these technologies.

(4)

They allow for Scenes and images to be shot which would be dangerous or impossible. For a film they can help to make it more visually appealing and give the creator an opportunity to create something which how never being filmed before. It allows backgrounds to be placed behind feetage, meaning that the place closin't have to actually exist, or, if it closes, they won't have to spend hime and money travelling and closing streets, or & train stations.

It is also cheap and past, an image can be created on the computer se very quickly, and they wouldn't have to worm about things like weather, if they wouldn't have to worm about things like weather, if they



This is a response that was awarded four marks covering a range of responses from the mark scheme.



For outline questions you should consider as many key points as possible.

Question 3 (b)

Blue and green screen technologies are widely used in digital special effects during film and television production

(b) Explain why green screen is now more widely used than blue screen in special effects

This question was answered well by a large proportion of candidates who had a good knowledge and understanding of blue and green screen technologies. The most common responses related to green screens emitting more light and green being a colour that does not feature in human skin tones.

Some candidates however continued to discuss the generic advantages of blue and green screen technologies rather than focusing only on green screen.

(b) Explain why green screen is now more widely used than blue screen in special effects.

(2)

The green background emits were light than blue and it also doesn't feature as skurtness making it easier to use the compositive technique.



This candidate was awarded the full two marks for the green background emitting more light and therefore making it easier to work with/edit. Without the final part of the response the candidate would only have been awarded one mark.



Carefully read the question and decide what type of response is required. Here you need to provide a response that explains one reason why green screen is more widely used, rather than two.

(b) Explain why green screen is now more widely used than blue screen in special effects.

(2)

Blue screen is less commonly used than green screen because green screens emit more light, so that it is easy to work with later on.



This ia a straightforward mark scheme response that was awarded two marks.

Question 4 (a)

Electronic communications are now common throughout the business world

(a) Discuss the use of email as a means of communication between designers and manufacturers

Candidates, in today's modern society, have an excellent knowledge and understanding of the benefits and drawbacks of email. However the question here has a specific focus on communications between designers and manufacturers.

Many candidates have provided a good generic response to this question. Fewer, however, have linked their response to communication between designers and manufacturers. This lack of focus has limited their opportunities to access the higher marks.

(a) Discuss the use of email as a means of communication between designers and manufacturers.	
manatacarets.	(4)
It creates a paperless society, contributing to sustainability. It is easy; emails are sent and received immediately. It can be acc	
anywhere with an access to the internet. Files can be attached	
can be soved and modified, allowing quick hedback from the m	anulachurer
to the designer. It may however limit the sins of the atta	hmests
that can be sent. There is also a risk of riverse and per	send
information being provided to someone else. Nevertheless, email	1 13 th
most commanly used means of communication recild-rid	L



This response was awarded four marks. The candidate has covered a range of mark scheme responses including a quick/instant way of communicating; widespread usage; file attachments; faster design decisions; attachment file size limits; spreading of viruses; hacking of personal information. There is also a clear link to communication between designers and manufacturers, so the answer is not generic.



When the question has a focus, eg communications between designers and manufacturers, there has to be a link to that focus within your answer. For this question a generic essay about the advantages and disadvantages of email will not achieve full marks.

Question 4 (b)

Once again, many candidates have provided a good generic response to this question. However fewer have linked their response to video conferencing between designers and manufacturers. If there are no links to the use of video conferencing between designers and manufacturers then the lack of focus limits access to higher marks.

This question is an evaluation so the response must cover both advantages and disadvantages in order to achieve the full four marks.

(b) Evaluate the use of video conferencing for meetings between designers and manufacturers. (4)Video conterency is a good option to meetings between designiers und manufatures to it can be quite even to set up and ellow to se ut can mean they can communitate carry As viideo unternerny is trimilar to talking tree to take It can be much easier to communicate intompetion and denine Menges as their as pury gricker, video conferencing also allows tor naval aids to be ised and presented usearing That deniners con snow dengas I denga changes an comera the guither approximal Marker Thre are some issues war video continuous connection may be for tombing in bod and inner a deligned connection, making communication very Currera Thyre to meens people men not communicate well as Then could are chose also (Total for Question 4 = 8 marks) the Yack at eye contact means it is not as personal used they could get amonged with each easily in attended. Video conferring doses does requie Equipment such as horbeans/speahous/microplenes alonginare a computer. This equipment it relately in expensive however. with the opening it to equipment is poor in quality, then the avdio/ridea may he tow grality, making it authort to communion Common Video Conterency between two different time zenes con also be very difficult to arrange or exacte, again making Communications authority



This is a response that is clearly linked to the use of video conferencing between designers and manufacturers. It covers a broad range of mark scheme responses, achieving a total of four marks.



Try to present your answer in the space provided. However, you are advised to use an additional answer booklet if you need to extend your answer beyond the allocated (lined) space on the examination paper. Remember in evaluation questions your response needs to cover both benefits and drawbacks.

Question 5 (a)

The command verb in this question is 'outline' so this requires consideration of the system rather than an evaluation or comparison of the benefits.

The key focus is the use of ASRS within computer integrated manufacture (CIM). Some candidates inappropriately outlined its use within warehousing and distribution, giving an example of Amazon distribution centres. If the focus of the response was not within CIM then the candidate could not access higher marks.

Some candidates mistakenly described EPOS systems which generated no marks for this question.

Also many candidates were discussing the ASRS being able to deal with heavier weights than humans. This was not considered to be a valid response because the alternative would have been traditional forklifts and other handling/transportation equipment.

- (a) Outline the use of automated storage and retrieval systems (ASRS) within CIM.

ASRS can perform tasks which are too physically demanding for humans. It can be used to lift stuy of from a shelve which is high up and bring it down. Also it can lift stuff up and place them bould an the carrest shelve by being controlled from someone on the gradelt allows more items to be stored on top of each other, using less space and saving maney.

H can also transport items from one station to another without having to wait for a batch to be made.



The candidate has not responded appropriately to the question and was awarded zero marks. The response relates the system being controlled by 'someone on the ground' rather than controlled and guided by computer and also appears to be an outline of the candidate's percieved benefits of the system rather than an outline of the system itself.



Read the question carefully and focus on the specific requirements of the question.

Question 5 (b)

Modern manufacturing makes extensive use of computer integrated manufacture (CIM).

(b) Justify the use of CNC (computer numerically controlled) machinery to produce a prototype interactive display stand.

Candidate performance on this question followed a normal distribution with a modal mark of two.

Here the key focus is to justify the use of CNC for a prototype. Generic CNC production essays do not provide access to higher marks as the responses lack the necessary focus.

This is also a question that required two linked responses. Candidates could only achieve a maximum of two marks for identification points.

It also prevents man made mistakes from nappearing prototype interactive display stand.

and faster

It allow for precise a cutting of the part and can cut shapes and size which would be difficult to make by hand. With It being automated it work with extremely low tolerances making It more accurate if always for rapid prototyping of a moder in a few hours which is much faster than It would be if someone was to make it by hand so it reduces lead and development times meaning that the product can go on sale faster it can be easily altered as It is made on a computer meaning that things can be easily changed depending on how the moder worked.



This was a good response that was awarded four marks. Precision cutting with extremely low tolerances produces an accurate product and is faster than making by hand, and reduces lead and development times.



Remember justification questions require linked responses, for example identification of an advantage/benefit with a linked explanation of why the identification is an advantage/benefit.

Question 5 (c)

Modern manufacturing makes extensive use of computer integrated manufacture (CIM)

(c) Evaluate the use of robotics in automated manufacturing systems

This question has generally been answered well by candidates who appear to have good knowledge of the subject matter with over 50% of the entry achieving the full six marks and less than 1% not scoring on this question. This is an area of the specification that is clearly well covered within available resources and is the subject of effective teaching and learning.

Candidates had also effectively evaluated considering a range of benefits and drawbacks.

(c) Evaluate the use of robotics in automated manufacturing systems.

(6)

Robots can do jobs that humans can't for example they

can work in hezerdous conditions that aren't sage for

humans. They can lift heavier loads than humans and

elon't losse concentration when performing repetative

tasks. Manufacturing is made quicker as volore don't get



This is a good response that achieved the full six marks utilising a range of responses from the mark scheme including consideration of both benefits and drawbacks.



Remember with evaluation questions to consider both benefits and drawbacks or differing viewpoints.

Question 6

Sustainability is important as it preserves resources for future generations and reduces the impact of a product on the environment

Evaluate environmental considerations, for designers, when specifying materials for products and packaging.

Candidates generally performed very well on this question and they clearly had a good understanding of environmental issues and considerations when materials are being selected or specified. This is an area of the specification that is being taught very well and is well embedded within the school curriculum.

The modal mark was seven with 6.6% of candidates achieving the full eight marks by considering potential disadvantages of environmentally friendly materials. This final mark was a key differentiator for the A grade candidate with 80% of grade A candidates achieving eight marks. The average candidate did not consider the drawbacks of environmentally friendly materials.

6 Sustainability is important as it preserves resources for future generations and reduces the impact of a product on the environment.

Evaluate environmental considerations, for designers, when specifying materials for products and packaging.

When packagings are made, designers must ensure that the materials used are recyclable. The types of materials and psymors used must be core correctly labelled and only only few materials & Should be used to make it easier to separate when tecycling. Only the required noderial should be used so that makeral is not wasted (correct Size). When wing paper or cords, films and laminations must be minual or not so that the paper can be recycled . Ideally, a recycled paper should t and plastic should be used so that rows material extraction and and deforestation can be reduced. It be possible, biodegradeable plastic or biopol should be used so that less CO2 emision occurs and lakes sees space in toodfills. landfills. However, these materials can be exponsive as it is a new technology. Further more, using recycled material can be less aesthetically pleasing and have a low quality. Gio degradeable plastic also released swow amont of comount of Co2 when degrading. By using Biogol as the packaging, it can be not reused and con it is less fromful to the authorizent when thrown away. (Biopol is wake proof)



This is a good response that was awarded the full eight marks utilising a broad range of responses from the mark scheme including the consideration of the potential disadvantages of environmentally friendly materials.



Carefully read the question and decide what type of response is required.

Question 7 (a)

(a) Explain the disadvantages of 'form following function' when designing a point of sale display

The focus here is on *design* so the prime function is to support the product and/or product information for display, which the vast majority of candidates realised and were therefore able to arrive at appropriate responses for a two mark answer. They generally did this by covering the third bullet point in the mark scheme.

Some of the more able candidates started to consider difficulties incorporating a brand image and subsequent difficulties in obtaining client approval and therefore achieved higher marks. This question was a key differentiator for the higher grades.

*7 The debate regarding 'form versus function' has long been a discussion topic between designers.

(a) Explain the disadvantages of 'form following function' when designing a point of sale display.

(4)

The debate regarding 'form versus function' has long been a discussion topic between designing a point of sale display.

(4)

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(4)

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(4)

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(4)

The debate regarding 'form versus function' has long been a discussion topic between designers.



This was a typical candidate response awarded two marks for stating lack of aesthetic appeal (therefore not attracting the target market).



Remember a four mark 'explain' question needs two different responses with linked explanations.

(a) Explain the disadvantages of 'form following function' when designing a point of sale display.

(4)

An example of form following function is the Philip starck 'kettle'. The product has no proper we due to the fact of form over function'. The kettle is hard to use and should be handled with care after boiling water because of the material used, heads the whole hettle. This makes the product unfit for its purpose and ensure customer disattipastion.

Again, speed care compared to jeeps/normal save are limited to to the townsor of the product of the purpose and ensure customer disattipastion.



This response was awarded zero marks as the candidate has not answered the question. The answer does not focus on the design of a point of sale display and discusses other examples of form versus function.



Remember to read the question carefully and focus on the specific scenario. It is a good idea to underline the key words in the question. Revisit the question part way through your response to check your answer is relevant.

Question 7 (b)

The debate regarding 'form versus function' has long been a discussion topic between designers

(b) Figure 1 and figure 2 below show two different coffee tables

Candidates did very well on this question with over 50% achieving five or six marks. Candidates often made good use of visual clues in this type of question. Candidates who did less well tended to repeat one or two key points throughout their answers.

Evaluate how the designers of the two examples in figure 1 and figure 2 have considered form and function as part of their design ideas

Candidates were given credit for reference to form/function once in the correct context. This was an evaluation question covering two products so there was inevitably some comparison. In order to have achieved full marks candidates must have considered both designs.

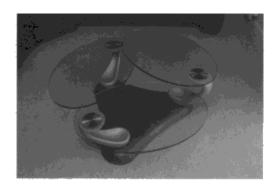




Figure 1

Figure 2

Evaluate how the designers of the two examples in Figure 1 and Figure 2 have considered form and function as part of their design ideas.

(6)

Both figure 1 and 2 have considered function as they have tables at 3 different heights so it can sait a wider vangle of uses. Figure 1 has ansidered form more than figure 2 as they have gone for a more expensive but heater material for the table top in glass. Although it will clean easier and mark less so it does still consider function. Figure 2 has gone for a stronger wood material for the table top so it can withstand greater pressure and it also has legs on all corners which will make it stronger where as figure 1 has only 1 leg so it will be weater on one side even though it is a metal leg. The biggest ceature is the figure 2 design can be fully sperated into 3 tables and they can be used individually which is more concional than figure 1 as it can be separated and is just one bigtable. Figure 1 have also gone for a more unusual and is just one bigtable. Figure 1 have also gone for a more unusual and is just one bigtable. Figure 1 have also gone for a more unusual and is just one bigtable. Figure 1 have also gone for a more unusual and is suffered and side and eventh each other.



This was a typical six mark answer that covered a range of responses from the mark scheme.



In this type of question the visual clues will help you formulate your response.

Question 8 (a)

(a) Evaluate the use of energy recovery from incineration following the disposal of waste

This question worked well as a key differentiator for higher grades. The modal mark for this question was one.

Candidates had good knowledge of waste disposal by incineration but that is not the focus of the question. The key focus is on energy recovery from incineration and does not need to cover issues surrounding the disposal of waste or reduction in landfill. The disposal by incineration may already be occurring. This question covers the additional elements of energy recovery.

This was an evaluation question and both advantages and disadvantages needed to be considered in order to achieve full marks.

(a) Evaluate the use of energy recovery from incineration following the disposal of waste. (4)The waste can be borned for energy, however hob all of it as something the confirme note produces boxic smoke When borns, Berefore Will be hemal to the environment and people newly. It VIII reduce the amount of voste produced but Increase the amont of carbon emissions its released which would be equally as hormal. On advantage of the world that it Would reduce landfill and make room for houses or obtac-Incinerating the waste would still produce some waste So is will vost go back to being Island All. There are more efficient and more eco-firendly voys be produce energy such as solor power, while power and by asingbio degradeable products like bio feel



This was a typical response that missed the point of the question and evaluated the incineration of waste and not the energy recovery following disposal of waste by incineration.



Remember to consider the key focus of the question.

Question 8 (b)

(b) Evaluate the impact of sustainable forest management

This question worked well for the full cohort with the distribution of marks following a normal distribution curve with a modal score of three.

Candidates these days often have a good grasp of sustainability issues so there were some good extended responses indicating knowledge of sustainable forest management.

This was an evaluation question so both advantages and disadvantages had to be covered for the awarding of the full four marks.

carefully mouaging corests and eisting that they are only used at a rate that a nows the trees the region and repleush, moons that the correct will remail sustained it ensures that use of materials does not load to do porest -aton union in turn prevents a number of problems. Deforestation would result u noisased 1 evers of Coo in the armosphere as there would be not breas to take it is and there pore decreased were in of oxyger cuting down confests would also mean the extriction of some species that relyon the forest habital. their everyon were would lose their work and cestroying the Animers nabitats would near that could be dangerous for born numbers and aumour the stability of many overs revys of the rostson brees and prouts, of ejorestation would read to mudsups, long sudes and numerous problems. Ensuring that the forests are monerapoland pseof the movemous construted will preserve and project them for yeous to come



This is a response that achieved six marks from a range of responses in the mark scheme.



Use additional answer booklet or sheets if you are running out of space.

Paper Summary

Based on their performance in this paper, candidates should:

- Focus on the specific requirements of the questions
- Respond appropriately to the command verb in the question
- Differentiate between industrial production systems
- Rely upon application to a greater extent
- Remember that graphs and diagrams can help when answering questions
- Remember that in evaluation type questions responses need to cover both benefits and drawbacks
- Use additional answer booklet or sheets if they are running out of space

Grade Boundaries

Grade boundaries for this, and all other papers, can be found on the website on this link: http://www.edexcel.com/iwantto/Pages/grade-boundaries.aspx





