

## Tuesday 2 June 2015 – 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 Workbook (F521/01) **Duration:** 1 hour



Candidate forename					Candidate surname				
Centre numb	er					Candidate nu	ımber		

#### **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 Workbook 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.

Exa	Examiner's Use Only:			
1				
2				
Total				

# Answer ${\bf both}$ questions in the space provided.

1 In today's society any new product launched needs marketing.

Prepare a discussion that **reflects on your product** and considers how it could be marketed to its end users.

You should include:

•	information on your target market suitable methods of marketing your product to them a suitable timescale and the cost implications of marketing your product.	[10]


2 The level of production is an important consideration for designers and manufacturers to ensure any new product's commercial success.

Prepare a discussion that reflects on your product and which considers this issue.

You should include:

•	the level of production most suitable for your product materials and manufacturing techniques suitable for this level of production any modifications you would make to your product to ensure it is suitable for this leve production.	el of [ <b>10</b> ]



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