

ADVANCED General Certificate of Education 2015

Technology and Design

Assessment Unit A2 1 assessing Systems and Control and Product Design

[AV211] TUESDAY 2 JUNE, MORNING

MARK SCHEME

General Marking Instructions

Introduction

Mark schemes are published to assist teachers and students in their preparation for examinations. Through the mark schemes teachers and students will be able to see what examiners are looking for in response to questions and exactly where the marks have been awarded. The publishing of the mark schemes may help to show that examiners are not concerned about finding out what a student does not know but rather with rewarding students for what they do know.

The Purpose of Mark Schemes

Examination papers are set and revised by teams of examiners and revisers appointed by the Council. The teams of examiners and revisers include experienced teachers who are familiar with the level and standards expected of students in schools and colleges.

The job of the examiners is to set the questions and the mark schemes; and the job of the revisers is to review the questions and mark schemes commenting on a large range of issues about which they must be satisfied before the question papers and mark schemes are finalised.

The questions and the mark schemes are developed in association with each other so that the issues of differentiation and positive achievement can be addressed right from the start. Mark schemes, therefore, are regarded as part of an integral process which begins with the setting of questions and ends with the marking of the examination.

The main purpose of the mark scheme is to provide a uniform basis for the marking process so that all the markers are following exactly the same instructions and making the same judgements in so far as this is possible. Before marking begins a standardising meeting is held where all the markers are briefed using the mark scheme and samples of the students' work in the form of scripts. Consideration is also given at this stage to any comments on the operational papers received from teachers and their organisations. During this meeting, and up to and including the end of the marking, there is provision for amendments to be made to the mark scheme. What is published represents this final form of the mark scheme.

It is important to recognise that in some cases there may well be other correct responses which are equally acceptable to those published: the mark scheme can only cover those responses which emerged in the examination. There may also be instances where certain judgements may have to be left to the experience of the examiner, for example, where there is no absolute correct response – all teachers will be familiar with making such judgements.

AVAILABLE MARKS

Section A



[2]

One main advantage - the infrared transmitter and phototransistor (d) (i) AVAILABLE MARKS provide no resistance to wheel movement. One main disadvantage - brake disc may come into contact with mud or debris that could obscure passage of infrared transmitter. [2] 5V O-(ii) Infrared Phototransistor transmitter 0 10k Vo 100R [4] 0V O-0 (iii) Vo 5V 0° 180° 360°

[3]





[10]

(f) Discussion likely to refer to any three of the following factors:

Environment. The conditions a sensor will be exposed to during normal operation must be considered. Dusty, damp conditions or vibration may cause some sensors to malfunction. Extreme heat and cold may alter the performance of the sensor itself. Some sensors will therefore require protection or specialised housing.

Analogue or digital requirements. Micro switches and reed switches are used to sense movement and produce on/off or simple digital outputs. Thermistors and LDRs are analogue components that will produce a range of values for example when used in a thermometer or lightmeter.

Responsiveness/sensitivity. The response time of sensors may be a critical factor where changes in conditions must be detected instantly. For example the response time for a phototransistor can be much quicker than for an LDR. The degree of sensitivity must also be considered as it may be necessary to sense very small changes in conditions.

Characteristics. Sensors may have linear/logarithmic/proportional/inversely proportional response to the conditions they are sensing. This may require calibration or conditioning.

Size. Some applications may require small or unobtrusive sensors which are capable of fitting into limited space.

Example 1. An LDR used to detect low light levels in order to switch on a security light. A fast response time is not critical and the LDR could be housed under a small plastic window in order to protect it from harsh weather conditions. The LDR can be calibrated or adjusted to cause the light to switch on at different levels. A large LDR will be acceptable as the case for the security light is not restrictive.

Example 2. A reed switch used to detect a door or window opening and closing for a burglar alarm system. This type of sensor requires a power supply only to one side making it suitable for this application as they are robust and easily fitted to a variety of doors and windows where a simple digital signal is required.

[5]

VAILABLE

For a response not worthy of credit.	0
Poor selection and use of a writing form and style appropriate to the content. The content is poorly organised and little use is made of appropriate technological vocabulary. The writing is barely legible and the spelling, grammar and punctuation are inaccurate.	[1]–[2]
Good selection and use of a writing form and style appropriate to the content. The content is organised and use is made of appropriate technological vocabulary. The writing is legible and the spelling, grammar and punctuation are accurate.	[3]
Very good selection and use of a writing form and style appropriate to the content. The content is well organised and good use is made of appropriate technological vocabulary. The writing is clearly legible and the spelling, grammar and punctuation are very accurate.	[4]

[4]

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(d) (i)

S1	S2	S3	Q
0	1	0	1
0	1	1	1
1	0	1	1
1	1	0	1
1	1	0	1

(ii)	S1 S2 S3	00	01	11	10
	0	0	(1)	1	0
	1	0	1	0	

$Q = S\overline{1}S2 + S2S\overline{3} + S1S\overline{2}S3$











3	(a)	(i)	Any two from the following: – Moving parts – Heat from friction	
				2]
		(ii)	Method to secure	3] 1] 1]
		(iii)	 Two comparisons between Roller and Self-Aligning Bearings: Roller bearings do not allow for shaft misalignment, self-aligning allow for shaft misalignment Roller bearings have cylindrical rollers inside – self-aligning tend to use ball rollers. 	to 2]
	(b)	(i)	Annotated sketch to include the following: Pads Pivot Linkage [3]
		(ii)	Gain in PE = mgh 7021.3 J = 65 × 9.82 × ? 65 × 9.82 = 638.3 7021.3/638.3 = 11 m	3]
		(iii)	$P = work/time P = 800 N \times 3.0 m/30 sec P = 80 W = 80 × 100/75 = 106.7 W [$	3]
		(iv)	$P = T_{\omega}$ $P = 260 \times \omega$ $260 \times (2 \pi/60 \times 1400 \text{ rpm})$ $P = 260 \times 146.53$ $P = 38098 \text{ W}$ $P = 38.1 \text{ kW}$ [3]

(C)	Any Offei	<i>hragm Clutches</i> one of the following advantages: ⁻ soft start-up, swift gear shifting, vibration damping and no misation.	oise		AVAILABLE MARKS
	Need The	one of the following disadvantages: d a manual input to move the driver shaft. diaphragm spring is significantly noticeable to the operator oply less pressure on the pedal due to the lower engaging			e
	Any Are a clutc	trifugal Clutches one of the following advantages: automatic, relatively simple and inexpensive in construction h disengages with ease and while idle, while also being ve a variety of outputs.			of
	Insut	one of the following disadvantages: fficient torque for larger machinery. suitable for low RPM applications.			
		fication: aulics used due to heavy load of lorry and cargo.		[5]
	Qual	ity of written communication			
	Le	vel of response not worthy of credit.	0		
	ap an vo	or selection and use of a writing form and style propriate to the content. The content is poorly organised d little use is made of appropriate technological cabulary. The writing is barely legible and the spelling, ammar and punctuation are inaccurate.	[1]–[2]	
	ap us Th	bod selection and use of a writing form and style propriate to the content. The content is organised and e is made of appropriate technological vocabulary. e writing is legible and the spelling, grammar and nctuation are accurate.	[3]		
	ap an vo	ry good selection and use of a writing form and style propriate to the content. The content is well organised d good use is made of appropriate technological cabulary. The writing is clearly legible and the spelling, ammar and punctuation are very accurate.	[4]		
				[4	-]
(d)	.,	Sample Answer: Suitable attachment to box with toggle clamps located insi area.	ide loc	cking	
		Level of response not worthy of credit.		0	
		Poor sketches with little or no annotation.		[1]	
		Annotated sketches are limited of a mechanical system which is quick and secured within locking area.		[2]–[3]	

Detailed annotated sketches of a mechanical system which is quick and secured within locking area. [4] (ii) Sample Answer:

A manually operated system utilising a screw thread with a parallel linkage and suitable attachment to pivot points and base

Level of response not worthy of credit.	0
Poor sketches with little or no annotation. Difficulty in deciding if the manually operated mechanical system will raise, lower and lock the platform with attachment to pivot points and base.	[1]–[2]
Annotated sketches are limited. The design could be suitable for a manually operated mechanical system which will raise, lower and lock the platform with attachment to pivot points and base.	[3]–[4]
Detailed annotated sketches. The design is suitable for a manually operated mechanical system which will raise, lower and lock the platform with attachment to pivot points and base.	[5]–[6]

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[1]

[6]

[3]

[2]

- (ii) Open loop describes a system in which the building blocks connect in a linear way, i.e. operator pressing a valve to operate a cylinder to stamp a box. The cylinder will go positive and negative only with the command of the operator. [1]
 A closed loop describes a system with feedback, i.e. operator pressing a valve to operate an automatic return cylinder to stamp a box. The cylinder will go positive and negative in an automatic manner as it will be detected when fully outstroked. [1]
 Feedback is used in only closed loop systems
- (iii) F = P × A Total force = 6154.4 N 6154.4 N = 0.4 x A 15386 = A 70 mm = radius

(b) (i) Volume =
$$\frac{S \times D^2 \times (P+1)\pi}{4} + \frac{S \times (D^2 - d^2) \times (P+1)\pi}{4}$$

Volume = 300 ×

 $300 \times 80^2 \times (5+1) \times 3.14 / 4 + 300 \times (80^2 - 25^2) \times (5+1) \times 3.14 / 4$ Volume = 9043200 + 8160075 Volume = 17203275 ml³ = 17.203 litres [5]

(ii) Pressurised air is reflected off the object to be detected. [2]

(iii) O-Rings advantages (any two):

- They are inexpensive
- Are very reliable
- Easy to make
- Have simple mounting requirements.

9289.01 F

(c) Method of activating X + A+ W-Method of activating W+ A-Method of activating SAC with speed control Method of activating B+ B- X-Emergency Stops Air Bleed Time Delay Micro-switch with 3/2 valve Changeover valve piping

See A3 sample answer

(d) Sample answer



Level of response not worthy of credit.	[0]
Partially functional system using a number of components	[1]–[2]
Functional system which uses more than the minimum number of components	[3]
Fully functional system which uses the minimum number of components	[4]–[5]

[5]

AVAILABLE MARKS

[3] [2]

[1]

[3]

[2]

[1]

[1]

[1] [1]



Level of response not worthy of credit.	[0]
Partially functional system using a number of components	[1]–[2]
Functional system which uses more than the minimum number of components	[3]
Fully functional system which uses the minimum number of components	[4]–[5]



Section B

[5]

VAILABLE

Product Design



LHT countries use RHD vehicles, and RHT countries use LHD vehicles. Many countries permit both types of vehicles on their roads. Currently, China, the United States and the United Kingdom each have territories which differ from their primary traffic rule. In China, drivers drive on the right, while the special administrative regions of Hong Kong and Macau drive on the left.

Example 3

Electronic products; colour is another important factor when it comes to consumer products. When we think of the colour white, we think clean, sterile, minimalistic. However, in the Chinese market, the colour white is associated with death and people often dress in all white at funerals. Products that are marketed to Chinese with extensive use of white can be counter-productive to sales.

Example 4

McDonald's Corporation is the world's largest chain of hamburger fast food restaurants, serving around 68 million customers daily in 119 countries. In order to cater to local tastes and culinary traditions, and often in respect of particular laws or religious beliefs. McDonald's offers regionalized versions of its menu among and within different countries. As a result, products found in one country or region may not be found in McDonald's restaurants in other countries.

Example 5

Americans are just fine using two hands to type messages on their cell phones. We can see this with the prevalence of the BlackBerry smart phones. However, the Japanese like to text with only one hand. The Japanese spend a lot of their time on their subway system. One of their hands is always grabbing a hand rail overhead so that they don't fall over when the subway train is moving. Thus, they can only use one hand to send text messages or surf the Internet. This simple example shows why the Japanese prefer smaller clam shell phones with all the keys within thumb's reach.

Example 6

The Microsoft Xbox controller is slightly smaller for the Asian versions of the Xbox. Studies have shown that Americans have slightly larger average hand sizes than Asian gamers so Microsoft designed slightly larger controllers for the American market. Microsoft performed a human factors analysis for different markets and in the end, it paid off. [5]

VAILABLE

Poor selection and use of a writing form and style appropriate to the content. The content is poorly organised and little use is made of appropriate technological vocabulary. The writing is barely legible and the spelling, grammar and punctuation are inaccurate.	[1]–[2]
Good selection and use of a writing form and style appropriate to the	
content. The content is organised and use is made of appropriate to the technological vocabulary. The writing is legible and the spelling, grammar and punctuation are accurate.	[3]
Very good selection and use of a writing form and style appropriate to the content. The content is well organised and good use is made of appropriate technological vocabulary. The writing is clearly legible and the spelling, grammar and punctuation are very accurate.	[4]
	[4]
 (d) (i) Any three main differences between the main characteristics introduction and the main characteristics of growth from the final states are slow at the introduction stage compared to a state increase at the growth stage Very little profit at the introduction stage but profit increase growth stage Marketing strategy will be different and costs will be high introductory stage compared to the growth stage There is little or no competition in the market at the introduction stage but by the growth stage compared to increases with companies entering the market. 	ollowing: significant ses at the ner at the ductory
 (ii) Any three main differences between the main characteristics maturity and the main characteristics of decline from the follo At the maturity stage product sales peak as market sature reached but at the decline stage sales reduce At the mature stage production volumes increase and in costs are lowered but in the decline stage costs become counter-optimal At the mature stage persuasive advertising is used to market share but at the decline stage no marketing activity place There are better profit margins at the mature stage than decline stage. 	wing: ration is effect aintain rity takes
 (e) (i) Any two main advantages associated with the use of sales p from the following: Sales promotions bring about a quick increase in sales f They are quickly recognised and accepted in the market Sales promotions entice buyers to continue purchasing. The one main disadvantage associated with the use of sales is that: Each sales promotion must be carefully priced. Failure to do 	igures [2] promotion
result in reducing market share.	50 COUIU [1]

- (ii) Any **two** main advantages associated with the use of trade fairs compared to personal selling from the following:
 - Access to a large number of potential buyers at one time and in one place
 - Excellent opportunity for making new contacts and renewing old ones which does not happen with personal selling
 - One can learn more about the market, products, trends and product competition at trade fairs.

Any **one** main disadvantage associated with the use of trade fairs compared to personal selling from the following:

- Very expensive
- Very competitive
- (f) (i) The height of the garage door must be a minimum of 2.2 metres in order to provide clearance for the car with the fitted roof storage unit.

Level of response not worthy of credit.	[0]
The graphical information conveys that the garage door must be a minimum of 2.2 metres in order to provide clearance for the car with the fitted roof storage unit.	[1]

• The storage unit is designed with a maximum weight restriction of 60 kg with a recommendation of 50% of the weight in the middle, 25% on the front rail and the remaining 25% on the back rail.

Level of response not worthy of credit.	[0]	
Limited graphical information which conveys that the storage unit is designed with a maximum weight restriction of 60 kg with a recommendation of 50% of the weight in the middle, 25% on the front rail and the remaining 25% on the back rail	[1]	
Good quality graphical information which clearly conveys that the storage unit is designed with a maximum weight restriction of 60 kg with a recommendation of 50% of the weight in the middle, 25% on the front rail and the remaining 25% on the back rail	[2]	

• The storage unit should be centred on the length and width of the roof.

Level of response not worthy of credit.	[0]
Limited graphical information which conveys that the storage unit should be centred on the length and width of the roof.	[1]
Good quality graphical information which clearly conveys that the storage unit should be centred on the length and width of the roof.	[2]
	[5]

AVAILABLE MARKS

[2]

[1]

(ii) An appropriate design which will allow the user to quickly secure different sized items in place. Show how your design could be attached to the housing of the storage unit.

to the housing of the storage unit.	
Level of response not worthy of credit.	[0]
Poor sketches with little or no annotation. Difficulties in deciding if the design is suitable and will quickly secure different sized items. Little or no information on how the design is attached to the housing.	[1]–[2]
Annotated sketches are limited. The design and attachment	

to the housing is suitable and can allow the user to secure
different sized items.[3]Detailed annotated sketches. The design and attachment to
the housing is suitable and allows the user to quickly secure
different sized items in place.[4]–[5]

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[5]

6	(a)		two main different causes of increased levels of greenhouse gases ch have resulted from human activity from the following: Burning of fossil fuels Deforestation		AVAILABLE MARKS
		•	Poor choices when designing and manufacturing.	[2]	
	(b)		two main characteristics associated with product research from the owing: Carried out in order to examine and analyse existing competitor products within the market Product research could assess the product's acceptance in the mark Product research could determine customer preferences Product research could carry out packaging trials.	ket [2]	
			 two main characteristics associated with distribution research from to wing: This is research carried out by a business or company to analyse distribution methods for their product A company will identify the most efficient, quick and reliable means of transport for distributing their product Consumers, companies and retailers would be asked for their previous experience with certain distribution methods to evaluate the options. 	of	
	(c)	(i)	Market development involves – finding new markets for existing products and concentrates on dealing with new customers and markets. The management of the company might consider the team's views a risky because there is no prior knowledge of the markets.	as [2]	
		(ii)	 Product development involves – developing existing products further and concentrates on the innovation of existing products. Any one main reason why management may look positively on the team's views from the following: This is a relatively low risk option Provides a greater range of products It can be used to differentiate products from competitors in competitive markets. 	[2]	
	(d)	(i)	Perceived value pricing method involves finding out from potential customers what they would be willing to pay for a product. The business then sets the price of the product on what they think the maximum price is that a consumer will pay.	[2]	
		(ii)	 The two main problems associated with the cost-plus pricing method which may influence the decision of the company are: It does not take the demand of the product into account The business has no way of knowing if the potential customers pay the calculated price. 		

(e) One main quality assurance process that could be used, e.g.: VAILABLE This may include setting guality objectives, defining tests and (i) verification activities, process evaluation, defining the individual responsibility of the team members, identifying training requirements, budgeting and funding for quality control jobs, scheduling all activities, documenting and tracking. [2] (ii) This could benefit the company by – ensuring that the quality of the product is right first time and every time. In addition with a Quality Assurance process in place the retailer/consumer will have more confidence in the product. This may help improve sales. [2] (f) Explanation of how designers have specifically managed to reduce material use. Example 1. Smart car. Components have been re-evaluated and redesigned to minimise material use and components have been designed to be multifunctional which also reduced material use. [2] Example 2. Dyson products - hoover/airblade. Engineers working for Dyson aim to do more with less - creating machines which perform better than their predecessors using fewer raw materials. New technology, such as the Dyson digital motor, which is a third of the size of a conventional brushed motor - helps reduce the size of the machines and ultimately the use of materials. [2] (g) (i) **One** example of a product which incorporates social factors in its design. Social factors are things that affect lifestyle, e.g. the bicycle. Bicycles have been designed to cater for different lifestyles. Racing, off road, touring and mountain biking are just a few examples of how the designer has incorporated social factors in its design. [2] (ii) One example of a product which incorporates economic factors in its desian. e.g. cars – The design of cars within a specific make and model can demonstrate consideration given to economic factors with the various options (engine size, interior finish, central locking and a range of accessory packs) available. [2] (h) Any two main characteristics associated with the influence of the work of Dyson from the following: Focused on form, function, ergonomics and aesthetics in order to develop consumer products Emphasised the importance of prototyping with over 5000 prototypes for the world's first bagless vacuum cleaner Adopted technologies from other disciplines to incorporate into new . products Created a design foundation with a major focus on design education. [4]

(i) (i) A suitable low cost floor protector.

AVAILABLE MARKS

Level of response not worthy of credit.	[0]
Poor sketches with little or no annotation. Difficulties in deciding if the design is suitable, low cost and can be quickly secured to the corner edge of the desk.	[1]–[2]
Annotated sketches are limited. The design is suitable and some consideration is given to cost and the ability of it to be quickly and securely fitted to the corner edge of the desk.	[3]
Detailed annotated sketches. The design is suitable, low cost and can be quickly and securely fitted to the corner edge of the desk.	[4]–[5]

[5]

(ii) • Low cost adequate support with aesthetic appeal with minimal use of materials.

Level of response not worthy of credit.	[0]
Poor sketches with little or no annotation. Difficulties in deciding if the design is suitable, low cost, aesthetically pleasing with the minimal use of materials.	[1]
Annotated sketches are limited. The design is suitable and some consideration is given to cost, aesthetics and minimising the use of materials.	[2]
Detailed annotated sketches. The design is suitable, low cost, aesthetically pleasing with the minimal use of materials.	[3]
	[3]

• Explain how your redesign would be appropriate for batch production.

Level of response not worthy of credit.	[0]
Limited explanation of how the design facilitates batch production.	[1]
Clear explanation of how the design facilitates batch production.	[2]

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Section C

80 80

Total

[2]



ANSWER 4 (C)



Emergency Stop

