

Write your name here

Surname

Other names

**Edexcel
Principal Learning**

Centre Number

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Candidate Number

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**Manufacturing and Product Design
Level 3
Unit 2: Customer Needs and Market
Requirements in Manufacturing**

Tuesday 29 May 2012 – Morning

Time: 1 hour 30 minutes

Paper Reference

MP302/01

You do not need any other materials.

Total Marks

Instructions

- Use **black** ink or ball-point pen.
- **Fill in the boxes** at the top of this page with your name, centre number and candidate number.
- Answer **all** questions.
- Answer the questions in the spaces provided
– *there may be more space than you need.*

Information

- The total mark for this paper is 90.
- The marks for **each** question are shown in brackets
– *use this as a guide as to how much time to spend on each question.*

Advice

- Read each question carefully before you start to answer it.
- Keep an eye on the time.
- Try to answer every question.
- Check your answers if you have time at the end.

Turn over ►

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PEARSON

Answer ALL questions. Write your answers in the space provided.

1 A manufacturer relies on a range of data in order to inform product development.

(a) Outline how a manufacturer would use 'like for like' sales data.

(2)

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(b) Explain how a manufacturer would use data collected from focus groups.

(4)

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(c) Explain why it is important for a manufacturer to use market data when developing new products.

(6)

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(Total for Question 1 = 12 marks)



2 One way a sports equipment manufacturer could gather market research data is by using focus groups.

(a) Describe how a sports equipment manufacturer would gather market research data, other than by using focus groups.

(3)

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(b) Explain how a sports equipment manufacturer would use market research data.

(4)

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(Total for Question 2 = 7 marks)



3 Explain why marketing, sales and product development departments work in an integrated manner in a large manufacturing organisation.

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(Total for Question 3 = 4 marks)



4 (a) Outline the purpose of the Sale of Goods Act 1979.

(2)

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(b) Outline **two** obligations of a retailer if a product it has sold is found to be faulty.

(4)

1

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2

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(c) State **three** ways in which a manufacturer can notify the public of a product recall.

(3)

1

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2

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3

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(Total for Question 4 = 9 marks)



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(c) Discuss the effect on a manufacturer of a competitor using illegal labour.

(6)

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(Total for Question 5 = 14 marks)



6 In order to maximise sales, food manufacturing companies use a range of strategies.

(a) Explain why celebrity endorsement of products may help to increase sales.

(4)

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(b) Discuss the implications for a food manufacturing company of offering selected products free of charge.

(6)

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(Total for Question 6 = 10 marks)



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7 (a) Outline **two** implications for a manufacturer of using the internet to sell its products. (4)

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(b) Explain why using an internet search engine to market products can be helpful to a manufacturer. (6)

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(c) Outline **two** reasons why a manufacturer would use a specialist magazine to promote its products.

(4)

1

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2

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(Total for Question 7 = 14 marks)



8 (a) Outline **one** way in which employment law, such as the National Minimum Wage Act, affects conditions in the marketplace.

(2)

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(b) Discuss how the following can affect conditions in the marketplace:

(i) national government economic policies.

(6)

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(ii) the supply of strategic materials.

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(Total for Question 8 = 14 marks)



9 Outline how published reports, such as treasury forecasts and data from the Office of National Statistics, can be used by manufacturers.

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(Total for Question 9 = 6 marks)

TOTAL FOR PAPER = 90 MARKS

