

Mark Scheme

Summer 2013 (Results)

GCSE Engineering and Manufacturing
5EM03 3C
(Paper 3C: Textiles and Clothing)

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Question	Answer	Mark
1(a)	<ul style="list-style-type: none"> • Cushion cover • Carpet <p><i>If 3 boxes or more are crossed - no marks.</i></p> <p>(2 x 1)</p>	(2)
1(b)	<ul style="list-style-type: none"> • Socks • Swimming Trunks <p><i>If 3 boxes or more are crossed - no marks.</i></p> <p>(2 x 1)</p>	(2)
(Total 4 marks)		

Question	Answer	Mark
2(a) 1	<ul style="list-style-type: none"> • Wadding • Batting <p>Do not accept stuffing</p> <p><i>Accept any recognisable spelling (phonetic) of the answers above.</i></p> <p>(1 x 1)</p>	(2)
2(a) 2	<ul style="list-style-type: none"> • Popper tape • Press-stud tape • Popper • Press-stud <p><i>Accept any recognisable spelling (phonetic) of the answers above.</i></p> <p>(1 x 1)</p>	
2(b) 1	<p>An answer that makes reference to two of the following points:</p> <ul style="list-style-type: none"> • Used for sewing (1) • Used for stitching (1) • Used to produce an overlocked edge (1) • Used to neaten (1) • Used to sew stretchy fabrics (1) <p>eg . Used to sew (1) and neaten a seam in one action (1).</p> <p>(2 x 1)</p>	

<p>2(b) 2</p>	<p>An answer that makes reference to two of the following points:</p> <ul style="list-style-type: none"> • pressing (1) • ironing (1) • finishing (1) • applying components to fabrics with heat (e.g. transfer paper, bond-a-web)(1) • creates a neater finish (1) • Can be used with or without steam (1) • Remove/create creases (1) <p>e.g. Used to press creases out of garments (1) and for applying components to fabrics with heat e.g. transfer paper (1)</p> <p style="text-align: right;">(2 x 1)</p>	<p style="text-align: right;">4</p>
<p>(Total 6 marks)</p>		

Question	Answer	Mark
<p>3</p>	<p>Award 1 mark for each key term correctly linked to a key area</p> <p>Key Term Key Area</p> <p><i>No mark awarded where 2 or more lines are drawn from a term. Lines do not have to be straight but term and key area must be clearly linked.</i></p>	<p align="right">(7)</p>
<p align="right">(Total 7 marks)</p>		

Question	Answer	Mark
<p>4(a)</p>	<p>Appropriate two products such as e.g.</p> <ul style="list-style-type: none"> • Baby carriers • Biker gloves • Rucksacks / sports bags • Swimsuits • Fire protective suit • Bullet proof vest • Oven gloves • Performance sports wear • Hiking boots • Weather protective jackets • nightwear <p>A brand name of a specific product is acceptable</p> <p><i>This list is not exhaustive, accept any product that contains textiles / clothing componentry or has an association with the sector</i></p> <p style="text-align: right;">(2 x 1)</p>	<p>(2)</p>
<p>4(b) (i)</p>	<ul style="list-style-type: none"> • design • marketing • production planning • materials supply and control • processing/production • assembly/finishing • packaging/dispatch <p style="text-align: right;">(1 x 1)</p>	<p>(1)</p>
<p>4(b) (ii)</p>	<p>One mark for identifying benefit x 2 One mark for why x 2</p> <p>Appropriate benefit to the manufacturer e.g.</p> <p>design</p> <ul style="list-style-type: none"> • better designs (1) – can link other information into the process (1), or best designs can be maximized by simulation (1) • faster (1) – many CAD features such as copy, array can be used (1) or if mistakes made they can be quickly rectified (1) <p>marketing</p> <ul style="list-style-type: none"> • accurate information (1) – less mistakes made in capturing data (1) • better/accessible knowledge base (1) – easy data • entry/data analysed easier (1) • speeds up the editing of marketing literature (1) – customers always kept up to date (1) <p>production planning</p> <ul style="list-style-type: none"> • easier or quicker planning (1) – computers are 	

Question	Answer	Mark
	<p>faster (1)</p> <ul style="list-style-type: none"> • spreadsheets can be adapted as Gantt Charts (1) for planning – faster than human application (1) • accurate reading of planning sheets (1) – professional output (1) <p>materials supply and control</p> <ul style="list-style-type: none"> • buy best available materials (1) – use of internet (1) • waste control (1) – by monitoring processes and quality control of processes (1) <p>processing/production</p> <p>Answer could relate to the application of CAM and control technology such as:-</p> <ul style="list-style-type: none"> • energy conservation (1) – by control of energy into process (1) • waste control (1) – by monitoring processes and quality control of processes(1) • competitiveness (1) – faster rates of production/application of CAM techniques (1) • product consistency (1) – by control of processes (1) • cost control (1) – by less waste/faulty parts (1) • efficiency (1) - by less waste/faulty parts (1) • speed (1) – faster than human application (1) <p>assembly/finishing</p> <p>Answer could relate to the application of CAM and control technology such as:-</p> <ul style="list-style-type: none"> • energy conservation (1) – by control of energy into process (1) • waste control (1) – by monitoring processes and quality control of processes(1) • product consistency (1) – by control of processes (1) • cost control (1) – by less waste/faulty parts (1) • efficiency (1) - by less waste/faulty parts (1) • speed (1) – faster than human application (1) <p>packaging/dispatch</p> <p>Answer could relate to the application of CAM and control technology such as:-</p> <ul style="list-style-type: none"> • packaging consistency (1) – by control of processes (1) • cost control (1) – by less waste/faulty parts (1) • efficiency (1) - by less waste/faulty parts (1) • speed (1) – faster than human application (1) • energy conservation (1) – by control of energy into process (1) • waste control (1) – by monitoring processes and quality control of processes (1) 	<p>(4)</p>

Question	Answer	Mark
	<p><i>Low response (1) or two low responses (2) or detailed response (2)</i></p> <p><i>If no answer or incorrect answer in 4(b)(i) then no marks awarded for 4(b)(ii).</i></p> <p>.</p> <p style="text-align: right;">(2 x 1) (2 x 1)</p>	
4(c)(i)	<p>Accept any appropriate modern material suitable for Product 1.</p> <p>e.g</p> <ul style="list-style-type: none"> • bullet proof vest – Kevlar • hiking boots – water resistant fabrics • fire protective suit – fire proof fabric or coating • performance sports wear – smart fabrics • Other appropriate materials / a material currently used for the given product eg component materials <p><i>Accept a brand name e.g. Gore-Tex</i> <i>Do not accept 'fabric' on its own</i></p> <p><i>No answers/incorrect answer to 4(a) no marks for 4(c)(i)</i> <i>Markers need to refer to response in 4(a).</i></p> <p style="text-align: right;">(1 x 1)</p>	(1)

<p>4(c)(ii)</p>	<p>One mark for identifying change One mark for description</p> <ul style="list-style-type: none"> • functional characteristics (1) - weight (1) / size (1) / protection (1) / rigidity (1) • mechanical characteristics (1) - strength (1) / durability (1) • aesthetic characteristics (1) - surface finish (1) / texture (1) / colour (1)/ appearance (1) • Meets requirements of intended markets (1) – appeal to target audience (1) • quality standards (1) – consistency (1) / reliability (1) • weight (1) – better strength to weight ratio (1) • Any other appropriate functional / mechanical / aesthetic characteristic relating to the change (1) <p>e.g. improves strength and durability (1) of the product allowing more items to be carried (1)</p> <p><i>If no answer or incorrect answer is given in 4(c)(i) no marks awarded for 4(c)(ii).</i></p> <p style="text-align: right;">(2 x 1)</p>	<p style="text-align: right;">(2)</p>
(Total 10 marks)		

Question	Answer	Mark
<p>5(a)(i)</p>	<p>An example</p> <ul style="list-style-type: none"> • materials supply • materials control • process control • storage • linking CNC machines together • monitoring quality • documentation control • workflow control • movement control • application within sector eg Computerised embroidery machine <p>Accept any appropriate response</p> <p style="text-align: right;">(1 x 1)</p>	<p style="text-align: right;">(1)</p>
<p>5(a)(ii)</p>	<p>One mark for benefit One mark for explanation</p> <ul style="list-style-type: none"> • reduced machine loading times (1) – automatic monitoring (1) • improve quality / accuracy / consistency (1) – control of processes (1) • reduced wastage (1) – optimised production methods (1) • improved efficiency (1) – faster / quicker 	

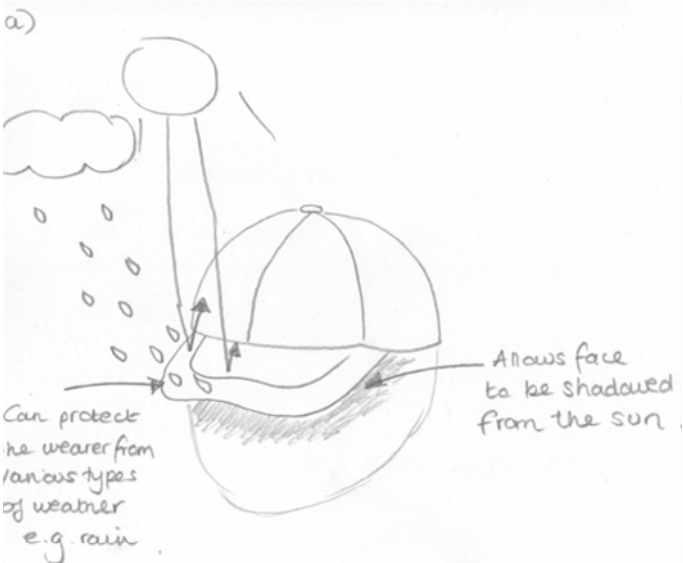
Question	Answer	Mark
	<p>throughput (1)</p> <ul style="list-style-type: none"> • better process control (1) – in process monitoring (1) • reduced labour (1) – automated processes (1) • lower costs (1) – reduced wastage / faster / continuous production / saves energy (1) • faster processes (1) – less manual input (1) • reduced health and safety risks (1) – machines can operate with a reduced manual input (1) <p><i>Do not accept 'easier' or 'faster' / 'quicker' without explanation.</i> <i>Low response (1) or two low responses (2) or detailed response (2)</i></p> <p style="text-align: right;">(1 x 2) (2 x 1)</p>	(2)
5(b)(i)	<p>Appropriate example</p> <ul style="list-style-type: none"> • to create virtual products • 2D/3D modelling • show ideas • show new product concepts • simulation <p>Do not accept 'design' or 'designing' on its own.</p> <p>Accept any appropriate response</p> <p style="text-align: right;">(1 x 1)</p>	(1)
5(b)(ii)	<p>One mark for benefit One mark for explanation</p> <ul style="list-style-type: none"> • accurate drawings (1) – through entry of accurate data on sizes (co-ordinates) (1) • quicker development time (1) – through simulation (1) • easier to communicate, i.e. ICT (1) – quick transfer of data (1) • easy to make modifications/edit/change (1) – no paper hard copies (1)/computer data (1) • lower initial development costs (1) – concurrent design processes (1) • easier storage of data/information and retrieval (1) – interaction with databases (1) • ability to convert from 2D to 3D (1) - faster modelling (1) <p><i>Do not accept 'easier' without explanation</i> <i>Low response (1) or 2 low responses (1) e.g. its quicker and more accurate – only one mark or detailed response (2)</i></p> <p style="text-align: right;">(1 x 2) (2 x 1)</p>	(2)

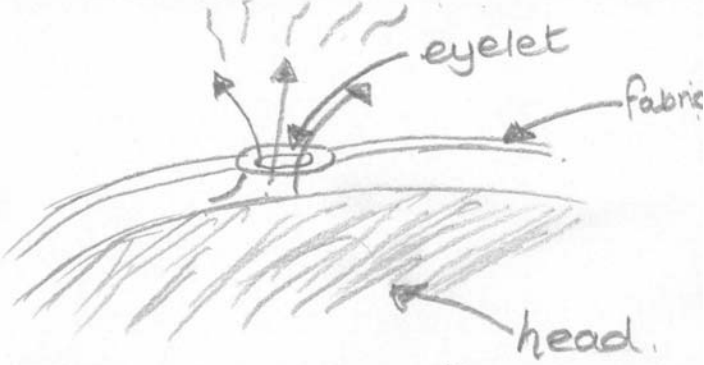
Question	Answer	Mark
5(c)	<p>One mark for benefit One mark for explanation</p> <ul style="list-style-type: none"> • more consistent products (1) – accurate processes (1) • shorter order times (1) – faster production (1) • better quality (1) – can produce to tighter tolerances (1) • cheaper products (1) – less waste (1) • may have many variations on product design/model (1) – can be flexible production methods (1) <p><i>Do not accept 'easier' without explanation</i> <i>Low response (1) or 2 low responses (1) e.g. its quicker and more accurate – only one mark or detailed response (2)</i> Answer must relate to the consumer</p> <p style="text-align: right;">(1 x 2) (2 x 1)</p>	(2)
(Total 8 marks)		

Question	Answer	Mark
<p>6(a)</p>	<p>Appropriate description containing two points:</p> <ul style="list-style-type: none"> • a piece of software / Microsoft Excel (1) • a method of organising / storing data/information (1) • carry out calculations (1) • displaying charts / graphs (1) • information is displayed in tabular form (1) • contains cells / rows (1) • can add up cells / rows / columns (1) • can perform computer operations such as copy / cut / paste / formatting (1) <p>Accept any appropriate response. <i>Do not accept repetitive responses</i> <i>Low response (1) or two low responses (2) or detailed response(2).</i></p> <p style="text-align: right;">(1 x 2) (2 x 1)</p>	<p>(2)</p>
<p>6(b)(i)</p>	<p>Traditional method databases have replaced such as:</p> <ul style="list-style-type: none"> • phone books / lists (1) • sales lists (1) • materials lists (1) • supplier data (1) • stock data (1) • buyers' guide (1) • logbook (1) • handwritten files / documents (1) • paper files / documents (1) • paper based/physical filing systems (1) <p>Accept any appropriate response</p> <p style="text-align: right;">(1 x 1)</p>	<p>(1)</p>
<p>6(b)(ii)</p>	<p>One mark for advantage One mark for why</p> <ul style="list-style-type: none"> • convenience (1) – don't have to carry out calculations, manufacturers database does it for them (1) • cost savings (1) – manual costs reduced as information is visible (1) • time savings (1) – get answers in real time from the manufacturer (1) • less data entry (1) – can link databases together (1) • exploit market better (1) – compare customer data etc better (1) • has up to date information on products (1) – integrated systems, distributor to retailer/barcoding • professional development culture (1) - encourages employees to keep up to date with modern technology (1) • provides cost/supply data (1)- better stock 	<p>(4)</p>

Question	Answer	Mark
	<p>control (1)</p> <ul style="list-style-type: none"> • saves space (1) – keeps data secure (1) <p><i>Do not accept quicker, faster, easier, simple without explanation</i></p> <p>Accept any appropriate response Answers must be relevant to the retailer</p> <p style="text-align: right;">(2 x 2)</p>	
6b(iii)	<p>One mark for disadvantage One mark for why</p> <ul style="list-style-type: none"> • costly to install (1) – need computer skills (1) • costly to maintain (1) – IT maintenance people expensive (1) • can lose connectivity (1) – information temporary lost (1) • transfer of errors (1) – wrong data originally entered (1) • people may not get involved (1) – frightened of IT / lack IT skills (1) • IT skills replace research skills (1) – some of the knowledge base lost (1) • system can breakdown/fail (1)- data can be lost (1) • data can be 'hacked' (1)- viruses can be introduced (1) <p>Accept any appropriate response Answer must be relevant to the manufacturer</p> <p style="text-align: right;">(1 x 2)</p>	(2)
(Total 9 marks)		

Question	Answer	Mark
<p>7(a)</p>	<p>One mark for benefit Two marks for explanation</p> <ul style="list-style-type: none"> • easily reacts to risky situations (1) – applying particular outputs (1) to given inputs (1) • reduces danger (1) – part of the monitoring system (1) that reacts very quickly (1) • is likely to continue working over a period of time (1) – older technology may fail earlier (1) and cause accidents (1) • could save life or injury (1) – due to the speed of processing (1) and action /alert (1) <p>Accept any appropriate response up to 3 marks for detail</p> <p style="text-align: right;">(1 x 3)</p>	<p>(3)</p>
<p>7(b)</p>	<p>One mark for benefit Two marks for explanation</p> <ul style="list-style-type: none"> • accurate control (1) – always responds (1) to given manufacturing situations (1) • allows dual tasking (1) – can have many inputs and outputs (1) allowing complex manufacturing tasks to be carried out (1) • increases production / output (1) – gives immediate reactions (1) to varying inputs (1) • changes in manufacturing space requirements (1) – older technology requires larger component parts (1) such as cabinets / wiring / switches / relays (1) • cost effective production (1) – reliable (1) and doesn't make mistakes (1) • can be used for analysis of manufacturing system / process (1) – allows improvements to be made (1) or find out what went wrong (1) • good waste control (1) – process monitoring / control (1) • can detect faulty products (1) – tracks trends (1) and reacts accordingly (1) <p>Accept any appropriate response up to 3 marks for detail</p> <p style="text-align: right;">(1 x 3)</p>	<p>(3)</p>
<p>(Total 6 marks)</p>		

Question	Answer	Mark
<p>8(a)</p>	<p>An answer that makes reference to any of the following points:</p> <ul style="list-style-type: none"> • protection from the weather (1) • shields eyes from the sun (1) • prevents face from burning in the sun (1) • can be bent around further for more protection (1) • helps position hat on head (1) • helps to place on and off head (1) <p>Accept any appropriate response. <i>Must have notes and sketches (notes or sketches only maximum 2 marks)</i></p> <p><i>1 x 1 mark low response, or up to 3 marks for detailed response (3 x 1)</i></p> 	<p>(3)</p>
<p>8(b)</p>	<p>An answer that makes reference to any of the following points:</p> <ul style="list-style-type: none"> • A decorative feature (1) • For aesthetic purposes (1) • Allows the head to breath (1) • Allows air to the head (1) • Keeps the wearer cooler (1) • Allows heat / sweat to escape (1) <p>Accept any appropriate response. <i>Must have notes and sketches (notes or sketches only maximum 2 marks)</i></p>	<p>(3)</p>

Question	Answer	Mark
	<p>8b)</p>  <p>The eyelets allow the wearers head to breath as they let heat and sweat escape into the atmosphere .</p> <p><i>1 x 1 mark low response, or up to 3 marks for detailed response</i> (3 x 1)</p>	

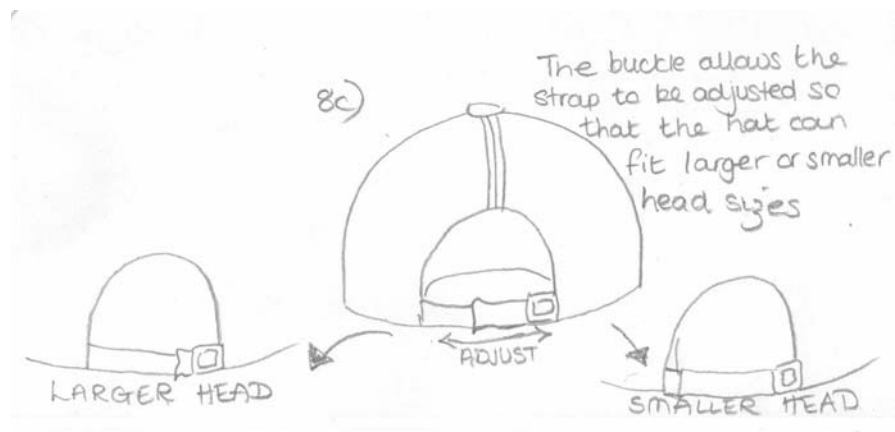
8(c)

An answer that makes reference to any of the following points:

- Adjusts to strap length (1)
- Makes the hat larger / smaller (1)
- Allows the hat to fit snugly on the head (1)
- A secure but adjustable fastening (1)
- For aesthetic appeal (1)
- To align the straps (1)

Accept any appropriate response.

Must have notes and sketches (notes or sketches only maximum 2 marks)



1 x 1 mark low response, or up to 3 marks for detailed response
(3 x 1)

(3)

(Total 9 marks)

Question	Answer	Mark
9(a)(i)	<ul style="list-style-type: none"> • Production planning / Planning • Material supply and control / Material supply / Material control / Material purchase <p><i>Do not accept 'production' on its own Must be in this order</i></p> <p style="text-align: right;">(2 x 1)</p>	(2)
9(a)(ii)	<ul style="list-style-type: none"> • Packaging and dispatch • Packaging • Stage 7/stage Seven • Seven/7 <p style="text-align: right;">(1 x 1)</p>	(1)

9(b)(i)	<p>Appropriate descriptions including three of the following points (statements must be applicable to the baseball caps):</p> <p><u>Design</u></p> <ul style="list-style-type: none"> • Development of the design brief (1) • Design specification for the mass produced baseball caps (1) • Listing design criteria (1) • Listing performance requirements (1) • Use of internet/websites to investigate existing designs (1) • Sketches are produced by hand (1) • Initial design ideas are produced (1) • Development of design ideas (1) • Modelling ideas using ICT (1) • Using CAD software (1) • Prototyping before manufacture (1) • Sourcing materials/supplies/consumables (1) • Costing resource requirements (1) • Communicating with client/customer (1) <p>Any other appropriate response</p> <p>e.g. The stage where the design brief for the baseball caps would be developed (1) and where designs would be created (1), by hand and using CAD software (1), in order to model the images prior to manufacture (1).</p> <p><i>Up to 3 marks Low response (1) or three low responses (3) or detailed response (3).</i></p> <p style="text-align: right;">(3 x 1) (1 x 3)</p>	(3)
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<p>9(b)(ii)</p>	<p>Appropriate descriptions including three of the following points (statements must be applicable to the baseball caps):</p> <p><u>Marketing</u></p> <ul style="list-style-type: none"> • Gathering consumer opinion (1) • Calculating products costs (1) • Developing market plan (1) • Using market research (1) • Developing a competitive edge (1) • Advertising the baseball caps (1) • Promoting the baseball caps (1) • Carrying out questionnaires / surveys (1) • Pricing for the target market (1) • Using trade/electronic (internet, email) media (1) • Identifying gaps in the market (1) <p>Any other appropriate response</p> <p>e.g. The stage where the advertising and promotion (1) of baseball caps is carried out following a range of market research strategies (1) to gather consumer opinion (1).</p> <p>e.g. The stage where the manufacturer uses a range market research strategies (1) to gather people's opinions (1) to be able to advertise and promote (1) the baseball caps.</p> <p><i>Up to 3 marks</i> <i>Low response (1) or three low responses (3) or detailed response (3).</i></p> <p style="text-align: right;">(3 x 1) (1 x 3)</p>	<p style="text-align: right;">(3)</p>
<p>(Total 9 marks)</p>		

Question	Answer	Mark
10(a)	<ul style="list-style-type: none"> • Denim • Twill • Plain weave • Poplin • Seersucker • Any other appropriate woven fabric <p><i>Do not accept the name of a fibre on its own e.g. cotton</i> <i>Do not accept a knitted or non-woven fabric.</i></p> <p style="text-align: right;">(1 x 1)</p>	(1)
10(b) (i)	<p>Any three of the following:</p> <ul style="list-style-type: none"> • Grading • Lay planning • Spreading • Folding • Cutting • Die cutting • Fusing • Bonding • Sewing • Moulding • Overlocking • Printing <p>Any other appropriate response</p> <p>1 mark per response up to 3 <i>Accept any recognisable spelling (phonetic) of the answers above.</i></p> <p style="text-align: right;">(3x1)</p>	(3)

<p>10(b)(ii)</p>	<p>An explanation that makes reference to three of the following points:</p> <ul style="list-style-type: none"> • quick method / fast production rate • strong seam • reliable process • minimal waste • can be mass produced easily • products have consistent quality • neat and quality finish produced • suitable for a variety of fabrics <p>Any other appropriate response</p> <p>e.g. Lock-stitching produces a strong seam (1) which looks neat (1) and is quick for the factory workers to assemble the baseball caps (1).</p> <p><i>Up to 3 marks</i> <i>Low response (1) or three low responses (3) or detailed response (3).</i></p> <p style="text-align: right;">(3 x 1) (1 x 3)</p>	<p>(3)</p>
<p>10(b)(iii)</p>	<p>An explanation that makes reference to three of the following points:</p> <ul style="list-style-type: none"> • Quick method / fast production rate • Unlimited colours • High quality, consistent finish • Can embroider straight onto the fabric • Image can be adapted quickly using CAD • Unit costs are low in a large production run • Highly automated and efficient process <p>Any other appropriate response</p> <p>e. g. Computerised embroidery is a highly automated and efficient process (1) which provides a consistent logo on each baseball cap (1). The logo can easily be altered (1) using CAD software linked to the machine if required (1).</p> <p><i>Up to 3 marks</i> <i>Low response (1) or three low responses (3) or detailed response (3).</i></p> <p style="text-align: right;">(3 x 1) (1 x 3)</p>	<p>(3)</p>
<p>(Total 10 marks)</p>		

Question	Answer	Mark
11(a)(i)	<p>An explanation that makes reference to two of the following points.</p> <ul style="list-style-type: none"> • Monitor • Adjust • Changing • Intervention • To keep within specification • Use of PLC • Use of embedded computers • Data comparison • Data collection • Closed loop/feedback <p>Eg The active changing of the process parameters (1) based on the results on process monitoring (1) Eg Monitors the manufacturing/production process (1) so the product meets its specification (1)</p> <p style="text-align: right;">(1 x 2)</p>	(2)
11(a)(ii)	<p>One mark for identifying reason x 2 One mark for explanation x 2</p> <ul style="list-style-type: none"> • reduced customer complaints (1) – better products(1) • control of costs (1) – cheaper product / more profit (1) • increased sales (1) – consistent product (1) • user confidence (1) – less returns (1) • reduced waste (1) – control of manufacturing process (1) • reliable product (1) – monitoring standards testing / parts (1) • to alert the manufacturer of errors (1) – stop faulty product being made (1) • more efficient / faster production (1)- increased customer satisfaction (1) • improved product (1) and employee safety (1) • <p>Any other appropriate response</p> <p style="text-align: right;">(2 x 2)</p>	(4)
11(b)	<p>One mark for identifying QC used x 2 One mark for description x 2</p> <ul style="list-style-type: none"> • check physical damage (1) – by visual inspection (1) • dimensional/size checks (1) – by direct measurement or gauging (1) • positional checks (1) – check against a standard template (1) • materials testing/seam testing (1) – by testing strength (1) • checking for foreign bodies (1) - pins by metal 	(4)

Question	Answer	Mark
	<p>detectors (1)</p> <p>Any other appropriate answer</p> <p style="text-align: right;">(2 x 2)</p>	
(Total 10 marks)		

Question	Answer	Mark
12(a) (i)	<p>Any two from:</p> <ul style="list-style-type: none"> • Higher level of skills (1) • Better educated (1) • Higher level of development skills required (1) • Updated and recently trained (1) • More flexible (1) <p>Response must relate to type of work force and not size.</p> <p>Any other appropriate answer</p> <p style="text-align: right;">(2 x 1)</p>	(2)
12(a) (ii)	<p>One mark for change identified x 2 One mark for description x 2</p> <ul style="list-style-type: none"> • cleaner (1) – tidier processes / contained process (1) • safer (1) – machine can self regulate / work less likely to be done by humans / machines do not tire and become dangerous (1) • quieter (1) – processes can be enclosed (1) • healthier (1) – processes can monitor the environment and react accordingly (1) • noise pollution (1) – can be quieter / can be noisier (1) <p>Any other appropriate answer</p> <p><i>Low response or two low responses (1), detailed response (2)</i></p> <p style="text-align: right;">(2 x 2)</p>	(4)
12(a) (iii)	<p>One mark for identifying benefit One mark for explanation</p> <ul style="list-style-type: none"> • technology that is less dependent on finite resources (1) - makes efficient use of finite resources (1) • materials will be available for longer (1) - can use sustainable alternatives (1) • green materials have been developed (1) – that 	(2)

Question	Answer	Mark
	<p>can biodegrade (1)</p> <ul style="list-style-type: none"> • reduced wastage in production (1) - less materials used in production / resulting in less waste thrown into landfill (1) • reduce rework/waste (1) - ability to adapt process (1) • products last longer (1) – more appropriately designed / produced better (1) • machines can be systems based (1) – allows for energy recovery (1) • reductions in pollution (1) reduced transport requirements (1) <p>Any other appropriate answer</p> <p><i>Low response or two low responses (1), detailed response (2)</i></p> <p style="text-align: right;">(2 x 1)</p>	
12(b)	<p>A description that makes reference to any four of the following:</p> <ul style="list-style-type: none"> • bar code use can be automated (1) • assists with producing picking lists (1) • automatically update stock records (1) • prevents theft (1) • reduces human error (1) • enables tracking to be used after dispatch (1) • enables deliveries to be 'batched' together (1) • enables complaints to be traced (1) • assists in coordinating product re-calls (1) <p>Any other appropriate answer</p> <p><i>Low response (1) or four low responses (4) or detailed response (4).</i></p> <p style="text-align: right;">(4 x 1) (1 x 4)</p>	(4)
(Total 12 marks)		

Question	Answer	Mark
13	<p>An explanation that makes reference to four of the following points:</p> <p>Customer satisfaction may be increased due to:</p>	

Question	Answer	Mark
	<ul style="list-style-type: none"> • better strength to weight ratio • more appealing / better appearance • modern materials can be cheaper / reduced cost • can be manufactured easier so better quality product is made • less likely to break • smaller size • lower weight • enhanced finishes • to improve the functional characteristics e.g. stain proofing, durability, UV protection • extends the life-time of product • better wear characteristics / improves wear resistance • ability to change properties / can be formed by heat treatment • more consistent products can be produced <p>Any other appropriate answer</p> <p>Customer satisfaction may be decreased due to:</p> <ul style="list-style-type: none"> • specialist parts have to be used • may only be one supplier • poor quality materials may mean reduced product life <p>Any other appropriate answer</p> <p>Answer can be all positive or a mixture of positive and negative <i>Low response (1) or detailed response (up to 4)</i></p>	(4)
(Total 4 marks)		

Question	Answer	Mark
<p>14</p> <p>QWC i, ii, iii</p>	<p>Indicative Content</p> <p>Discussion to address the following:</p> <ul style="list-style-type: none"> • <i>Issue</i> <ul style="list-style-type: none"> ▪ Use of ICT in production processes allows more flexible methods to be utilised and improves profitability meaning sales have flexibility to reduce prices if necessary or more money can be directed at marketing new opportunities to sell the baseball caps. • <i>Development</i> <ul style="list-style-type: none"> ▪ Manufacturer needs to balance variation of 	

Question	Answer	Mark
	<ul style="list-style-type: none"> ▪ product range with economies of scale ▪ Could lead to extra production capacity required by extra success of marketing ▪ Marketing and sales may need extra effort to deal with the increased efficiency of the production processes ▪ Targeting of products into the market place would be easier <ul style="list-style-type: none"> • <i>Issue</i> <ul style="list-style-type: none"> ▪ Use of modern and smart materials enabling a superior type of baseball caps to be made more efficiently, marketed and sold for a higher profit meaning sales have flexibility to reduce prices if necessary or more money can be directed at marketing new opportunities to sell the baseball caps. • <i>Development</i> <ul style="list-style-type: none"> ▪ Improve profitability by creating a more functional / aesthetically pleasing / durable baseball caps which could be marketed as such ▪ More efficient production processes to be used, helping profitability ▪ Superior product may generate more sales which means the sales team would have more customers to deal with ▪ Marketing would need to keep abreast of the better products produced using modern and smart materials and continually invest in new marketing materials. • <i>Issue</i> <ul style="list-style-type: none"> ▪ Use of systems and control technology enabling more efficient production which improves profitability meaning sales have flexibility to reduce prices if necessary or more money can be directed at marketing new opportunities to sell the baseball caps. • <i>Development</i> <ul style="list-style-type: none"> ▪ Only likely to affect processes and profitability when improvements in the manufacturing environment are made ▪ Any cost reduction achieved within the processes can be passed on to the customer, generating more sales for the sales team to deal with. <p>Or other appropriate answer/s</p> <p>Example answer (Level 3): Manufacturers can use ICT in the production processes, making them more efficient and therefore more profitable. The more efficient processes could</p>	

Question	Answer	Mark
	<p>lead to extra effort required to market and sell the baseball caps.</p> <p>Modern or smart materials could be used to improve profitability by creating a superior baseball cap which could be marketed as such with a hope that it would increase sales. The use of these materials would also enable more efficient production processes to be used, also helping raise output that would be available for selling however marketing would need to keep the market place updated about any new materials used in the baseball caps.</p> <p>Manufacturers could use systems and control technology to improve the efficiency of the production processes and potential increase in profitability. This success could lead to more items being available for sale which would increase the work capacity of the sales team. Alternatively this extra profit could used to fund more targeted marketing campaigns to increase the market share of the baseball caps.</p> <p style="text-align: right;">(6 x 1)</p>	(6)
(Total 6 marks)		

Level	Mark	Descriptor
	0	No material deserving of reward
1	1-2	The learner identifies at least two effects on marketing and selling caused through improvements to production process or profitability. The learner shows some understanding of the issues. The learner uses everyday language and the response lacks clarity and organisation. Spelling, punctuation and the rules of grammar are used with limited accuracy.
2	3-4	The learner gives a brief description of at least two effects on marketing and selling, or a detailed description of one effect caused through improvements to production process or profitability. The learner uses some technological / manufacturing terms and shows some focus and organisation. Spelling, punctuation and the rules of grammar are used with some accuracy. Some spelling errors may still be found.
3	5-6	The learner gives a detailed explanation of two or more effects on marketing and selling caused through improvements to production process or profitability. The learner uses a range of appropriate technological / manufacturing terms and shows good focus and organisation. Spelling, punctuation and the rules of grammar are used with considerable accuracy.
(Total 6 marks)		

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