

**OXFORD CAMBRIDGE AND RSA EXAMINATIONS  
AS GCE**

**F521/02**

**DESIGN AND TECHNOLOGY  
Advanced Innovation Challenge**

**SESSION 3 – REFLECTION TEST**

**WEDNESDAY 14 MAY 2014: Morning**

**DURATION: 1 hour  
plus your additional time allowance**

**MODIFIED ENLARGED**

<b>Candidate forename</b>		<b>Candidate surname</b>	
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<b>Centre number</b>						<b>Candidate number</b>				
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**Candidates answer on the Question Paper.**

**OCR SUPPLIED MATERIALS:**

**None**

**OTHER MATERIALS REQUIRED:**

**Candidate's completed answer booklet (F521/01)**

**READ INSTRUCTIONS OVERLEAF**

## **INSTRUCTIONS TO CANDIDATES**

**Write your name, centre number and candidate number in the boxes on the first page. 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.**

## **INFORMATION FOR CANDIDATES**

**The number of marks is given in brackets [ ] at the end of each question or part question.**

**YOU SHOULD HAVE THE ANSWER BOOKLET THAT YOU PRODUCED IN SESSIONS 1 AND 2 TO ASSIST YOU DURING THIS PAPER.**

**The total number of marks for this paper is 20.**

**Any blank pages are indicated.**

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**Answer BOTH questions in the space provided.**

- 1 The marketing of any new product is key to its commercial success.**

**Prepare a discussion to market your idea to a potential retailer.**

**You should include:**

**the unique selling points of your product**

**detail of your product's expected 'product life' from its initial launch**

**ideas to modify your product to ensure a long life expectancy.**

**[10]**

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[illegible]

[illegible]

[illegible]

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**2 Inclusive Design is important for designers and manufacturers to consider when developing any product.**

**Prepare a discussion that REFLECTS ON YOUR PRODUCT and which considers inclusive design.**

**You should include:**

**details of how inclusive design could affect your product**

**any modifications you would make to your product to make it more inclusive**

**cost implications of these modifications. [10]**

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[illegible]

[illegible]

[illegible]

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**END OF QUESTION PAPER**

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