

OXFORD CAMBRIDGE AND RSA EXAMINATIONS
AS GCE
F521/02
DESIGN AND TECHNOLOGY
Advanced Innovation Challenge
SESSION 3 – REFLECTION TEST
TUESDAY 2 JUNE 2015: Morning
DURATION: 1 hour
plus your additional time allowance
MODIFIED ENLARGED 24pt

Candidate forename		Candidate surname	
Centre number			
		Candidate number	

Candidates answer on the Question Paper.

OCR SUPPLIED MATERIALS:

None

OTHER MATERIALS REQUIRED:

Candidate’s completed Workbook (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 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.

Any blank pages are indicated.

Answer 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]

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

[illegible]

[illegible]

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 level of production. [10]

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

[illegible]

[illegible]

[illegible]

END OF QUESTION PAPER



Copyright Information

OCR is committed to seeking permission to reproduce all third-party content that it uses in its assessment materials. OCR has attempted to identify and contact all copyright holders whose work is used in this paper. To avoid the issue of disclosure of answer-related information to candidates, all copyright acknowledgements are reproduced in the OCR Copyright Acknowledgements Booklet. This is produced for each series of examinations and is freely available to download from our public website (www.ocr.org.uk) after the live examination series.

If OCR has unwittingly failed to correctly acknowledge or clear any third-party content in this assessment material, OCR will be happy to correct its mistake at the earliest possible opportunity.

For queries or further information please contact the Copyright Team, First Floor, 9 Hills Road, Cambridge CB2 1GE.

OCR is part of the Cambridge Assessment Group; Cambridge Assessment is the brand name of University of Cambridge Local Examinations Syndicate (UCLES), which is itself a department of the University of Cambridge.

