

**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

Candidate forename		Candidate surname	
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Centre number						Candidate number				
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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]

[illegible]

[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]

[illegible]

[illegible]

[illegible]

[illegible]

END OF QUESTION PAPER

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