

GCE

Design and Technology

H405/01: Principles of Fashion and Textiles

Advanced GCE

Mark Scheme for June 2019

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This mark scheme is published as an aid to teachers and students, to indicate the requirements of the examination. It shows the basis on which marks were awarded by examiners. It does not indicate the details of the discussions which took place at an examiners' meeting before marking commenced.

All examiners are instructed that alternative correct answers and unexpected approaches in candidates' scripts must be given marks that fairly reflect the relevant knowledge and skills demonstrated.

Mark schemes should be read in conjunction with the published question papers and the report on the examination.

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Annotations

Annotation	Meaning
	Blank Page – this annotation must be used on all blank pages within an answer booklet (structured or unstructured) and on each page of an additional object where there is no candidate response.
	Tick
	Cross
	Confused (replaces the question mark)
	Benefit of doubt
	AO1 – Knowledge and understanding
	AO2 – Apply knowledge and understanding
	AO3 - Analyse
	AO4 - Evaluation
	Omission
	Not answered question
	Noted but no credit given
	Too vague
	Own figure rule
	Repetition

Subject Specific Marking Instructions**INTRODUCTION**

Your first task as an Examiner is to become thoroughly familiar with the material on which the examination depends. This material includes:

- the specification, especially the assessment objectives
- the question paper
- the mark scheme.

You should ensure that you have copies of these materials.

You should ensure also that you are familiar with the administrative procedures related to the marking process. These are set out in the OCR booklet Instructions for Examiners. If you are examining for the first time, please read carefully Appendix 5 Introduction to Script Marking: Notes for New Examiners.

Please ask for help or guidance whenever you need it. Your first point of contact is your Team Leader.

Question		Answer	Mark	Guidance
1	(a)	<p>Possible reasons may include:</p> <ul style="list-style-type: none"> • Non-woven fabrics do not fray (1) so they are easy to work with no neatening is necessary (1). • Fabric can be moulded into shape using steam (1) so disposal of fullness/shaped sections not needed (1). • Soft fabric so comfortable for the baby to wear (1) low irritating (1). • The fabric is washable (1) so it can kept clean prolonging life (1). • The material can be dyed easily (1) so an appropriate colour range can be produced (1). • The fabric is insulating (1) so will keep the babies feet warm (1). • Any other valid suggestion. 	4	<p>In each case:</p> <p>One mark for identifying one reason why a non-woven fabric is suitable for the baby's shoes.</p> <p>One mark for justifying why a non-woven fabric is suitable for this product.</p> <p>Specific reference to the context in the question is needed for marks to be awarded.</p> <p>Mix and match approach to be taken with bullet points.</p>
1	(b)	<p>Indicative content:</p> <p>The candidate is expected to demonstrate their understanding of the process involved through a series of annotated sketches and/or notes. There may be variations to the process as indicated but to get into L3 candidates must demonstrate a clear understanding of the end to end process.</p> <p>Process:</p> <ul style="list-style-type: none"> ○ Use of stabilising fabric/re-enforcing of fabric. ○ Marking of design onto the fabric – tailor's pencil/carbon paper, etc. ○ Remove foot from sewing machine/use of darning foot. ○ Use of hoop to hold fabric. ○ Selection of stitch to use/zigzag stitch. ○ Thread machine/change of colour of thread to suit design. ○ Move the fabric around under the needed to fill in the sections of the design. ○ Cut loose threads/trim ends. ○ Finishing – pressing. 	6	<p>Level 3 [5-6 marks]</p> <p>The candidate demonstrates a good level of detail of the process needed to apply a design on the baby's shoes using free machine embroidery techniques. Technical terms are used accurately and there is a good sense of the end to end process required. Sketches, if used will be clear and supported with relevant notes. The process includes all relevant stages.</p> <p>Level 2 [3-4 marks]</p> <p>The candidate will demonstrate a sound level of detail of the process needed to apply a design on the baby's shoes using free machine embroidery techniques. Some technical terms are used accurately</p>

- Quality check/no missed stitched/pulled threads/position, etc.
- Any other valid suggestion.

Other processes are feasible and will gain credit if the appropriate understanding is shown.

- Before constructing the shoe together you need to add your embroidery.
- Decide where you want the embroidery either on the side or front of shoe.
 - Use stabilising fabric on the back of your non-woven to avoid the fabric screwing up. 
 - Draw your design on with Tailors chalk.
 - Change foot to embroidery foot 
 - Put fabric in an embroidery hoop 
 - Thread your sewing machine with your selecting colour and select your stitch (straight or zig zag)
 - Put the embroidery hoop under the foot and lower the foot.
 - Slowly start to move the hoop around so the stitches cover the drawn design. 
 - When finished remove fabric from the hoop, cut all loose threads.
 - Iron your fabric and then sew the shoe together.

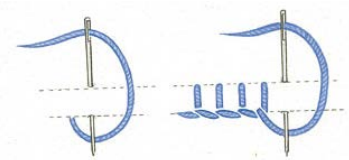
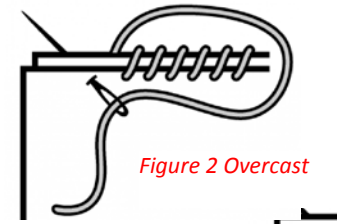

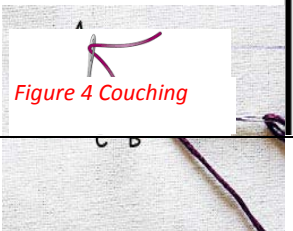
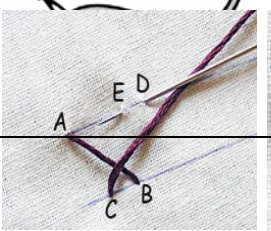
and there is a sense of the end to end process required although some gaps in understanding exist. Sketches, if used, will for the most part be clear and supported with notes most of which are relevant. The process includes some relevant stages.

Level 1 [1-2 marks]

The candidate will demonstrate a limited level of detail of the process needed to apply a design on the baby's shoes using free machine embroidery techniques. Technical terms are used in a limited way and few relevant stages are included. Sketches, if used, will be unclear with only basic notes to accompany them.

0 marks

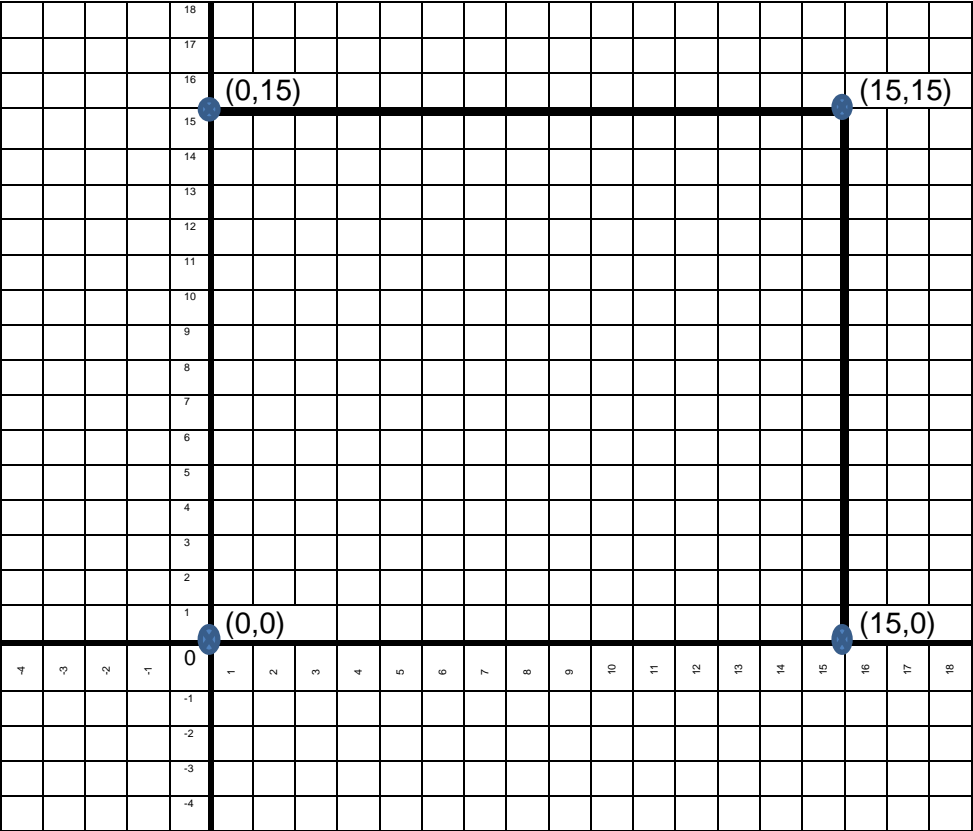
No response or no response worthy of credit.

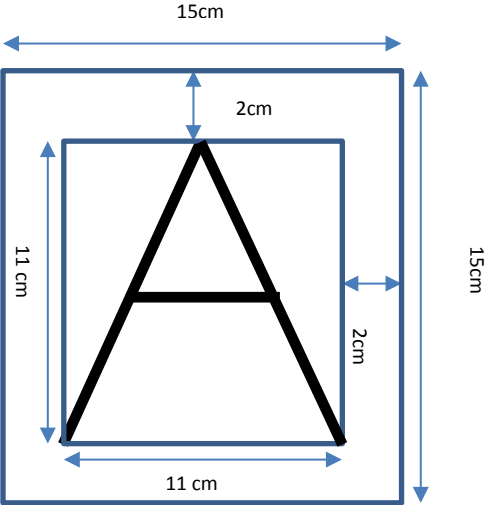
1	(c)	(i)	<p>Possible stitches may include:</p> <ul style="list-style-type: none">• Overcasting (1).• Satin (1).• Blanket (1).• Running/straight (1).• Back (1).• Chain (1).• Herringbone (1).• Couching (1).• French knot (1).• Any other valid suggestion.	2	<p>Up to two marks for identifying suitable hand stitches that could be used to decorate the baby's shoes.</p> <p>Don't accept any machine embroidery worked stitches e.g. zig-zag stitch, temporary stitches such as tacking, smocking stitches or pulled/drawn thread work. Don't accept 'Shisha work' as this involves the use of small components which could be a H&S risk to a child.</p>
1	(c)	(ii)	<p>Some examples of the application of certain stitches selected above:</p> <div><p>Figure 6 Blanket stitch</p></div> <div><p>Figure 2 Overcast</p></div> <div><p>Figure 1 Running stitch</p></div> <div><p>Figure 4 Couching</p></div> <div><p>Figure 5 Herringbone</p></div>	<p>Level 2 (3-4 marks) The candidate will demonstrate the correct needle and thread position for the type of stitch selected. There is clarity in the sketches/notes used which make it possible to apply the stitch selected.</p> <p>Level 1 (1-2 marks) The candidate will demonstrate the correct needle or the thread position for the type of stitch selected. There is not always clarity in the sketches/notes used which cause problems in applying the stitch selected.</p> <p>0 marks No response or no response worthy</p>	

					of credit
1	(d)		<p>Possible ways may include:</p> <ul style="list-style-type: none"> • Reduced marketing costs for the shoes (1). Money can be spent on developing the product/equipment/resources rather than advertising it (1). • More potential customers will see the shoes leading (1) to increased sales and profits (1). • Increased traffic to the website (1) which may increase the sales of the shoes (1). • Improved ranking on search engines (1). If this shoe comes top of the list when a customer searches for baby shoes, they may visit that site first and not bother looking at other websites if the product appeals to them (1). • Greater customer engagement (1). Greater access to international markets (1). • Opportunity for customer feedback (1) so negative points can be addressed to improve customer satisfaction and sales (1). • Opportunity to conduct market research about your customers (1). Find out what they are looking for in baby shoes and provide that in the product, therefore increasing sales (1). • Improved networking opportunities with customers and other businesses (1). May be able to strike a deal with suppliers, reducing costs, making the product more appealing and increasing sales (1). • Recommendations from customers (1) may encourage others to buy the shoes (1). • Any other valid suggestion. 	4	<p>In each case:</p> <p>Up to two marks for describing how social media could influence the commercial success of the baby's shoes.</p> <p>Marks cannot be given for simply identifying a social media channel.</p> <p>Specific reference to the context in the question is needed for marks to be awarded.</p> <p>Mix and match approach to be taken with bullet points.</p>

1	(e)		<p>Possible reasons may include:</p> <ul style="list-style-type: none"> • To ensure the fabric chosen for the shoes will be strong enough to take the shape of the shoe (1). This is important to protect the baby's foot/last long enough to provide value for money (1). • To ensure the shoe will not irritate the baby's skin (1) resulting in complaints from customers (1). • To ensure the consumer knows how to wash/clean the shoe to retain its appearance (1) and not damage the shoe/prolonging it's life (1). • To ensure the design works before going in to full production (1), potentially wasting money if the design is not appropriate (1). • To ensure the techniques (i.e. seams/methods of decoration) are appropriate (1) in terms of durability, comfort and creating the correct effect for the shoe (1). • To facilitate consumer feedback so any potential problems can be identified and solved before quantity production (1), thereby saving time and money (1). • Any other valid suggestion. 	4	<p>In each case:</p> <p>Up to two marks for explaining a reason why physical testing would be carried out on the baby's shoes.</p> <p>Marks cannot be given for simply identifying a type of physical test.</p> <p>Specific reference to the context in the question is needed for marks to be awarded.</p> <p>Mix and match approach to be taken with bullet points.</p>
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Figure 7 Herringbone

Question	Answer	Mark	Guidance
2 (a) (i)	<p>$(10/2) \times 3 = 5 \times 3 = 15\text{cm}$. Therefore, each edge of the new cube will be 15cm (1).</p> 	3	<p>Award three marks as follows:</p> <p>One mark for calculating the length of a side of the cube – 15 cm.</p> <p>One mark for plotting the cube onto the graph paper provided.</p> <p>One mark for stating the co-ordinates of the cube.</p> <p>If correct answer is given without working out shown award full marks.</p> <p>Where an incorrect answer is given working out should be used to credit appropriate marks.</p> <p>*Allow error carried forward (ECF) where correct working out is shown.</p>

2	(a)	(ii)		2	<p>Award two marks as follows:</p> <p>One mark for producing an accurate sketch.</p> <p>One mark for including accurate dimensions.</p> <p>*Allow error carried forward (ECF) where correct working out is shown.</p>
2	(b)	(i)	<p>Colour ratio per cube 3:2:1</p> <p>Therefore, the dominant colour is on 3 sides of the cube.</p> <p>26 cubes in total, therefore $26 \times 3 = 78$ sides required in the dominant colour (1).</p> <p>Each side would be $15\text{cm} + 3\text{ cm}$ for the border. This would result in each side being cut out as 18cm length and height (1).</p> <p>Material is 120cm wide, therefore $120/18^* = 6$ sides would fit across the material (1).</p> <p>$78^*/6^* = 13$, therefore 13 rows would be required (1).</p> <p>Length of material would be $13^* \times 18^* = 234\text{cm}$</p>	5	<p>Award five marks as follows:</p> <p>One mark for calculating the number of sides from the given ratio.</p> <p>One mark for calculating the length of one side of the cube incorporating the border allowance. (1.5 cm for each edge of the side results in each side having an edge of 18cm).</p> <p>One mark for knowing that 6 sides would fit across the material.</p> <p>One mark for calculating the number of rows required.</p> <p>One mark for calculating the length of material required.</p>

					<p>Check of calculations. Total area $18 \times 18 \times 78 = 25272 \text{ cm}^2$ $108 \text{ cm} \times 234 \text{ cm} = 25272 \text{ cm}^2$</p> <p>If correct answer is given without working out shown award full marks.</p> <p>Where an incorrect answer is given working out should be used to credit appropriate marks.</p> <p>*Allow error carried forward (ECF) where correct working out is shown.</p>
2	(c)	(i)	<p>Volume of the cube = $15 \times 15 \times 15$ = 3375 cm^3 (1).</p> <p>1 litre = 1000 cm^3 $3375^* / 1000 = 3.375$</p> <p>26 cubes $\times 3.375^* = 87.75$ litres (1).</p> <p>$87.75^* / 50 = 1.755$ bags. Must be complete bags, therefore 2 bags required (1).</p>	3	<p>Award three marks as follows:</p> <p>One mark for calculating the volume of the cube.</p> <p>One mark for calculating the total number of litres required.</p> <p>One mark for calculating the total number of bags required.</p> <p>If correct answer is given without working out shown award full marks.</p> <p>Where an incorrect answer is given working out should be used to credit appropriate marks.</p> <p>*Allow error carried forward (ECF) where correct working out is shown.</p>
2	(c)	(ii)	<p>$2 - 1.755 = 0.245$ $(0.245/2) = 12.25\%$ (1).</p>	1	<p>Award one mark for calculating the percentage wastage of EPS to 2 decimal</p>

					places.
2	(d)		<p>Possible ways may include:</p> <ul style="list-style-type: none"> • Designs could be stitched onto the cubes using thermochromic threads (1). The threads change colour with body heat due to the smart dye pigment in the dyed thread. This can be developed to respond at different temperatures as determined at manufacturing stage (1). • Colour changing photochromic pigments could be used to print or paint designs onto the cube (1) which will change colour when exposed to UV light (1). • Integrate computational functionality into the textile fibres (1). These fibretronics could be integrated into the fabric allowing sound and light to be incorporated into the toy (1). • Incorporate programmable controllers using a range of sensors (1). Could be programmed to make sounds, speak, flash lights, etc. (1). • Any other valid suggestion. 	4	<p>In each case:</p> <p>Up to two marks for describing a way that smart textiles and/or e-textiles could be incorporated into the design of future batches of soft toy cubes.</p> <p>Specific reference to the context in the question is needed for marks to be awarded.</p> <p>Mix and match approach to be taken with bullet points.</p>

Question		Answer	Mark	Guidance
3	(a)	<p>Possible aspects may include:</p> <ul style="list-style-type: none"> • Samples from the fashion garment could be shown to the target market so that feedback can be analysed (1). This will allow the designer to adapt designs in light of any feedback received (1). • The design could be modelled in a cheaper fabric (1). This could be done to assess the processes used/the suitability of the processes/time taken to make the product, etc. (1). • Digital modelling of the fashion garment could be used (1). This will enable the garment to be viewed from a variety of perspectives so that it can be evaluated (1). • The fabric on the garment could be tested (1). This could be done to evaluate the garment from a variety of perspectives i.e. make a seam/test the strength/time how long it takes/predict costings (1). • Any other valid suggestion. 	4	<p>In each case:</p> <p>One mark for identifying one aspect that would be investigated in a feasibility study to determine the commercial viability of a fashion garment.</p> <p>One mark for justifying why this aspect would be investigated.</p> <p>Specific reference to the context in the question is needed for marks to be awarded.</p> <p>Mix and match approach to be taken with bullet points.</p>
3	(b)	<p>Indicative content:</p> <ul style="list-style-type: none"> • Definition - designing a product with a limited useful life, so it will become obsolete (unfashionable or no longer functional). • No longer fashionable - was high fashion for a short period/ something with a date/relating to a particular event. • Obsolete products often end up in landfill creating pollution in ground or atmosphere. Affecting consumers lifestyle. Moral issues. Environmental issues. • Items may be burned, releasing chemicals/gases/heating atmosphere harming environment or health affecting consumers lifestyle. Moral issues. Environmental issues. • Recycling can be more expensive than landfill, may add to the purchase cost of the product. • Consumer may reject products with planned obsolescence 	8	<p>Level 3 [6-8 marks]</p> <p>The candidate has a clear understanding of planned obsolescence. They produce a thorough discussion in relation to the question by explaining the implications of this strategy for both the manufacturer and the consumer. The explanation is clear and a number of points are exemplified in relation to both stakeholders.</p> <p>Level 2 [3-5 marks]</p> <p>The candidate has a reasonable understanding of planned obsolescence. They produce a</p>

		<p>on moral grounds which may impact on sales affecting the manufacturer.</p> <ul style="list-style-type: none"> Manufacturers could attract more consumers by making products which do not have 'built in obsolescence' improving their market share. Manufacturers who use this strategy can rely on continued sales by returning customers and the profits associated with this. New styles and developments in products encourage consumers to buy more to remain 'up to date', throwing away serviceable products purely for 'fashion' reasons. Built in obsolescence is seen as a good thing for the manufacturer as it guarantees regular sales, but a bad thing for consumers as they are buying products unnecessarily and a bad thing for the environment in terms of waste, pollution and consumption of resources. The morals and ethics of an economic system and a consumer society that encourages high levels on consumption is under question, particularly considering the impact this has on the environment in terms of consumption of resources and pollution. 'Fast fashion' refers to new styles of clothing being introduced each year encouraging consumers to dispose of last year's clothing which may still be serviceable just because it is no longer in fashion. Medical textiles often needs to be disposable due to hygiene restrictions. Safety factors may also require built in obsolescence and in this case is of benefit to the consumer. Built in obsolescence linked to products that can't be repaired is coming under pressure from consumers who disagree with the 'throw way' society. This may have an impact on manufactures who produce this type of product, reducing their sales. New designs may need to be produced which allow for repairs. Some manufacturers may recycle/reuse/re-design discarded products, making this their business. 		<p>sound discussion in relation to the question by explaining the implications of this strategy for both the manufacturer and/or the consumer. The explanation is sufficient and either a number of points are made in relation to either stakeholder or a single point is made in relation to both stakeholders.</p> <p>Level 1 [1-2 marks] The candidate has a basic knowledge of planned obsolescence. Any reference to this strategy is descriptive in nature and has little appreciation of the implications of this strategy for either the manufacturer or the consumer. The response contains no analysis or evaluation.</p> <p>0 marks No answer or answer not worthy of credit.</p>
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			<ul style="list-style-type: none"> Charity shops benefit from discarded produces, which may benefit consumers who are not concerned about fashion and having the most up to date products. Any other valid suggestion. 		
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Question			Answer	Mark	Guidance
4	(a)	(i)	<p>Possible components may include:</p> <ul style="list-style-type: none"> Parachute/dog clips (1). Thread (1). Braid (1). Cord (1). Velcro (1). Toggle (1). Buckle (1). 3 bar slides (1). Bias binding (1). Any other valid suggestion. 	2	<p>Up to two marks for identifying suitable components on the dog carrier that ensure the product functions correctly.</p> <p>Specific reference to the context in the question is needed for marks to be awarded.</p>
Question			Answer	Mark	Guidance
4	(a)	(ii)	<p>Possible benefits may include:</p> <ul style="list-style-type: none"> Components are standard sizes, so machines 	4	<p>In each case:</p> <p>Up to two marks for explaining a benefit to the</p>

			<p>can be set up once and used for all products (1). Saves time and therefore money (1).</p> <ul style="list-style-type: none"> Quality assurance is easier as the parts are made to a guaranteed specification (1). This may improve the quality of the finished product (1). Reduces storage costs (1) as components can be ordered when required (1). Any other valid suggestion. 		<p>manufacturer of using pre-manufactured standard components in products such as the dog carrier.</p> <p>Specific reference to the context in the question is needed for marks to be awarded.</p> <p>Mix and match approach to be taken with bullet points.</p>
4	(b)	(i)	<p>L = 3600 g</p> <p>Ratio = 9:12:14</p> <p>$3600/12 = 300$ g (1).</p> <p>$M = 9 \times 300^* = 2700$ g</p> <p>$XL = 14 \times 300^* = 4200$ g (1 for both).</p>	2	<p>Award two marks as follows:</p> <p>One mark for calculating the ratio value.</p> <p>One mark for calculating both maximum weights.</p> <p>If correct answer is given without working out shown award full marks.</p> <p>Where an incorrect answer is given working out should be used to credit appropriate marks.</p> <p>*Allow error carried forward (ECF) where correct working out is shown.</p>
4	(b)	(ii)	<p>$\pounds 15.99 \times (20/100) = \pounds 12.792 = \pounds 12.79$ (1).</p>	1	<p>Award one mark for calculating the new retail price to 2 decimal places.</p>
4	(c)		<p>Possible advantages may include:</p> <ul style="list-style-type: none"> They cut multiple layers of fabric, very quickly and with great accuracy (1). This speeds up 	4	<p>In each case:</p> <p>Up to two marks for explaining and advantage of using computer controlled cutters when mass</p>

			<p>the production process and improves the quality of the product (1).</p> <ul style="list-style-type: none"> • They are good for cutting complex, intricate shapes (1), allowing the manufacturer to produce detailed products (1). • Different configurations of pattern lays to get best efficiency of pattern to fabric (1). Leading to reduced costs (1). • Computer controlled cutters are often used in conjunction with a computer generated pattern lay. This means the lays are stored on computer, saving space for the manufacture (1). It also allows for easy manipulation of the pattern lay depending on the fabric being used (1). • Any other valid suggestion. 		<p>producing textile products such as the dog carrier.</p> <p>Specific reference to the context in the question is needed for marks to be awarded.</p> <p>Mix and match approach to be taken with bullet points.</p> <p>Note: Plasma torch cutting is not suitable for cutting multiple layers, usually only one or two layers.</p>
4	(d)		<p>Possible advantages may include:</p> <ul style="list-style-type: none"> • Overlockers join, finish and trim excess fabric all in one operation (1), speeding up the manufacturing process (1). • Overlockers use two, three or four threads to make the seam and as a result it is a very strong seam (1). This is important as the product has to hold the weight of the dog (1). • Overlocked seams have a certain amount of 'give' or 'stretch' (1). This means the threads in the seam are less likely to snap under strain and the product should last longer (1). • Any other valid suggestion. 	2	<p>Up to two marks for explaining an advantage to the manufacturer of using an overlocker to construct the dog carrier.</p> <p>Specific reference to the context in the question is needed for marks to be awarded.</p> <p>Mix and match approach to be taken with bullet points.</p>
4	(e)*		<p>Indicative content:</p> <ul style="list-style-type: none"> • The care label will show the country of manufacture which may allow the consumer to 	8	<p>Level 3 [6-8 marks]</p> <p>The candidate has a clear understanding of the reasons behind product labelling. They produce a thorough discussion in relation to the question</p>

		<p>buy from a country they are willing to support.</p> <ul style="list-style-type: none"> • The size of garments is shown allowing the consumer to select/buy a suitable size for their dog. Avoids the need to return the product. • Fibre content is shown on the label. This is important at some consumers have allergies to particular fibres and will avoid products containing those fibres to prevent damaging their pet's health, or their own. • Some consumers will avoid certain fibres and fabrics due to morals/ethics/religious beliefs e.g leather. • Care labels are essential when making the decision to purchase items, especially items which will need cleaning, like the dog carrier. Without the guidance of an accurate care label; it would not be known how to properly care for the dog carrier which in the long run could ruin the fabric it is made from and therefore the carrier itself. • If the materials the carrier is made from are not cared for in the proper way, it is possible the fabric could rip, come apart, or even shrink. This would affect the useful life of the dog carrier. • Some fabrics should not even be put in a traditional washer; instead they must be dry cleaned by a professional service to prevent damage and to prolong the life of the dog carrier. Some consumers avoid products that need professional cleaning due to financial considerations and the time needed for this process. • When consumers are looking to buy items like the dog carrier, the care labels make a huge impact on whether the person is willing to 	<p>of reasons need to be given as to why labelling is important for the consumer.</p> <p>If candidate does not provide an analytical/evaluative response then only L1 can be awarded.</p>	<p>by explaining why it is important that correct labelling information is provided for the consumer on the dog carrier. The explanation of why labelling is important is clear and well-developed and a number of products are used to exemplify the points being made that directly link to the consumer.</p> <p><i>There is a well-developed line of reasoning which is clear and logically structured. The information presented is relevant and substantiated with the use of examples.</i></p> <p>Level 2 [3-5 marks] The candidate has a reasonable understanding of the reasons behind product labelling. They produce a sound discussion in relation to the question by explaining why it is important that correct labelling information is provided for the consumer on the dog carrier. The explanation of why labelling is important is sufficient although one or two opportunities are missed in referring back to the consumer.</p> <p><i>There is a line of reasoning presented with some structure. The information presented is in the most part relevant and supported by some evidence.</i></p> <p>Level 1 [1-2 marks] The candidate has a basic knowledge of why labelling is important. Any reference to this issue is descriptive in nature and has little appreciation of why it is important that correct labelling is provided for the consumer on the dog carrier. The response contains no analysis or evaluation.</p>
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			<p>follow the specific instructions and possibly hand wash the item or even pay the added cost of taking it to a dry cleaning service.</p> <ul style="list-style-type: none"> • Care labels will state if the dog carrier needs to be hand washed and let air dry or if it's safe to wash in a washing machine; if so it may require being washed on a specific cycle such as gentle or delicate. This information helps the consumer to prolong the life of the dog carrier and keep it looking good for longer. • The dog carrier may need to be cleaned either by a special drying cleaning service or with a fabric steamer. Certain materials simply cannot be submerged for periods of time in hot or even cold water, or for that matter cleaned with traditional detergents. Again links to keeping the product looking good for longer and prolonging life. • Care labels also explain to the consumer how much heat the dog carrier can withstand if it were to be put into a dryer, or on a radiator to dry. Many times the label will state that an item needs to be dried on a very cool cycle or even tumble dried; also many types of fabric cannot hold up under a lot of heat, and may begin to melt. Again prolongs the life of the dog carrier. • It is very important to pay close attention to any care labels that are on the dog carrier, to ensure it will serve its purpose for years to come. Unfortunately once an item is ruined because of neglect to read the label it cannot be returned. • Some special finishes such as waterproofing and stain proofing are damaged if they are not cared for / cleaned correctly. This will reduce the ability of the dog carrier to resist water and 		<p><i>The information has some relevance and is presented with limited structure or detail. The information is supported by limited evidence.</i></p> <p>0 marks No answer or answer not worthy of credit.</p>
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		<p>stains. The dog will not be kept dry in the carrier, and the carrier will need cleaning more frequently.</p> <ul style="list-style-type: none"> • Some labels on products made from fluorescent fabrics, or with fluorescent strips for safety will contain vital information. The label will specify what cleaning products should and shouldn't be used, and how it should be dried. It also states the number of times the item can be washed. Failure to follow these instructions will not only damage the product but could put the user at risk. Recommends comparison to new products to determine degradation. • A bar code or style number on the label of the dog carrier may help the consumer re-order a replacement dog carrier with the confidence it will be identical. • BS codes e.g EN 471:2003 or a CE mark will confirm the dog carrier has met certain standards and is safe to use. • Details of special finishes applied to the dog carrier may be included so that the consumer knows, for example if it is fully waterproof or just shower resistant. This helps them make a decision as to whether the product is suitable for their needs, or worth the money. • Date of manufacture may be included - important when a particular finish degrades over time. Ensures the consumer can replace the item and remain safe. It also helps to remind the consumer to check the dog carrier for signs of wear and tear to prevent injury to the dog if the carrier fails whilst in use. • Any other valid suggestion. 		
4	(f)	Possible reasons may include:	3	One mark for identifying a reason why it is

		<ul style="list-style-type: none"> • IP laws allows the designer to own their creations (1). The designer controls the use of the creation (1)/gains rewards from it (1)protects it from copying (1). • Intellectual property protection is critical to fostering innovation (1). Without protection of ideas, businesses and individuals would not reap the full benefits of their inventions (1) and would focus less on research and development (1). • IP rights are important because they can set your business apart from competitors (1) be sold or licensed (1) providing an important revenue stream (1) offer customers something new and different (1)/form an essential part of your marketing or branding (1)/be used as security for loans (1). • Any other valid suggestion. 		<p>important the designer of a dog carrier holds the right level of IPP on their design.</p> <p>Up to a two further marks for justifying why holding the right level of IPP is important.</p> <p>Specific reference to the context in the question is needed for marks to be awarded.</p> <p>Mix and match approach to be taken with bullet points.</p>
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OCR (Oxford Cambridge and RSA Examinations)
The Triangle Building
Shaftesbury Road
Cambridge
CB2 8EA

OCR Customer Contact Centre

Education and Learning

Telephone: 01223 553998

Facsimile: 01223 552627

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