

GCE

Design and Technology

H405/02: Problem solving in 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 (not used on level Qs)
	Benefit of doubt
	Noted but no credit given
L1	Level 1 response
L2	Level 2 response
L3	Level 3 response
L4	Level 4 response
ECF	Error carried forward
RE	Rounding error
highlighter	A line is highlighted next to relevant part if only part is answering Q

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	
					Content	Levels of Response
1			Breathability: <ul style="list-style-type: none"> 100% polyester knit; Polyester is a plastic based fabric making it durable, lightweight, breathable, and non-absorbent. Repels UV rays and keeps you warm when it's wet. Polyester is more successful than natural fibres at dealing with high levels of perspiration caused from exercise. Nylon it's sweat-wicking, breathable, and super stretchy so it'll move with you and be more comfortable. Wool - Merino wool in particular is ideal for both hot and cold weather running as it is temperature regulating, extremely breathable, sweat-wicking, and anti-bacterial. Technical fabrics combine multilayered fabric. Inner layer fabric takes away the moist vapour and perspiration from the skin to the outer layer. This process keeps the garment dry with modules of perspiration only on the outer layers. One example is Gore-Tex. Microfibres can be coated to make them breathable. 	12	<p>Candidates may extract information from the Resource Booklet. Any such lifted information can be used in support of the critical evaluation but no marks should be awarded simply for duplicating text.</p> <p>There is no analysis or evaluation in Level 1.</p>	Level 4 [10-12 marks] <i>A comprehensive critical examination of how the jacket meets user requirements.</i>
						Comprehensive understanding of how the jacket meets the requirements of a user whilst running. At least three areas covered.
						Analysis of product is consistently and appropriately aligned with requirements of target group.
						Information in RB is used effectively to fully exemplify the points being made.
						Well-constructed narrative in relation to question with clear and supported evaluative comments.
						Level 3 [7-9 marks] <i>A good critical examination of how the jacket meets user requirements.</i>
						Good understanding of how the jacket meets the requirements of a user whilst running. At least two areas covered.
						Analysis of product is appropriately aligned with requirements of target group but one or two opportunities are missed to make connections.

- The jacket could have mesh panels to make it more breathable.
- The jacket has vents across the back and front allowing for air flow and therefore more breathable.

Fit:

- The slimmer the fit the more breathable as the fabric needs to be close to the body to wick away moisture.
- Length is not too long so shouldn't hinder running.
- Raglan sleeves mean there are no seams over the shoulder which will prevent friction.
- Bottom of the sleeves are slightly elasticated to prevent the sleeves from riding up.

Waterproof:

- The fabric may have been coated/treated to have a waterproof finish. The fabric could be natural or synthetic **and** have a rubberized coating or have been laminated.
- To be truly waterproof the seams would have been taped.
- The zips would be waterproof.
- Ripstop nylon could have been used but most are not breathable.

Windproof:

- If the fabric is tightly woven, the gaps are tiny and therefore air will find it more difficult to pass

Information in RB is used for the most part effectively to exemplify points being made although one or two opportunities are missed.

Well-constructed narrative in relation to question although one or two opportunities missed to develop response. Evaluative comments are clear but not always supported.

Level 2 [4-6 marks]

A **sufficient** critical examination of how the jacket meets user requirements.

Sufficient understanding of how the jacket meets the requirements of a user whilst running. At least one area covered.

Analysis of product is reasonably aligned with requirements of target group but there are significant opportunities missed to make connections.

Informative in RB is used to exemplify some points being made although much more could have been done to exploit the stimulus material available.

Reasonable narrative in relation to the question although response at times lacks depth and cohesion. Evaluative comments lack clarity and are unsupported.

Level 1 [1-3 marks]

through. For a fabric to be windproof it has to have a breathable polymer membrane or are made from very closely weaved synthetic fibres, which repel the wind. Fabrics treated to a burst of heat in the inside which fuses the fibre ends together.

- The elasticated cuff and drawstring neck will give a reasonably snug fit and provide some protection.
- The drawstring on the back of the hood allows for the hood to be 'fitted' 2 ways; around the face and over the crown of the head.

Mobility:

- The fit of the jacket is slim which means it is not fitted. This will allow the jacket to be worn over another garment with ease and should not move too much whilst running.
- The storm flaps in the back and front also allow for ease of movement.
- The snaffle clips on the hood drawstring allow for the hood to be adjusted with one hand.

Portability:

- When not in use when running, the jacket cannot be packed away and would need to be tied around the waist which could be a hindrance when running and a distraction.

*A **limited** examination of how the jacket meets user requirements.*

Limited knowledge and next to no understanding of how jacket meets user requirements.

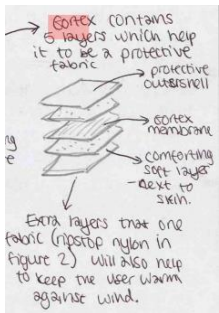
No analysis of product resulting in only weak alignment with requirements of target group.

Use of information from the RB is used in a simplistic way and adds limited value to the points being made.

Limited narrative in relation to question. Response is basic and unstructured with no evaluative comments.

0 marks = No response or no response worthy of credit.

		<p>Visibility:</p> <ul style="list-style-type: none">• The jacket is a bright colour and would be relatively easy to see in daylight.• There are reflective elements in the design on the front and back and it looks as if the hood has been made from a high visibility fabric.		
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Question			Answer	Mark	Guidance	
					Content	Levels of Response
2			Technical and smart materials: <ul style="list-style-type: none"> Fabrics are made windproof by weaving them very tightly, so that the gaps between the threads are too small for air to pass through at speed. Nano fibres are used that are so small it reduces the ability of air to flow through them. Polymer membrane is 'sandwiched' between layers of fabric. The membrane has tiny holes in it that allows the fabric to be breathable but the holes are too tiny to allow a breeze to pass through them. Well known example is Goretex Windstopper fabrics.  <ul style="list-style-type: none"> Polartec windpro – wind resistant fabric created with tight yarn construction that allows the fabric 	12	<p>Candidates can draw on practice experience of iterative designing and product analysis to support their response to this question.</p> <p>The question assesses applied knowledge and technical principles to the existing design so responses that focus on redesigning the existing solution should not be rewarded.</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>	Level 4 [10-12 marks] <i>A comprehensive demonstration of technical solutions that could be incorporated within jacket to overcome the stated issue.</i> Comprehensive understanding of the technical solutions required to overcome the wind resistance issue. All bullet points covered. Information in RB is used effectively to fully exemplify the points being made. Sketches if used will be clear and supported with relevant notes. The process will be end to end and clear in the way it is explained.
						Level 3 [7-9 marks] <i>A good demonstration of technical solutions that could be incorporated within jacket to overcome the stated issue.</i> Good understanding of the technical solutions required to overcome the wind resistance issue. All bullet points covered but some bullet points underdeveloped.

to reduce the effects of wind chill with 4x the effectiveness of standard fleece.

- Windproof uses a closely woven microfibre fabric which cuts wind chill.
- Reactive materials that is able to react to body temperature whilst exercising. As wind can cause a high chill factor, these fabrics have thermal technology that keeps the body warm whilst performing in colder conditions.

Construction techniques:

- Zipper – Regular zips are constructed from woven polyester or nylon. The woven structure would allow air to pass through. To reduce this a water repellent zipper could be used as they are have a PU coating which would prevent air passing through.
- The zipper could be concealed within a placket to create more protection or with an internal storm flap.
- Iron on seam tape should be applied to all seams to seal the machine needle stitching holes.
- The seams can be welded. This is achieved by **applying heat** and pressures in order to **fuse two materials together**.

Design Features:

- Thumb loops would prevent air blowing up the sleeve.

Information in RB is used for the most part effectively to exemplify points being made although one or two opportunities are missed.

Sketches if used will for the most part be clear and supported with relevant notes although one or two opportunities for clarity may be missed.

The process will be end to end and for the most part be clear in the way it is explained.

Level 2 [4-6 marks]

*A **sufficient** demonstration of technical solutions that could be incorporated within jacket to overcome the stated issue.*

Sufficient understanding of the technical solutions required to overcome the wind resistance issue. All bullet points may not be covered and the bullet points that are covered may be underdeveloped.

Informative in RB is used to exemplify some points being made although much more could have been done to exploit the stimulus material available.

Sketches if used will be adequate and supported with notes, some of which may be relevant.

The process may not necessarily be end to end with some knowledge gaps evident.

- Hood with adjustable toggle around the perimeter would give protection from the wind.
- Adjustable fastening around the hem,
- Inner elasticated hem.
- Using fabric that has wind blocking properties. This could be all-over or used as panels.

Level 1 (1-3 marks)

*A **limited** demonstration of technical solutions that could be incorporated within jacket to overcome the stated issue.*

Limited knowledge and next to no understanding of the technical solutions required to overcome the wind resistance issue.

Use of information from the RB is used in a simplistic way and adds limited value to the points being made.

Sketches if used will be unclear with only basic notes to accompany them.

The end to end process may not exist and if anything is basic in nature.

0 marks = No response or no response worthy of credit.

Question			Answer	Mark	Guidance	
					Content	Levels of Response
3*			Running belt: <ul style="list-style-type: none"> This is adjustable and would therefore fit many sizes but could be cumbersome when running. It could easily move around the waist when running. There is no method to attach it securely to a garment to prevent slippage. The belt would need to be under clothing in poor weather as there is no indication of the fabric being waterproof and contents could get damaged. The concept jacket has a metal eyelet to allow the earphone leads to pass through and therefore the lead won't get damaged in comparison to the belt. The zip breast pocket on the jacket is protected by a 1.4-oz 90% nylon (51% recycled)/10% polyester double weave with a DWR (durable water repellent) finish. If more than one item was put in the pocket; eg. The keys and phone, the phone could get 	16	<p>All responses should be in relation to the jacket design in Fig. 5 and the product information in Fig.4.</p> <p>Candidates may extract information from the Resource Booklet. Any such lifted information can be used in support of the critical evaluation but no marks should be awarded simply for duplicating text.</p> <p>There is no analysis or evaluation in Level 1.</p>	Level 4 [13-16 marks] <i>A comprehensive examination of how the jacket design addresses the market research issues.</i>
						Comprehensive understanding of how the jacket design addresses the issues from the market research. At least three products in Fig. 4 covered.
						Product analysis is consistently and appropriately aligned with research findings.
						Information in RB is used effectively to fully exemplify the points being made.
						Well-constructed response in relation to question with a clear and developed narrative.
						<i>There is a well-developed line of reasoning which is clear and logically structured. The information presented is relevant and substantiated.</i>
						Level 3 [9-12 marks] <i>A good critical examination of how the jacket design addresses the market research issues.</i>
						Good level of understanding of how the jacket design addresses the issues from the market research. At least two products

scratched as there are no dividers/separate pockets.

- Water bottle would not fit whereas the concept jacket has 2 pockets large enough to fit this item.

Hydrating Belt:

- Relatively expensive but has numerous functions; able to carry water and other items in separate pocket.
- Adjustable strap means it fits a range of sizes but the Velcro fastening is weak and the belt could slip or fall off.
- The Velcro attracts loose fibres/dirt over time and its function is weakened.
- Velcro could damage any other garments as the 'loop' side can pull threads.
- Difficult to access the back pocket whilst running.
- No function to feed lead to earphones.
- Cumbersome and could hinder running when both pockets full of water; arms could hit the bottles.
- The concept jacket has the facility to keep running essentials separate but still accessible.

Hydrating vest:

in Fig. 4 covered.
Product analysis is appropriately aligned with market research findings but one or two opportunities are missed to make connections.
Information in RB is used for the most part effectively to exemplify points being made although one or two opportunities are missed.
Well-constructed response in relation to question although one or two opportunities missed to develop narrative.
<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>

Level 2 [5-8 marks]

<i>A sufficient critical examination of how the jacket design addresses the market research issues.</i>
Sufficient understanding of how the jacket design addresses the issues from the market research. At least one product in Fig. 4 covered.
Product analysis is reasonably aligned with market research findings but there are significant opportunities missed to make connections.
Informative in RB is used to exemplify some points being made

- Very expensive but more complex than other products shown.
- Whilst the product is large it is also lightweight at 150g and therefore will not 'weigh' the runner down.
- Angled pockets for water are ergonomically designed for access and the runner should not be hindered.
- The bottle pockets have adjustable toggles so can be used to secure other items when not being used to carry water.
- Adjustable sternum straps suggest the vest is suitable for a range of sizes but could be uncomfortable for female wearers due to the position of the straps.
- The vest will be secure which is preferable against the waist belts but could cause overheating in warm weather as it cannot be stored away whilst running.
- The mesh fabric liner suggests it is breathable which is comparable to the concept jacket.
- No indication of high visibility strips unlike the concept jacket.

Shoe Pouch:

- Magnetic closure that slips under

although much more could have been done to exploit the stimulus material available.

Reasonable response in relation to the question although narrative at times lacks depth and cohesion.

The information has some relevance and is presented with limited structure. The information is supported by limited evidence.

Level 1 [1-4 marks]

A **limited** examination of how the jacket design addresses the market research issues.

Limited knowledge and next to no understanding of how the jacket design addresses the issues from the market research.

Isolated statements made in relation to concept design resulting in only weak alignment with market research findings.

Use of information from the RB is used in a simplistic way and adds limited value to the points being made.

Limited response in relation to question. Narrative is basic and unstructured.

The information is basic and communicated in an unstructured way. The information is supported by limited evidence and the relationship to the evidence may not be clear.

the shoe laces. This could be uncomfortable to the wearer and should the laces become loose, the pouch could fall off. Could be rectified by using expandable laces.

- Quite expensive for an item that will hold only one object.
- Impossible to carry water bottles in it so could only be used on small runs.
- Cordura is very hard wearing and resistant to abrasion. It has excellent tear strength so would have longevity of use on a wide range of terrains. It is water repellent which could be problematic in heavy rain. 700 denier weave means it has a tight woven structure making it more hardwearing.
- Very difficult to access belongings whilst running and due to the position it would only be suitable to carry a wallet or phone.

Magnetic running pouch:

- Dry fit polyester is a microfiber that wicks sweat away from the body and will therefore keep contents dry.
- 2 inner pockets means a couple

0 marks = No response or no response worthy of credit.

of items can be carried.

- The pouch could irritate the skin on the inside of the waist when wearing for long periods.
- No zip closure on the pockets so items could be lost.
- Convenient to use as no belt or armband required.
- Side zip headphone port means the phone is kept away from other items but the zipper could damage the lead.

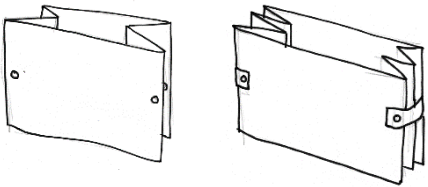
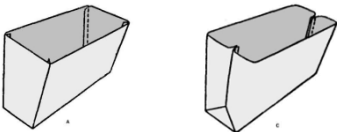
Armband:

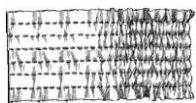
- Only suitable to carry a phone.
- The silicone dots can irritate the skin after prolonged use and the band stills slips.
- The performance fabric is knitted jersey so will stretch to the wearer. The performance element suggests it is breathable.
- With phone sizes varying greatly the pocket will not be suitable for all types.

Concept jacket:

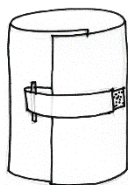
- Jacket has numerous pockets to store a wide range of belongings and means there is no need for belts or arm bands.
- The gloves can be folded back when not required. This function

			<p>is not on any of the other products.</p> <ul style="list-style-type: none">• Metal eyelet on breast pocket means the phone lead will not get trapped or damaged by a zipper.• The fabric has a DWR finish meaning contents will be protected.• The jacket can be stored away when not required unlike comparison products.		
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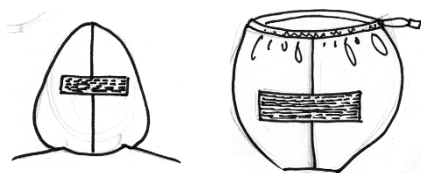
Question			Answer	Mark	Guidance	
					Content	Levels of Response
4			<ul style="list-style-type: none"> The pocket could be made expandable on the sides. This could have tabs and poppers to close the expandable section when not in use.  <ul style="list-style-type: none"> The pocket could be made as a cuboid but the sides could be made from fabric with a high stretch content to expand when the jacket was inside. The pocket could have a base and taper to the top like a shopper bag.  <ul style="list-style-type: none"> The pocket could be shirred all over to give the front and back section a certain amount of stretch. 	12	<p>Candidates can draw on practice experience of iterative designing and product analysis to support their response to this question.</p> <p>The question assesses applied knowledge and technical principles to the existing design so responses that focus on redesigning the existing solution should not be rewarded.</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>Level 4 [10-12 marks]</p> <p><i>A comprehensive demonstration of technical solutions that could be address stated issues whilst retaining existing functionality aspects.</i></p> <p>Comprehensive understanding of the technical solutions required to overcome the stated issues whilst retaining existing functionality. Construction method included.</p> <p>Information in RB is used effectively to fully exemplify the points being made.</p> <p>Sketches if used will be clear and supported with relevant notes.</p> <p>The process will be end to end and clear in the way it is explained.</p> <p>Level 3 [7-9 marks]</p> <p><i>A good demonstration of technical solutions that could be address stated issues whilst retaining existing functionality aspects.</i></p> <p>Good understanding of the technical solutions required to overcome the stated issues whilst</p>



- The pocket could be made wider to fit the seam across the back of the jacket. The pocket could wrap around the arm and attach with adjustable Velcro straps.



The jacket could be folded away into the hood as this would be larger than the back pocket



- The pocket needs a zip fastening with a placket over to ensure the jacket doesn't fall out. The placket would prevent the zip irritating the arm. The pocket could have inner straps to keep the jacket secure and prevent it from unravelling when running.
- There needs to be a closure on the pocket; any type that wouldn't

retaining existing functionality. Both bullet points covered but one may be underdeveloped. Construction method included.

Information in RB is used for the most part effectively to exemplify points being made although one or two opportunities are missed.

Sketches if used will for the most part be clear and supported with relevant notes although one or two opportunities for clarity may be missed.

The process will be end to end and for the most part be clear in the way it is explained.

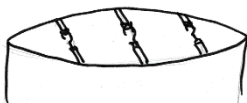
Level 2 [4-6 marks]

A **sufficient** demonstration of technical solutions that could be address stated issues whilst retaining existing functionality aspects.

Sufficient understanding of the technical solutions required to overcome the stated issues although existing functionality may be compromised. All bullet points may not be covered and the bullet point that is covered may be underdeveloped. Construction method may not be included.

Informative in RB is used to exemplify some points being made although much more could have been done to exploit the stimulus

irritate the runner.



Methods for fastenings:

Zipper:

- The zipper would be added before the sides of the pocket would be **stitched**.
- The edge to add the zipper is tacked or just pinned; wrong sides of fabric together.
- The zip would be pinned face down over the tacked seam on the wrong side.
- The zipper teeth are centred over the seam.
- The machine is set up with a zipper foot. The zip is stitched down one side of the zipper tape,
- pivoting at one end and back up the other side of the zipper tape.
- The right side of the fabric the zip should look like this and if the fabric has been tacked together this would need removing.

Velcro:

- The top edge of the pocket would have to be finished first by hemming. This could be a double hem or over locked and a single hem.

material available.

Sketches if used will be adequate and supported with notes, some of which may be relevant.

The process may not necessarily be end to end with some knowledge gaps evident.

Level 1 [1-3 marks]

*A **limited** demonstration of technical solutions that could be address stated issues whilst retaining existing functionality aspects.*

Limited knowledge and next to no understanding of the technical solutions required to overcome stated issues. Existing functionality not retained and no construction method shown.

Use of information from the RB is used in a simplistic way and adds limited value to the points being made.

Sketches if used will be unclear with only basic notes to accompany them.

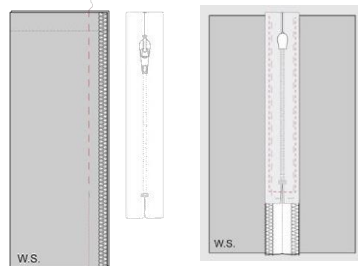
The end to end process may not exist and if anything is basic in nature.

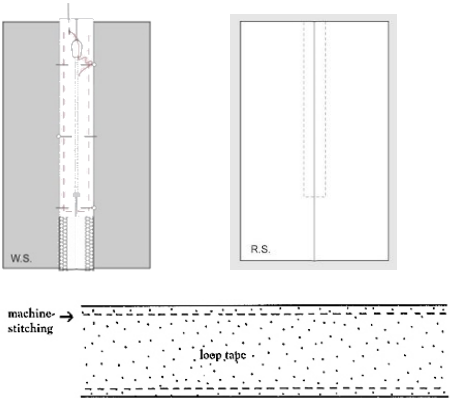
0 marks = No response or no response worthy of credit.

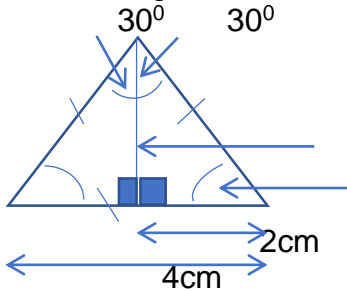
- The Velcro is pinned into place; matching the position on the front and back section of the stuff sack.
- The Velcro would be machine straight stitched around the edges; pivoting at the corners.

Poppers:

- The fabric would be marked appropriately to position the poppers correctly ensuring they align.
- Interfacing would be added to the reverse of the fabric to strengthen the fabric where the poppers are to go.
- In industry the poppers would be attached by machine.
- For small scale production, the poppers could be attached manually using the plier tool.





Question	Answer	Mark	Guidance
5		6	
	<p>Perimeter of regular hexagon = $n \times \text{width}$ $= 6 \times 4\text{cm} = 24\text{ cm}$ (1).</p> <p>Vertical height = $\tan \theta = \text{opp/adj}$</p>  <p>Tan $30^\circ = 2/\text{adjacent}$ $\text{adjacent} = 2/\tan 30^\circ$ $\text{adjacent} = 2/0.57735026919$ $\text{adjacent} = 3.46410161514$ $\text{vertical height} = 3.46410161514\text{ cm}$ (1).</p> <p>Area of the hexagon = $(\frac{1}{2} b) h \times 6$</p> <p>$= (4/2) \times 3.46410161514^* \times 6$ $= 42\text{cm}^2$ (to 0 decimal places) (1).</p> <p>Total number of stitches = $(42^*/4) \times 5000 = 52500$ stitches (1).</p> <p>Cost of the logo where 5000 stitches costs £1.20 and groups of additional 500 stitches cost 20p per 500.</p> <p>$50000^* / 5000 = 10$ $2500^* \text{ left over} / 500 = 5$</p>		<p>Full six marks awarded for correct answer.</p> <p>If incorrect final answer, award marks as follows:</p> <p>One mark for calculating the perimeter of a regular hexagon.</p> <p>One mark for calculating the vertical height using an appropriate mathematical method.</p> <p>One mark for calculating the area of the hexagon.</p> <p>One mark for calculating the total number of stitches required.</p> <p>One mark for calculating the cost break down based on the cost per number of stitches.</p> <p>One mark for calculating the cost per logo.</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>

	$10^* \times £1.20 = £12$ $5^* \times £0.20 = £1$ (1). Total cost per logo = $£12^* + £1^* = £13$ (6).	Award marks for any other correct method.
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Question			Answer	Mark	Guidance	
					Content	Levels of Response
6*			<ul style="list-style-type: none"> Sales steadily rise until Year 2 and 3 for all markets. At this point they plateau and start to decline. Adapt to changing circumstances. Markets change and technology advances. Consistency of quality products and service that can be trusted over time. An on-going reputation for dependability. The purchasing and logistics departments will make decisions on the suppliers who are reliable, competitively priced and are able to provide the materials and components of the required standard. Continued in bound marketing to focus on consumer needs and developing the product accordingly. Correct marketing of the product once sales start to decline to maintain interest. Implementing User Centred Design can encourage brand loyalty and consistency of sales. Implementing a SWOT analysis to identify potential opportunities in the jacket that can be taken forward by building on its strengths and overcoming the weaknesses. 	12	There is no analysis or evaluation in Level 1.	Level 4 [10-12 marks]
						<i>A comprehensive critical evaluation of jacket lifecycle and methods that could be used to ensure the longevity of sales of the product.</i>
						Comprehensive understanding of lifecycle and methods (at least three) that could be used to ensure the longevity of sales of the product.
						Information in RB is used effectively to fully exemplify the points being made.
						Well-constructed narrative in relation to question with clear and supported evaluative comments.
						<i>There is a well-developed line of reasoning which is clear and logically structured. The information presented is relevant and substantiated.</i>
						Level 3 [7-9 marks]
						<i>A good critical evaluation of jacket lifecycle and methods that could be used to ensure the longevity of sales of the product.</i>
						Good understanding of lifecycle and methods (at least two) that could be used to ensure the longevity of sales of the product.
						Information in RB is used for the

- Identifying the product's unique selling points (USP).
- Before sales decline, identify what weakness could be improved in the design of the jacket.
- Take advantage of forthcoming trends to ensure the jacket remains ahead of similar products.
- Ensure the jacket manufacturers are aware of existing or potential competitors.
- Ensure thorough feasibility studies are carried out prior to mass production.
- Market research can identify market trends, demographics, economic shifts, buying habits and important information on competition.
- Possible commercial partnership to share ideas and expertise to grow and gain access to new technologies and markets.
- Implementing venture capitalists to fund product development when required to ensure longevity of sales.
- Continual product development using the latest technologies to stay ahead of competitors.
- Ensure marketing tactics are appropriate for the jacket to attract the potential target market.
- Implement successful branding.

most part effectively to exemplify points being made although one or two opportunities are missed.

Well-constructed narrative in relation to question although one or two opportunities missed to develop response. Evaluative comments are clear but not always supported.

There is a line of reasoning presented with some structure. The information presented is in the most part relevant and supported by some evidence.

Level 2 [4-6 marks]

A **sufficient** critical examination of jacket lifecycle and methods that could be used to ensure the longevity of sales of the product.

Sufficient understanding of lifecycle and method (at least one) that could be used to ensure the longevity of sales of the product.

Informative in RB is used to exemplify some points being made although much more could have been done to exploit the stimulus material available.

Reasonable narrative in relation to the question although response at times lacks depth and cohesion. Evaluative comments lack clarity and are unsupported.

The information has some relevance and is presented with

- Ensure the marketing mix; (4P's) are appropriate for longevity of sales.
- Effective advertising will have been planned into the marketing strategy and will utilise the most effective methods and media relevant to the jacket to reach the widest audience.
- Timing the product launch to ensure highest level of interest and therefore sales.
- Correct pricing strategy.
- At the decline in sales stage it is very important that a company is able to predict this stage and have a strategy to exit the product from the market to prevent profit loss.
- Interest in the jacket could include having an add-on to the product or accessories to maintain interest and remain competitive or reducing the price.
- Introducing promotional offers and new advertising campaigns.
- Changing the image or branding of the product to appeal to another target market.
- Staying up to date with technology so customers will think they have the latest version.

limited structure. The information is supported by limited evidence.

Level 1 [1-3 marks]

*A **limited** examination of jacket lifecycle and methods that could be used to ensure the longevity of sales of the product.*

Limited knowledge and next to no understanding of methods that could be used to create product demand and maintain longer product popularity.

Use of information from the RB is used in a simplistic way and adds limited value to the points being made.

Limited narrative in relation to question. Response is basic and unstructured with no evaluative comments.

The information is basic and communicated in an unstructured way. The information is supported by limited evidence and the relationship to the evidence may not be clear.

0 marks = No response or no response worthy of credit.

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