



Wednesday 14 May 2014 – Morning

AS GCE DESIGN AND TECHNOLOGY

F521/02 Advanced Innovation Challenge

SESSION 3 – REFLECTION TEST

Candidates answer on the Question Paper.

OCR supplied materials:

None

Other materials required:

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

Duration: 1 hour



Candidate forename		Candidate surname	
--------------------	--	-------------------	--

Centre number						Candidate number				
---------------	--	--	--	--	--	------------------	--	--	--	--

INSTRUCTIONS TO CANDIDATES

- Write your name, centre number and candidate number in the boxes above. 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.
- Do **not** write in the bar codes.

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**.
- This document consists of **8** pages. Any blank pages are indicated.

Examiner's Use Only:			
1			
2			
Total			

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 products expected ‘product life’ from its initial launch
- ideas to modify your product to ensure a long life expectancy.

[10]

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

A series of horizontal dotted lines for writing.

A series of 25 horizontal dotted lines spanning the width of the page, providing a template for handwriting practice.

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]

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

A series of 25 horizontal dotted lines spanning the width of the page, intended for handwriting practice.

**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.