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.
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]
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]
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