

Design & Technology

AQA GCSE

Culture

Materials required for questions

- Pencil
- Rubber
- Calculator

Instructions

- Use black ink or ball-point pen
- Try answer all questions
- Use the space provided to answer questions
- Calculators can be used if necessary
- For the multiple choice questions, circle your answer

Advice

- Marks for each question are in brackets
- Read each question fully
- Try to answer every question
- Don't spend too much time on one question

Good luck!

Q1. Which term can mean the latest trends in clothing or decoration?

- A** Culture
- B** Faith
- C** Fashion

Q2. What is a concern related to the globalization of design styles?

- A** Increased costs of production
- B** Cultural appropriation and misuse of sacred symbols
- C** Reduced demand for smart fabrics

Q3. Why is it important to consider colour meanings in different cultures?

- A** To follow only one dominant market trend
- B** Because colours can have religious or cultural significance
- C** Because bright colours sell better

Q4. What was the issue with Nike's Air Bakin' "Flame" shoe in 1997?

- A** The logo resembled Arabic script for "God," which was deemed disrespectful
- B** It used cheap materials
- C** It lacked proper branding

Q5. Explain how cultural factors would be considered when selecting materials or components **(3 marks)**

Q6. Analyse how the Nike Air Bakin' 'Flame' controversy demonstrates the importance of cultural sensitivity in product design **(4 marks)**

Answers

Q1. C

Q2. B

Q3. B

Q4. A

Q5.

Cultural factors

- Values and beliefs of particular communities/countries
- In China red signifies good luck, but in parts of Africa it is a colour of mourning
- Care would need to be taken in sourcing paints or fabrics in these colours depending on where products are to be sold.

Q6.

Award 1 mark for each valid point made, up to 4 marks. Possible points include:

- The controversy showed how religious symbols (Arabic script for "God") used carelessly on footwear offended Muslim communities (1 mark)
- It highlighted how products designed for global markets must consider diverse cultural interpretations (1 mark)
- Nike's recall of 38,000 pairs demonstrated the financial consequences of cultural insensitivity (1 mark)
- The incident led Nike to establish a religious review process, showing how brands must institutionalise cultural checks (1 mark)
- It serves as a case study proving that post-crisis response affects long-term brand reputation (1 mark)
- The controversy reinforced that sacred symbols require special handling in commercial products (1 mark)