

Design & Technology

AQA A-Level

Product life cycle

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. What characterises the introduction stage of a product lifecycle?

- A** High sales and market saturation
- B** Rapid profit generation
- C** High costs and low consumer awareness

Q2. During the evolution phase, designers often focus on:

- A** Reducing production costs
- B** Discontinuing the product
- C** Adding new features based on feedback

Q3. Which stage is marked by rapid sales increase and expanding market share?

- A** Growth
- B** Maturity
- C** Decline

Q4. What is a common challenge during the maturity stage?

- A** High consumer demand
- B** Market saturation and competition
- C** Initial product testing

Q5. State two stages found on a product life cycle graph **(2 marks)**

1.

2.

Q6. Explain how a manufacturer of music players can prevent the decline in sales of their product **(6 marks)**

Answers

Q1. C

Q2. C

Q3. A

Q4. B

Q5.

Stages:

- introduction
- evolution
- growth
- maturity
- decline
- replacement/retire/remove from sale
- product extension.

Q6.

- The establishing of a brand specific software to support the music uploading procedure.
- The use of specific file types within ties users into the software and brand.
- The use of aggressive marketing campaigns and product placement with major celebrities increased brand recognition.
- The introduction of USP features for their products, such as white earphones, edge to edge display, intuitive graphical user interface means consumers return to the brand they have loyalty to.
- The introduction of regularly updated versions keeps fashion conscious users coming back for more.
- Using regular software updates products can be revitalised without complete redesigns.
- By increasing the storage available while keeping the minimal product aesthetics the user does not feel they will have to start again when updating.
- Introducing special editions and product placement in films etc can boost sales.
- Combining features of multiple products reduces the need for multiple devices.

- The downloading of paid for applications and back up facility for products means upgrading within the same product range is simple and therefore the easiest option.
- Linking with other companies for peripherals such as earphones can widen your audience.