

Design & Technology

AQA GCSE

Enterprise

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. In business, a method of raising brand awareness using websites and social media is?

- A** Virtual retailing
- B** Innovation
- C** Virtual marketing

Q2. Which business method involves pooling resources and sharing profits among members?

- A** Crowd funding
- B** Co-operatives
- C** Fair trade

Q3. What is the process of selling products online without physical stores called?

- A** Virtual retailing
- B** Innovation
- C** Virtual marketing

Q4. Which business approach focuses on creating new ideas or improving existing products?

- A** Innovation
- B** Virtual marketing
- C** Circular design

Q5. A company uses social media influencers to promote its new eco-friendly product line. This strategy is an example of:

- A** Virtual retailing
- B** Innovation
- C** Virtual marketing

Q6. Why might a business choose fair trade certification over traditional retail methods?

- A** To appeal to ethically conscious consumers and ensure fair wages for producers
- B** To avoid using digital platforms for sales
- C** To eliminate the need for innovation in product development

Q7. A start-up raises capital by collecting small investments from hundreds of backers online. This is an example of:

- A** Crowd funding
- B** Co-operatives
- C** Start-ups

Q8. Which of the following is a potential disadvantage of relying solely on virtual retailing?

- A** Higher overhead costs from maintaining physical stores
- B** Reduced need for digital marketing strategies
- C** Limited customer interaction and inability to handle product returns efficiently

Q9. Give two advantages of crowd funding **(2 marks)**

Q10a. Name one product associated with Fairtrade **(1 marks)**

Q10b. Explain the need for fair trade and give one example of people who benefit from it **(4 marks)**

Answers

Q1. C

Q2. B

Q3. A

Q4. A

Q5. C

Q6. A

Q7. C

Q8. C

Q9.

- Highly visible way of reaching interested parties/investors.
- Raise awareness of cause.
- Linked to social media to maximise exposure.
- Uses the internet for exposure so is a global way of raising funds.
- No need for 'cold calling'.
- Does not require big investors, but does require many.
- Little financial risk associated with big start-up costs.
- Good way for entrepreneurs to raise funds without having to go and find backers directly.
- A fast way to raise money with no up-front fees.

Q10a.

Fairtrade products include:

- bananas
- beauty products
- cleaning products
- cocoa
- coffee
- cotton
- dried fruit
- gold products
- homeware
- honey
- juices

Q10b.

Function of the Fairtrade organisation and what work does it do:

- ensures that workers in developing/third world countries get a fair price for their work/products
- better price for products at source/origin
- improving pay for workers in developing countries
- improving working conditions for workers and their families in developing countries
- supporting workers with poorer health and safety legislation than workers in first world developed countries
- improving education and access to social care in developing countries
- empowering workers in the developing world to have power and influence over their lives
- gives small scale farmers access to global markets
- Supports sustainability.

Credit specific examples, eg

- Fairtrade Cotton – Cotton farmers are paid a living wage which allows them to survive and earn enough money to feed their families.
- communities are often given help in setting up local amenities such as schools, wells etc