

Design & Technology
AQA A-Level

Enterprise and marketing in the development of products

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 element is most critical in establishing corporate identity?

- A** Consistent use of logos, colours and typography across all touchpoints
- B** Creating the lowest-cost packaging solution
- C** Frequently changing brand messaging to follow trends

Q2. When adapting packaging for global markets, what takes priority?

- A** Ensuring compliance with local environmental regulations
- B** Using identical packaging across all territories
- C** Minimizing text to reduce translation costs

Q3. What characterizes entrepreneurial activity in product development?

- A** Avoiding all financial risk in new ventures
- B** Focusing solely on technical specifications
- C** Identifying market gaps and securing investment for innovations

Q4. How does a strong brand identity contribute to competitive advantage?

- A** By increasing customer loyalty and perceived product value
- B** By reducing the need for advertising
- C** By allowing higher production tolerances

Q5. Outline how and why a company would use social media to market their product **(6 marks)**

Answers

Q1. A

Q2. A

Q3. C

Q4. A

Q5.

- Social media can allow a company a worldwide platform on which to market their product. This in turn can lead to increased sales, exports and the appointment of regional or national distributors.
- Social media is more cost effective than the traditional costs associated with advertising or distribution of marketing material. Costs are passed on to the consumer through internet subscription or data plans.
- Advertising campaigns can be pushed out daily due to the digital nature of the advert and the relative ease in which a graphical communication can be produced.
- Potential customers can be alerted to a brand via linking techniques such as 'hashtags' providing the company with increased coverage and associating them with similar companies.
- User reviews or recommendations can be instantly shared online through ancillary platforms such as 'Trustpilot'. This allows a company to share 'real life' consumer reviews, user videos and endorsements of their product.
- Companies could use product placements in online videos or have their product endorsed by social media influencers, popular channels or celebrity accounts.
- Companies can use data from 'cookies' to target individual marketing campaigns based on location or historically browsing patterns.