

# Design & Technology

## AQA A-Level

# Social, moral and ethical issues

### Materials required for questions

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- Pencil
- Rubber
- Calculator

### Instructions

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- 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

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- 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 is a key responsibility of designers regarding sustainable production?

- A**        Maximizing profit margins
- B**        Using non-renewable resources for durability
- C**        Selecting materials with low environmental impact

**Q2.** Why is cultural acceptability important in product design?

- A**        To ensure products are only sold locally
- B**        To avoid offending diverse groups through insensitive designs
- C**        To prioritize traditional aesthetics over functionality

**Q3.** How can inclusive design benefit users?

- A**        By targeting niche markets exclusively
- B**        By accommodating people with varying abilities and needs
- C**        By simplifying products to reduce costs

**Q4.** What role does Fairtrade certification play in consumer demand?

- A**        It guarantees cheaper products
- B**        It signals ethical sourcing, appealing to socially conscious buyers
- C**        It focuses on luxury branding

**Q5.** Explain two responsibilities of designers and manufacturers in ensuring ethical production **(4 marks)**

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**Q6.** Evaluate the impact of Fairtrade certification on product design and consumer demand **(6 marks)**

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## Answers

Q1. C

Q2. B

Q3. B

Q4. B

Q5.

- **Level 1 (1–2 marks):**
  - Basic identification of **one or two** responsibilities with minimal explanation.
  - Example: *"Designers should use sustainable materials."* (No elaboration on impact or methods.)
  - No examples or vague linkage to ethical outcomes.
- **Level 2 (3–4 marks):**
  - Clear explanation of **two** responsibilities with **specific details** and **examples**.
  - Demonstrates understanding of how these responsibilities address ethical concerns.
  - Example:
    1. *"Using sustainable materials like recycled plastics reduces environmental harm by minimising landfill waste."*
    2. *"Ensuring fair wages in factories prevents worker exploitation, promoting social equity."*
  - Award 3 marks for one well-developed point or partial development of two.
  - **Full marks (4)** require **both** points to be fully elaborated with examples.

Q6.

- **Level 1 (1–2 marks):**
  - Superficial description of Fairtrade's role (e.g., *"Fairtrade helps farmers"*) without linking to design or demand.
  - Limited or no examples.
  - Lacks analysis of pros/cons or causal relationships.
- **Level 2 (3–4 marks):**
  - Explains **at least two** impacts with **some analysis** and **basic examples**.
  - Example:

- *"Fairtrade ensures ethical sourcing, which designers highlight in eco-friendly packaging (e.g., Divine Chocolate). This attracts conscious consumers."*
  - May mention trade-offs (e.g., higher costs) but lacks depth.
- **Level 3 (5–6 marks):**
  - **Comprehensive evaluation of multiple impacts with detailed examples and critical analysis.**
  - Example arguments:
    1. **Design Impact:** *"Fairtrade mandates traceable supply chains, pushing designers to use certified materials (e.g., Patagonia's Fair Trade Certified™ clothing). This limits material choices but boosts brand integrity."*
    2. **Consumer Demand:** *"Ethical branding increases loyalty among socially aware demographics (e.g., millennials), as seen with Cafédirect's market growth. However, premium pricing can exclude budget-conscious buyers."*
    3. **Balanced View:** *"While Fairtrade drives ethical innovation, reliance on certifications risks 'greenwashing' if brands prioritize marketing over genuine sustainability."*
  - **Full marks (6)** require **three well-developed points with examples, analysis of trade-offs, and original insight.**