

# Design & Technology

## AQA GCSE

# Society

### 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 the primary goal of inclusive design?

- A** To make products cheaper to manufacture
- B** To create products usable by the widest range of people
- C** To use the most advanced technology

**Q2.** When designing for disabilities, designers should focus on:

- A** Making products look more stylish
- B** Removing all text from packaging
- C** Improving accessibility and usability

**Q3.** Products for elderly users often prioritise:

- A** Safety and ease of use
- B** Bright, flashy colours
- C** Heavyweight construction

**Q4.** What might happen if a designer ignores inclusive principles?

- A** Products become more affordable
- B** Some users may be excluded or offended
- C** Products gain more features

**Q5.** Explain how inclusive design principles can benefit both users and businesses. Support your answer with examples **(4 marks)**

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## **Answers**

**Q1. B**

**Q2. C**

**Q3. A**

**Q4. B**

**Q5.**

Award marks for the following points (1 mark each, max 4):

- User benefits - Inclusive design makes products accessible to wider audiences (e.g., wheelchair ramps help disabled users and parents with strollers)
- Business advantages - Expands market reach and customer base (e.g., OXO Good Grips tools became popular beyond their arthritis-target audience)
- Social responsibility - Shows ethical commitment to diversity (e.g., Nike Pro Hijab demonstrated cultural awareness in sportswear)
- Innovation driver - Forces creative problem-solving (e.g., voice assistants initially designed for visually impaired now benefit all users)