

# Design & Technology

## AQA GCSE

# Culture

### 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.** Which term can mean the latest trends in clothing or decoration?

- A** Culture
- B** Faith
- C** Fashion

**Q2.** What is a concern related to the globalization of design styles?

- A** Increased costs of production
- B** Cultural appropriation and misuse of sacred symbols
- C** Reduced demand for smart fabrics

**Q3.** Why is it important to consider colour meanings in different cultures?

- A** To follow only one dominant market trend
- B** Because colours can have religious or cultural significance
- C** Because bright colours sell better

**Q4.** What was the issue with Nike's Air Bakin' "Flame" shoe in 1997?

- A** The logo resembled Arabic script for "God," which was deemed disrespectful
- B** It used cheap materials
- C** It lacked proper branding

**Q5.** Analyse how the Nike Air Bakin' 'Flame' controversy demonstrates the importance of cultural sensitivity in product design **(4 marks)**

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## Answers

**Q1.** C

**Q2.** B

**Q3.** B

**Q4.** A

**Q5.**

Award 1 mark for each valid point made, up to 4 marks. Possible points include:

- The controversy showed how religious symbols (Arabic script for "God") used carelessly on footwear offended Muslim communities (1 mark)
- It highlighted how products designed for global markets must consider diverse cultural interpretations (1 mark)
- Nike's recall of 38,000 pairs demonstrated the financial consequences of cultural insensitivity (1 mark)
- The incident led Nike to establish a religious review process, showing how brands must institutionalise cultural checks (1 mark)
- It serves as a case study proving that post-crisis response affects long-term brand reputation (1 mark)
- The controversy reinforced that sacred symbols require special handling in commercial products (1 mark)