**Design & Technology**

**AQA A-Level** Logo

Description automatically generated with low confidence

**Product life cycle**

**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.** What characterises the introduction stage of a product lifecycle?

**A** High sales and market saturation

**B** Rapid profit generation

**C** High costs and low consumer awareness

**Q2.** During the evolution phase, designers often focus on:

**A** Reducing production costs

**B** Discontinuing the product

**C** Adding new features based on feedback

**Q3.** Which stage is marked by rapid sales increase and expanding market share?

**A** Growth

**B** Maturity

**C** Decline

**Q4.** What is a common challenge during the maturity stage?

**A** High consumer demand

**B** Market saturation and competition

**C** Initial product testing

**Q5.** State two stages found on a product life cycle graph **(2 marks)**

1.

2.

**Q6.** Explain how a manufacturer of music players can prevent the decline in sales of their product **(6 marks)**

**Answers**

**Q1**. C

**Q2**. C

**Q3**. A

**Q4**. B

**Q5**.

Stages:

* introduction
* evolution
* growth
* maturity
* decline
* replacement/retire/remove from sale
* product extension.

**Q6**.

* The establishing of a brand specific software to support the music uploading procedure.
* The use of specific file types within ties users into the software and brand.
* The use of aggressive marketing campaigns and product placement with major celebrities increased brand recognition.
* The introduction of USP features for their products, such as white earphones, edge to edge display, intuitive graphical user interface means consumers return to the brand they have loyalty to.
* The introduction of regularly updated versions keeps fashion conscious users coming back for more.
* Using regular software updates products can be revitalised without complete redesigns.
* By increasing the storage available while keeping the minimal product aesthetics the user does not feel they will have to start again when updating.
* Introducing special editions and product placement in films etc can boost sales.
* Combining features of multiple products reduces the need for multiple devices.
* The downloading of paid for applications and back up facility for products means upgrading within the same product range is simple and therefore the easiest option.
* Linking with other companies for peripherals such as earphones can widen your audience.