**Design & Technology**

**AQA A-Level** Logo

Description automatically generated with low confidence

**Social, moral and ethical issues**

**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 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)**

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

**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**.