**Design & Technology**

**AQA GCSE** Logo

Description automatically generated with low confidence

**Culture**

**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.** 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.** Explain how cultural factors would be considered when selecting materials or components **(3 marks)**

**Q6.** Analyse how the Nike Air Bakin' 'Flame' controversy demonstrates the importance of cultural sensitivity in product design **(4 marks)**

**Answers**

**Q1**. C

**Q2**. B

**Q3**. B

**Q4**. A

**Q5.**

Cultural factors

* Values and beliefs of particular communities/countries
* In China red signifies good luck, but in parts of Africa it is a colour of mourning
* Care would need to be taken in sourcing paints or fabrics in these colours depending on where products are to be sold.

**Q6.**

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)