**Design & Technology**

**AQA GCSE** Logo

Description automatically generated with low confidence

**Enterprise**

**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.** In business, a method of raising brand awareness using websites and social media is?

**A** Virtual retailing

**B** Innovation

**C** Virtual marketing

**Q2.** Which business method involves pooling resources and sharing profits among members?

**A** Crowd funding

**B** Co-operatives

**C** Fair trade

**Q3.** What is the process of selling products online without physical stores called?

**A** Virtual retailing

**B** Innovation

**C** Virtual marketing

**Q4.** Which business approach focuses on creating new ideas or improving existing products?

**A** Innovation

**B** Virtual marketing

**C** Circular design

**Q5.** A company uses social media influencers to promote its new eco-friendly product line. This strategy is an example of:

**A** Virtual retailing

**B** Innovation

**C** Virtual marketing

**Q6.** Why might a business choose fair trade certification over traditional retail methods?

**A** To appeal to ethically conscious consumers and ensure fair wages for producers

**B** To avoid using digital platforms for sales

**C** To eliminate the need for innovation in product development

**Q7.** A start-up raises capital by collecting small investments from hundreds of backers online. This is an example of:

**A** Crowd funding

**B** Co-operatives

**C** Start-ups

**Q8**. Which of the following is a potential disadvantage of relying solely on virtual retailing?

**A** Higher overhead costs from maintaining physical stores

**B** Reduced need for digital marketing strategies

**C** Limited customer interaction and inability to handle product returns efficiently

**Q9.** Give two advantages of crowd funding **(2 marks)**

**Q10a.** Name one product associated with Fairtrade **(1 marks)**

**Q10b.** Explain the need for fair trade and give one example of people who benefit from it **(4 marks)**

**Answers**

**Q1**. C

**Q2**. B

**Q3**. A

**Q4**. A

**Q5**. C

**Q6**. A

**Q7**. C

**Q8**. C

**Q9.**

* Highly visible way of reaching interested parties/investors.
* Raise awareness of cause.
* Linked to social media to maximise exposure.
* Uses the internet for exposure so is a global way of raising funds.
* No need for ‘cold calling’.
* Does not require big investors, but does require many.
* Little financial risk associated with big start-up costs.
* Good way for entrepreneurs to raise funds without having to go and find backers directly.
* A fast way to raise money with no up-front fees.

**Q10a.**

Fairtrade products include:

* bananas
* beauty products
* cleaning products
* cocoa
* coffee
* cotton
* dried fruit
* gold products
* homeware
* honey
* juices

**Q10b.**

Function of the Fairtrade organisation and what work does it do:

* ensures that workers in developing/third world countries get a fair price for their work/products
* better price for products at source/origin
* improving pay for workers in developing countries
* improving working conditions for workers and their families in developing countries
* supporting workers with poorer health and safety legislation than workers in first world developed countries
* improving education and access to social care in developing countries
* empowering workers in the developing world to have power and influence over their lives
* gives small scale farmers access to global markets
* Supports sustainability.

Credit specific examples, eg

* Fairtrade Cotton – Cotton farmers are paid a living wage which allows them to survive and earn enough money to feed their families.
* communities are often given help in setting up local amenities such as schools, wells etc