

Write your name here	
Surname	Other names
Edexcel Principal Learning	Centre Number
	Candidate Number
Manufacturing and Product Design Level 3 Unit 2: Customer Needs and Market Requirements in Manufacturing	
Friday 28 May 2010 – Morning Time: 1 hour 30 minutes	Paper Reference MP302/01
You may use a calculator.	Total Marks

Instructions

- Use **black** ink or ball-point pen.
- **Fill in the boxes** at the top of this page with your name, centre number and candidate number.
- Answer **all** questions.
- Answer the questions in the spaces provided
– *there may be more space than you need.*

Information

- The total mark for this paper is 90.
- The marks for **each** question are shown in brackets
– *use this as a guide as to how much time to spend on each question.*

Advice

- Read each question carefully before you start to answer it.
- Keep an eye on the time.
- Try to answer every question.
- Check your answers if you have time at the end.

H37953A

©2010 Edexcel Limited.

5/4



Turn over ►

edexcel
advancing learning, changing lives

Answer ALL questions. Write your answers in the space provided.

1 Market research always involves the collection of data.

(a) State **two** ways in which **quantitative** research may be carried out.

(2)

1

2

(b) State **two** ways in which **qualitative** research may be carried out.

(2)

1

2

(c) State **two** advantages of using closed questions in market research.

(2)

1

2

(d) Describe **two** ways in which focus groups operate.

(4)

1

2

(Total for Question 1 = 10 marks)



2 The Sale of Goods Act 1979 regulates the conditions under which goods are sold.

(a) State **two** options that must be offered to a customer if goods are found to be faulty.

(2)

1

.....

2

.....

(b) Outline **one** fact about the price a consumer must be made aware of at the time of purchase.

(2)

.....

.....

.....

(c) Explain **two** key requirements of the Sale of Goods Act 1979.

(4)

1

.....

.....

2

.....

.....

.....

(Total for Question 2 = 8 marks)



3 Explain how the Advertising Standards Authority (ASA) assesses a complaint about the standard of advertising for a product or service.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

(Total for Question 3 = 4 marks)



4 (a) Describe the advantages and disadvantages of promoting products by using the internet and television.

(4)

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

(b) Describe how providing good after sales service promotes business sustainability.

(4)

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

(Total for Question 4 = 8 marks)



5 A manufacturer of domestic white goods gathers statistical data from a variety of sources.

(a) List **four** types of data that could be obtained from The Energy Saving Trust, the National Statistics Office or DEFRA.

(4)

- 1
- 2
- 3
- 4

(b) Describe how a business might use statistical data when setting up a manufacturing process or developing a new product.

(6)

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

(Total for Question 5 = 10 marks)



6 (a) Describe how a pharmaceutical manufacturer would use statistical information when developing products.

(4)

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

(b) Describe the benefits of assessing a potential market.

(4)

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

(Total for Question 6 = 8 marks)



7 EU legislation now states that only low energy light bulbs can be sold.

(a) Describe the advantages and disadvantages of this for consumers.

(4)

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

(b) Outline **two** ways in which a manufacturer of low energy light bulbs could develop a marketing strategy.

(4)

1.....

.....

.....

.....

2.....

.....

.....

.....

(Total for Question 7 = 8 marks)



8 (a) Describe **two** factors, other than promotional strategies, that influence brand loyalty.

(4)

1

.....

.....

.....

2

.....

.....

.....

(b) Outline the promotional strategies a company might use to encourage brand loyalty.

(4)

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

(Total for Question 8 = 8 marks)



9 Carbon offsetting is one way in which manufacturers can deal with environmental issues.

(a) What is meant by the term **carbon footprint**?

(2)

.....

.....

.....

.....

(b) Discuss how a manufacturing company could offset their carbon footprint.

(6)

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

(c) Identify **four** factors a company should consider when undertaking an audit of their carbon footprint.

(4)

1

2

3

4

(Total for Question 9 = 12 marks)



BLANK PAGE



H 3 7 9 5 3 A 0 1 1 1 6

10 Analyse the following in the context of a manufacturing company:

(a) exploitation of labour

(6)

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....



(b) intellectual property

(8)

Dotted lines for writing.

(Total for Question 10 = 14 marks)

TOTAL FOR PAPER = 90 MARKS



BLANK PAGE



BLANK PAGE



H 3 7 9 5 3 A 0 1 5 1 6

BLANK PAGE

