Vrite your name here Surname		Other names	5
Edexcel Principal Learning	Centre Number		Candidate Number
Manufacturing	g and Pr	rodu	ct Design
Level 3 Unit 2: Customer Ne Requirement	eds and M	arket	
Level 3 Unit 2: Customer Ne	eds and M ts in Manu	arket	

## **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.

Turn over ▶

PEARSON

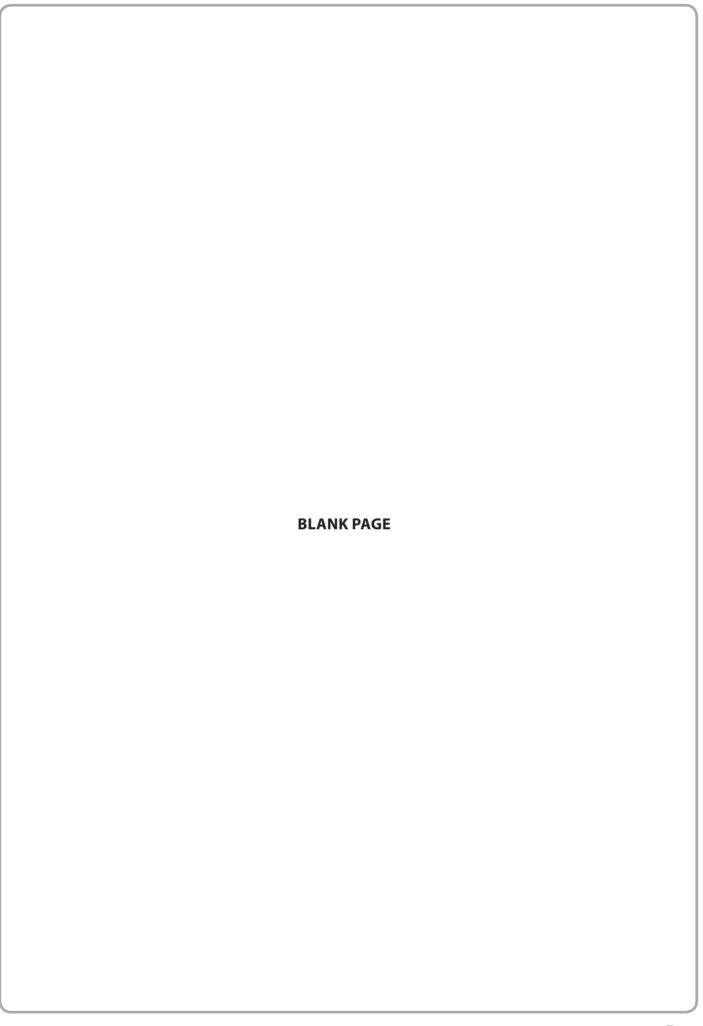
		Answer ALL questions. Write y	your answers in the space provided.	
1	Manuf	acturers use questionnaires to collect	information.	
	(a) Wit	ch reference to questionnaires, explair	the terms:	
	(i)	population		(2)
	(ii)	sample		(2)
	(iii)	respondent		(2)

(i)	Outline <b>one</b> feature of an open question	/=1
		(2)
(ii)	Outline <b>one</b> feature of a closed question	
		(2)
State	e <b>four</b> advantages of using face-to-face discussions when undertaking	
	arch.	(4)
		(4)
	(Total for Question 1 =	14 marks)

•••••

3	(a) Outline what is meant by the term <b>market saturation</b> .	(2)
	(b) Outline <b>two</b> factors that could signify that a product has saturated the market.	(4)
1		
2 .		
	(Total for Question 3 = 6 ma	nrks)

4	Manufacturers use many strategies to help develop a relationship with their customers.	
	(a) A manufacturer has a 'cradle to the grave' relationship with a customer.	
	Outline <b>two</b> advantages of this relationship for the customer.	(4)
1.		
2.		
	(b) Outline <b>two</b> methods that a company could use to maintain brand loyalty.	(4)
		(4)
1.		
2 .		
	(Total for Question 4 = 8	marks)



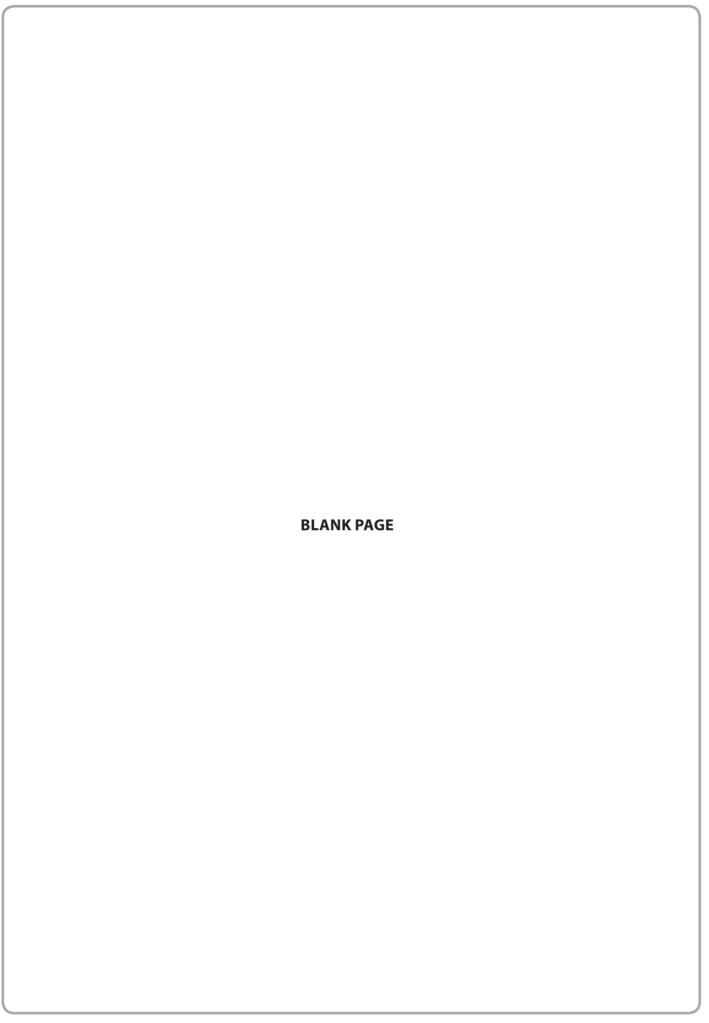
(a) Outline the duties and responsibilities of a manufacturer in relation to Disability Discrimination Act.	(6)
	(0)

outling how a manufacturing company sould	holp oliminato uncafa practicas
Outline how a manufacturing company could	neip eliminate unsafe practices. (8)
	(0)
	(Total for Question 5 = 14 marks)
	(Total for Question 3 = 14 marks)

he iPod is considered to be an innovative and iconic product.	
) Describe how the iPod meets market requirements and customer needs.	(4)
	(4)

(b) Describe a possible marketing strategy for an innovative new product.	(8)
(Total for Question 6 = 12 m	arks)

(Total for Question 7 = 4 marks)





8	8 A manufacturing company's carbon footprint can be affected by a number of factors.		
	(a) Discuss the activities that could reduce a manufacturing company's carbon footprint.		
		(8)	

b) Explain why it is an ethical responsibility for a manufacturer to reduce its carbon footprint.			
· · · · · · · · · · · · · · · · · · ·	(8)		
	(Total for Question 8 = 16 marks)		
	(lotal for Question 8 – 10 marks)		

**9** Manufacturers and the purchasers of cars use statistics in a number of ways.

Table 1 shows the fuel consumption figures for five cars.

	1.4 TDI 3 door car	1.6 L TDI hatchback	1.4 TDCi 4 door saloon	1.2 super mini	Electric car
Type of fuel/ source of energy	Diesel	Diesel	Diesel	Petrol	Electricity
Fuel consumption (miles per gallon)	74.3	27	62.8	53.3	n/a
Carbon emissions (grams per kilometre)	110 g/km	99 g/km	142 g/km	127 g/km	n/a
Distance on a full tank/full charge (miles)	265	326	281	278	29

Table 1

ht be used to market its vehicles.	uss how the statistical data in Table 1
	(Total for Question 9 = 8 marks)
	TOTAL FOR PAPER = 90 MARKS



