

Write your name here

Surname

Other names

Edexcel
Principal Learning

Centre Number

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Candidate Number

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Manufacturing and Product Design
Level 3
Unit 2: Customer Needs and Market
Requirements in Manufacturing

Tuesday 4 June 2013 – Morning
Time: 1 hour 30 minutes

Paper Reference

MP302/01

You may use:
Pencil, ruler

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.

Turn over ►

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PEARSON

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

1 Manufacturing companies gather data and then use it for a number of reasons.

(a) Outline **two** ways a manufacturer would use gathered data when establishing sales trends.

(4)

1

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(b) Outline **two** market conditions that would result in a push environment.

(4)

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(Total for Question 1 = 8 marks)



2 (a) Discuss the differences between quantitative and qualitative methods of gathering information.

(6)

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(b) State **four** methods that a manufacturer of sports equipment would use to identify its target market.

(4)

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(Total for Question 2 = 10 marks)



- 3 Table 1 below shows the market share of smartphone sales in Great Britain for the years 2010 and 2011.

Great Britain Smartphone Market Share		
Operating System	2010 %	2011 %
Symbian	26.1	11.4
RIM	17	24.5
iOS	39.5	23
Windows	6	2
Android	8.6	38
Others	2.8	1.1

Table 1



In the space provided, sketch a bar chart comparing the market share of each operating system for 2010 and 2011.



(Total for Question 3 = 4 marks)



4 Outline **three** reasons why it is important for a customer to understand 'terms and conditions' when placing an order.

1

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(Total for Question 4 = 6 marks)



5 A clothing manufacturer uses labour in an unethical manner.

(a) Outline **two** practices that would be considered unethical in this situation.

(4)

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(b) Discuss how a manufacturer would reduce unsafe working practices in the workplace.

(6)

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(Total for Question 5 = 10 marks)



6 Discuss the problems that would arise when a manufacturer issues a product recall notice.

(Total for Question 6 = 8 marks)



7 (a) Outline **two** ways a customer should be supported after a sale.

(4)

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(b) Discuss the benefits of gaining ISO 9001 quality certification for a manufacturing business.

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(Total for Question 7 = 10 marks)



8 (a) Discuss how a car manufacturer would use third-party endorsement to increase sales.

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(b) Figure 1 shows a car SatNav which is an iconic product.



Figure 1

Discuss how the SatNav meets market requirements and customer needs.

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(Total for Question 8 = 12 marks)

9 (a) Table 2 shows traditional and ebook sales for the UK over a period of four years.

Total value of traditional books and ebooks sold over 4 years (£million)				
Year	2008	2009	2010	2011
ebook sales	15	28	51	154
Traditional book sales	103	101	102	108

Table 2

Discuss the implications of the figures in Table 2 for a traditional book manufacturer.

(8)

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(b) Explain how information from the Office for National Statistics could be used by a manufacturer.

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(Total for Question 9 = 12 marks)



10 (a) Outline **two** effects of fluctuating exchange rates for a manufacturer.

(4)

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(b) Explain how changes in national economic policy could affect an aircraft manufacturer.

(6)

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(Total for Question 10 = 10 marks)

TOTAL FOR PAPER = 90 MARKS



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