

Mark Scheme

Summer 2014 (Results)

Pearson Edexcel
GCSE in Engineering and Manufacturing
5EM03 3A
(Paper 3A: Printing and Publishing, Paper
and Board)

Edexcel and BTEC Qualifications

Edexcel and BTEC qualifications are awarded by Pearson, the UK's largest awarding body. We provide a wide range of qualifications including academic, vocational, occupational and specific programmes for employers. For further information visit our qualifications websites at www.edexcel.com or www.btec.co.uk. Alternatively, you can get in touch with us using the details on our contact us page at www.edexcel.com/contactus.

Pearson: helping people progress, everywhere

Pearson aspires to be the world's leading learning company. Our aim is to help everyone progress in their lives through education. We believe in every kind of learning, for all kinds of people, wherever they are in the world. We've been involved in education for over 150 years, and by working across 70 countries, in 100 languages, we have built an international reputation for our commitment to high standards and raising achievement through innovation in education. Find out more about how we can help you and your students at: www.pearson.com/uk

Summer 2014

Publications Code UG038633

All the material in this publication is copyright

© Pearson Education Ltd 2014

General Marking Guidance

- All learners must receive the same treatment. Examiners must mark the first learner in exactly the same way as they mark the last.
- Mark schemes should be applied positively. Learners must be rewarded for what they have shown they can do rather than penalised for omissions.
- Examiners should mark according to the mark scheme not according to their perception of where the grade boundaries may lie.
- There is no ceiling on achievement. All marks on the mark scheme should be used appropriately.
- All the marks on the mark scheme are designed to be awarded. Examiners should always award full marks if deserved, i.e. if the answer matches the mark scheme. Examiners should also be prepared to award zero marks if the learner's response is not worthy of credit according to the mark scheme.
- Where some judgement is required, mark schemes will provide the principles by which marks will be awarded and exemplification may be limited.
- When examiners are in doubt regarding the application of the mark scheme to a learner's response, the team leader must be consulted.
- Crossed out work should be marked UNLESS the learner has replaced it with an alternative response.
- Mark schemes will indicate within the table where, and which strands of QWC, are being assessed. The strands are as follows:
 - i) Ensure that text is legible and that spelling, punctuation and grammar are accurate so that meaning is clear*
 - ii) Select and use a form and style of writing appropriate to purpose and to complex subject matter*
 - iii) Organise information clearly and coherently, using specialist vocabulary when appropriate.*

Question	Answer	Mark
1(a)	<ul style="list-style-type: none">• Reward sticker• Event leaflet <p><i>If 3 boxes or more crossed - no marks.</i></p> <p>(2 x 1)</p>	(2)
1(b)	<ul style="list-style-type: none">• School diary planner• Box file <p><i>If 3 boxes or more crossed - no marks.</i></p> <p>(2 x 1)</p>	(2)
(Total 4 marks)		

Question	Answer	Mark
2(a)	Accept any of the following answers: <ul style="list-style-type: none"> • Keep Britain Tidy • Environmentally friendly • Don't drop litter • Put litter in bin <p><i>Accept any recognisable spelling (phonetic) of the answer above</i></p> <p style="text-align: right;">(1 x 1)</p>	
	Accept any of the following answers: <ul style="list-style-type: none"> • Green Dot • German scheme for recycling <p><i>Do not accept 'recycle' or 'recycling' on its own</i></p> <p><i>Accept any recognisable spelling (phonetic) of the answer above</i></p> <p style="text-align: right;">(1 x 1)</p>	(2)
2(b)	An answer that makes reference to two of the following points: <ul style="list-style-type: none"> • The contents of package have been produced in the developing world • Registered certification label • The producer has received a fair price for his/her goods • Fairtrade standards have been met <p><i>Accept name of a specific product or ingredient for the second mark, e.g. chocolate, cocoa beans, coffee beans, bananas</i></p> <p><i>Accept any other appropriate response</i></p> <p>e.g. The contents have been grown in Sub-Saharan Africa (1) and the farmer has received a fair price for them (1)</p> <p style="text-align: right;">(1 x 2)</p>	
	An answer that makes reference to two of the following points: <ul style="list-style-type: none"> • How long the product is fit for purpose after opening • How long the product can be safely used after opening • The lifespan of the product in months <p><i>Accept name of a specific product for the second mark, e.g. shampoo, face cream</i></p> <p><i>Accept any other appropriate response</i></p> <p>e.g. It shows how long the contents of the package are fit for purpose (1) in months (1)</p> <p style="text-align: right;">(1 x 2)</p>	(4)
(Total 6 marks)		

Question	Answer	Mark
<p>3</p>	<p>Key terms linked to a key area</p> <p>Key Term</p> <p>Electronic mail</p> <p>Foil lined board</p> <p>Corrugated card</p> <p>Assembly robot</p> <p>Composites</p> <p>Social media</p> <p>Continuous operation</p> <p>Key Area</p> <p>Modern materials</p> <p>Control technology</p> <p>Information and communications technology (ICT)</p> <p><i>No mark awarded where 2 or more lines are drawn from a term. Lines do not have to be straight but term and key area must be clearly linked.</i></p> <p>(7 x 1)</p>	<p>(7)</p>
<p>(Total 7 marks)</p>		

Question	Answer	Mark
<p>4(a)</p>	<p>Appropriate products such as e.g.</p> <ul style="list-style-type: none"> • Cereal packaging • Fast food packaging • Blister packaging • CD/DVD packaging • Forehead thermometer strips • School diary planner • Greeting card • Board game • Tetrapak • Cinema ticket • Magazine • Postage stamps • Poster signage • Self-adhesive labels • A brand name of any other specific product <p><i>Do not accept 'card'</i></p> <p><i>This list is not exhaustive; accept any product associated with the printing and publishing paper and board sector that uses control technology and a printing process in its manufacture.</i></p> <p style="text-align: right;">(2 x 1)</p>	<p>(2)</p>
<p>4(b) (i)</p>	<ul style="list-style-type: none"> • Process control • Computer Integrated Manufacturing (CIM) • Robotics • Programmable logic controllers (PLCs) • Automation • Continuous operation • Embedded computers • Thermostat • Computer Aided Manufacture (CAM) • Automated conveyors <p><i>Accept any appropriate response</i></p> <p>Accept specific machines such as 'injection moulding', 'laser cutting', 'robots', 'conveyor belts', 'CNC machines'.</p> <p>Do not accept 'CAD' without CAM links.</p> <p style="text-align: right;">(1 x 1)</p>	<p>(1)</p>

Question	Answer	Mark
4(b)(ii)	<p>1 mark for identifying reason (x2), 1 mark for why (x2), e.g.</p> <p>Process control</p> <ul style="list-style-type: none"> • Waste control (1) – as monitors processes and quality control of processes (1) • Product consistency (1) – as better control of processes (1) • Energy conservation (1) – as tighter control of energy into process (1) <p>Robotics</p> <ul style="list-style-type: none"> • Product consistency (1) – as better control of processes (1) • Efficiency (1) - as less waste/faulty parts (1) • Competitiveness (1) – as faster rates of production (1) <p>Automation</p> <ul style="list-style-type: none"> • Speed (1) – as faster than human application (1) • Cost control (1) – as less waste/faulty parts (1) • Product consistency (1) – as better control of processes (1) <p>Computer Aided Manufacture (CAM)</p> <ul style="list-style-type: none"> • Competitiveness (1) – as faster rates of production through application of CAM techniques (1) • Efficiency (1) – as less waste/faulty parts (1) • Product consistency (1) – as better control of processes (1) <p><i>Accept any appropriate response</i></p> <p><i>No answer or incorrect answer to 4(b)(i) no marks for 4(b)(ii)</i></p> <p><i>Low response (1) or two low responses (2) or detailed response (2), for each of the 2 reasons</i></p> <p style="text-align: right;">(2 x 2)</p>	(4)
4(c)(i)	<p>Appropriate printing process suitable for Product 1, e.g.</p> <ul style="list-style-type: none"> • Flexography - cereal packaging • Lithography/offset lithography – school diary planner • Gravure/rotogravure/photogravure – postage stamps • Screen printing – poster signage • Letterpress/rotary letterpress – self-adhesive labels <p style="text-align: right;">(1 x 1)</p>	(1)
4(c)(ii)	<p>Any 2 appropriate points stated:</p> <ul style="list-style-type: none"> • Flexography – flexible printing plates (1), raised images rotated on a cylinder (1), relief printing (1), prints blocks of solid colours (1), ready mixed inks (1), fast drying inks (1), can print on absorbent and non-absorbent materials (1), can print repeat patterns (1), limited quality (1), high-speed (1), CMYK process (1) etc. • Lithography – images put onto dampened plates (1), ink sticks to image area (1), water to non-image area (1), 	(2)

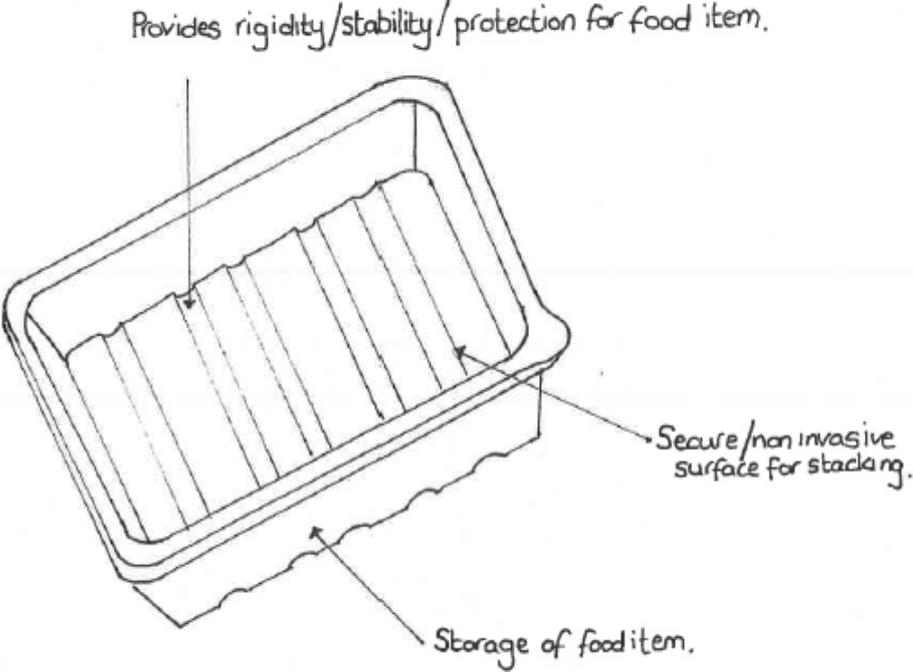
Question	Answer	Mark
	<p>image is transferred to a rubber blanket (1), rubber blanket prints on substrate (1), prints a series of dots (1), can be sheet-fed or web-fed (1), can print onto limited materials (1), high quality process (1), CMYK process (1) etc.</p> <ul style="list-style-type: none"> • Gravure – image engraved onto cylinder (1), cylinder smeared with ink and wiped clean (1), ink left in engraving makes the print (1), cylinders are durable (1), produces good quality images (1), can print on a variety of substrates (1), low cost (1) etc. • Screen printing – uses a stencil (1) through which ink is pushed (1), film positive used (1) to expose and harden light sensitive emulsion (1), emulsion attached to substrate (1), exposed and developed to wash away image print area (1), ink is forced through fine mesh [screen] (1), screen helps to spread ink evenly (1), can print on virtually any surface (1), prints a series of dots (1), low cost (1) etc. • Letterpress – relief printing (1), raised surface inked (1), surface pressed against material to be printed (1), prints blocks of solid colours (1), used for low volume applications (1), low speed (1) etc. <p><i>Accept any appropriate response; no marks for repeating the process named</i></p> <p><i>Low response (1) or two low responses (2) or detailed response (2)</i></p> <p style="text-align: right;">(1 x 2)</p>	
(Total 10 marks)		

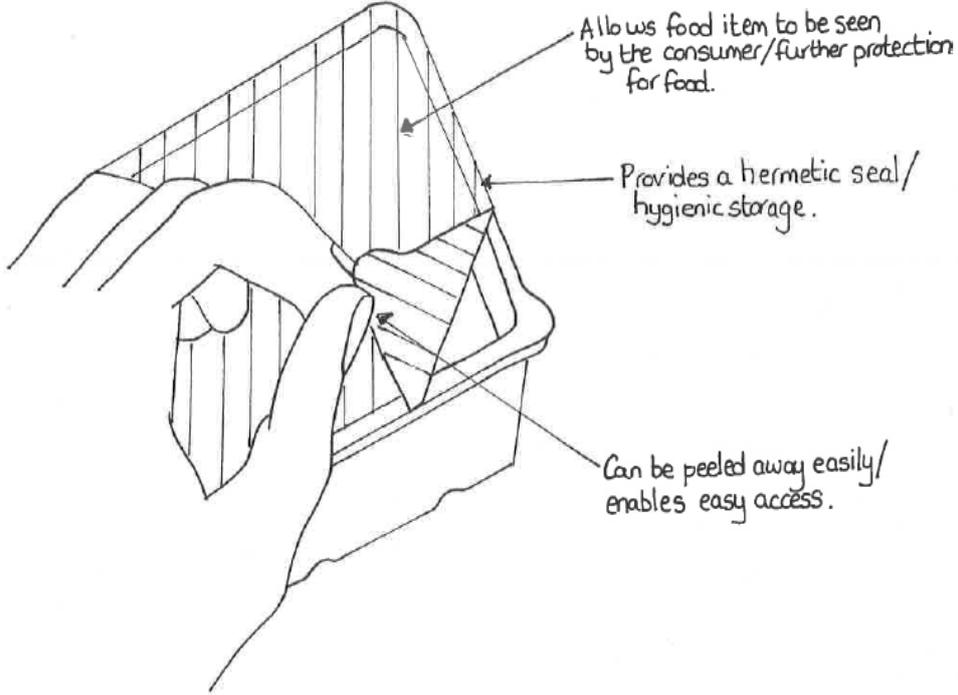
Question	Answer	Mark
<p>5(a)</p>	<p>1 mark for example, 1 mark for extension</p> <ul style="list-style-type: none"> • Publicising employment opportunities (1) reduces recruitment costs (1) • Easier to research competition (1) reduces design/marketing labour costs (1) • Direct advertising of products (1) minimises need for printed materials, telemarketing etc (1) • Direct sales of products (1) reduces administration costs (1) • Finding suppliers to order materials (1) easily accessible audit trail (1) • Access to progress of order [as customer or seller] (1) more accurate scheduling/management of supply chain or reduced post sales costs (1) <p><i>Accept any appropriate response</i> Accept responses that reference specific types of cost reduction.</p> <p><i>Low response (1) or two low responses (2) or detailed response (2)</i></p> <p style="text-align: right;">(1 x 2)</p>	<p>(2)</p>
<p>5(b)</p>	<p>1 mark for identifying a benefit (x3), 1 mark for how (x3)</p> <ul style="list-style-type: none"> • reduced ordering times (1) – automatic monitoring (1) • improve quality/accuracy/ consistency (1) – control of processes (1) • reduced wastage (1) – optimise production methods (1) • improved efficiency (1) – faster/quicker throughput (1) • better process control (1) – in process monitoring (1) • reduced labour (1) – automated processes (1) • lower costs (1) – reduced wastage/faster/continuous production (1) • safer processes (1) – less manual input (1) <p><i>Accept any appropriate response</i></p> <p><i>No repetition</i></p> <p><i>Do not accept 'easier', or 'faster/quicker' without description, e.g. its quicker and more accurate (1) –mark awarded for 'more accurate'</i></p> <p><i>Low response (1) or two low responses (2) or detailed response (2), for each of 3 benefits</i></p> <p style="text-align: right;">(3 x 2)</p>	<p>(6)</p>
<p>(Total 8 marks)</p>		

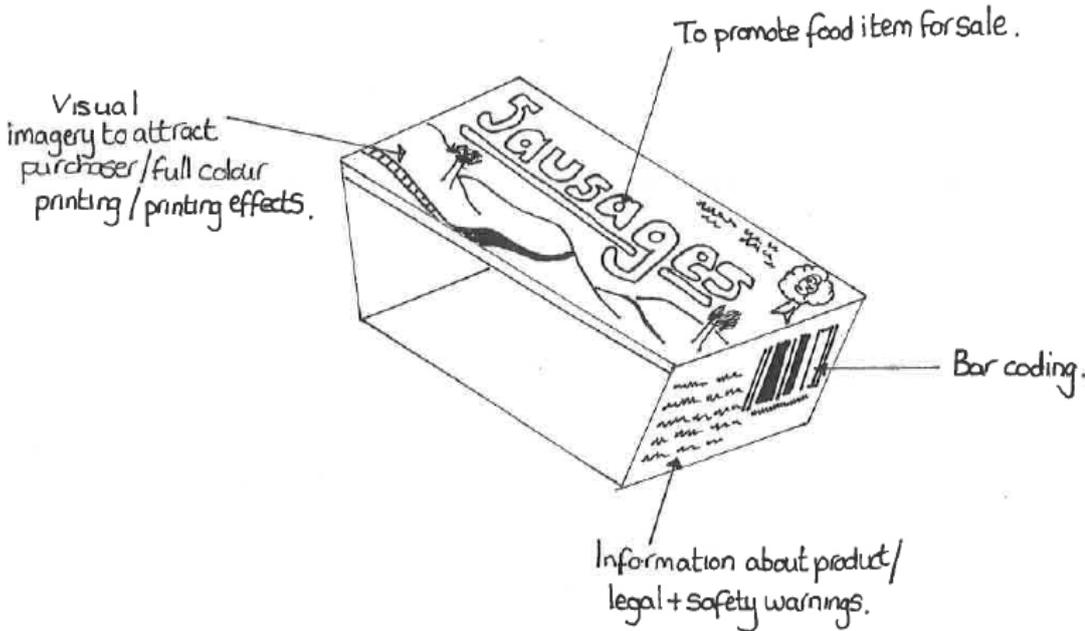
Question	Answer	Mark
6(a)(i)	<ul style="list-style-type: none"> • Mobile phone/infrared/bluetooth • Internet/wireless/Wi-Fi • Video conferencing • Video calling • Voice over Internet Protocol (VoIP) • Electronic point of sale (EPOS) • EDI • ISDN • Texting • Phone • Walkie talkie • Fax • Smart TV • Smart phone • Tablet • Computer <p><i>Accept brand names eg 'Skype' or 'facetime'</i> <i>Accept any appropriate response</i></p> <p><i>Do not accept:</i> <i>CAD/database/spreadsheet/telecommunications/search engines</i> <i>eg 'google'</i> <i>Do not accept 'TV' on its own</i></p> <p style="text-align: right;">(2 x 1)</p>	(2)
6(a)(ii)	<p>1 mark for example (x2) and 1 mark for extension (x2)</p> <ul style="list-style-type: none"> • To clarify customer requirements (1) so mistakes are not made (1) • To request a product specification/drawings (1) so tools/equipment can be prepared (1) • To contact suppliers (1) so they can order materials/equipment (1) • To communicate information to schedulers (1) so they can reorder work (1) • To update the customer on progress (1) to ensure they are satisfied (1) • To provide the customer with dispatch information (1) so they are able to prepare for receipt of the products (1) <p><i>All the answers must relate to the requirement for the products to be made urgently and to the manufacturer</i></p> <p><i>Low response (1) or two low responses (2) or detailed response (2), for each of the 2 examples</i></p> <p style="text-align: right;">(2 x 2)</p>	(4)
6(b)(i)	<ul style="list-style-type: none"> • Phosphorescent pigments • Thermochromic inks • Hydrochromic inks • Photochromic inks • Polymorph • Holographic card • Piezoelectric 	

Question	Answer	Mark
	<ul style="list-style-type: none"> • Quantum Tunnelling Composite/QTC <p><i>Accept any appropriate response, but smart material must be related to the sector</i></p> <p style="text-align: right;">(1 x 1)</p>	(1)
6(b)(ii)	<p>1 mark for reason, 1 mark for why</p> <ul style="list-style-type: none"> • To improve appearance of the material (1) in order to attract customers (1) • To waterproof the material (1) in order to reduce damage (1) • To protect the material (1) in order to improve product lifespan (1) • To change/enhance the properties of the material (1) in order to add value (1) • To meet customer requirements/standards/specification (1) to ensure it is fit for purpose (1) <p>Do not accept a type of finish without a suitable explanation.</p> <p><i>Low response (1) or two low responses (2) or detailed response (2)</i></p> <p style="text-align: right;">(1 x 2)</p>	(2)
(Total 9 marks)		

Question	Answer	Mark
7(a)	<p>1 mark for identifying benefit, up to 2 marks for extension</p> <ul style="list-style-type: none"> • Accurate information (1) – instant feedback (1) so more responsive to customer needs (1) • Detailed customer information (1) – tailoring product to target market (1) in order to match customer requirements (1) • Information for strategies/campaigns (1) – choosing correct media (1) for target customer (1) • Information for advertising campaigns (1) – modelling sales versus demand (1) allowing the use of correct parameters (1) • Profit/loss information available (1) – can be shown in graphical form (1) therefore easy to see where sales efforts should be targeted (1) • Ordering to meet sales faster (1) – repeat purchases (1) and production set up based on sales data (1) <p><i>Accept any other appropriate response</i></p> <p><i>Low response (1) or detailed statement (3)</i></p> <p style="text-align: right;">(1 x 3)</p>	(3)
7(b)	<p>1 mark for identifying benefit, up to 2 marks for extension</p> <ul style="list-style-type: none"> • Accurate information (1) – updated regularly (1) so production status clear (1) • Detailed information (1) – high storage space (1) so production data can be interrogated over a variety of time periods (1) • Fast access to data (1) – search/sort/query (1) enables ability to isolate production issues (1) • Improved planning (1) – shorter lead times (1) therefore faster throughput (1) • Forecasting (1) – collects volumes of data/modelling (1) so forward planning is more accurate (1) • Cost of control (1) – better scheduling (1) enabling lower overheads (1) • Waste control (1) – process monitoring/control (1) highlighting QC issues (1) • Reduced stock holding (1) – tracks trends/JIT [Just-In-Time] (1) improving efficiency in the supply chain (1) • Training records (1) – skills monitoring (1) so deployment more efficient (1) <p><i>Accept any other appropriate response</i></p> <p><i>Low response (1) or detailed statement (3)</i></p> <p style="text-align: right;">(1 x 3)</p>	(3)
(Total 6 marks)		
Total Marks for Section A		50

Question	Answer	Mark
<p>8(a)</p>	<p>An answer that makes reference to any of the following points:</p> <ul style="list-style-type: none"> • To provide an area for storage of food item (1) • Allows for hygienic storage of food item (1) • To provide protection for the food item (1) • To provide rigidity/stability to the food tray packaging (1) • Allows for hermetic sealing (1) • Provides a secure/non-invasive surface for stacking (1) • Allows prospective purchaser to pick up the packaging easily (1) • To be recycled easily (1) <p><i>Accept any other appropriate response</i></p> <p><i>Answer must contain both notes and sketches.</i></p> <p><i>Max two marks if only notes or only sketches used.</i></p> <p>8(a)</p>  <p style="text-align: right;">(3 x 1)</p>	<p>(3)</p>

Question	Answer	Mark
<p>8(b)</p>	<p>An answer that makes reference to any of the following points:</p> <ul style="list-style-type: none"> • Allows packaging to be sealed quickly (1) • Provides a hermetic seal (1) • Allows for hygienic storage of food item (1) • To enable the food item to be seen by the consumer (1) • Provides further protection for food item (1) • To be peeled away easily (1) • Tab enables purchaser to gain easy access to the food item (1) <p><i>Accept any other appropriate response</i></p> <p><i>Answer must contain both notes and sketches.</i></p> <p><i>Max two marks if only notes or only sketches used.</i></p> <div style="text-align: center;"> <p>8(b)</p>  <p>Allows food item to be seen by the consumer/further protection for food.</p> <p>Provides a hermetic seal/hygienic storage.</p> <p>Can be peeled away easily/enables easy access.</p> </div>	<p>(3 x 1)</p> <p>(3)</p>

Question	Answer	Mark
<p>8(c)</p>	<p>An answer that makes reference to any of the following points:</p> <ul style="list-style-type: none"> • To promote food item for sale (1) • To provide a space for branding (1) • To provide an area for visual imagery to attract the prospective purchaser (1) • To present sales information about food item – price/s (1)/tag line or slogan (1)/key selling points of item/s (1) • Includes legal and safety warnings (1) • Allows for bar coding (1) • Provides information about product (1) • Allows for full colour printing/printing effects (1) • Enables new trays to be used for different food items/allows transferability (1) • Provides further protection for food item (1) • To be recycled easily (1) • To provide cooking instructions (1) <p><i>Accept any other appropriate response</i></p> <p><i>Answer must contain both notes and sketches.</i></p> <p><i>Max two marks if only notes or only sketches used.</i></p> <p>8(c)</p>  <p style="text-align: right;">(3 x 1) (3)</p>	
(Total 9 marks)		

Question	Answer	Mark
9(a)(i)1	<ul style="list-style-type: none"> • Marketing <p style="text-align: right;">(1 x 1)</p>	
9(a)(i)2	<ul style="list-style-type: none"> • Assembly and finishing • Finishing and assembly • Assembly • Finishing <p style="text-align: right;">(1 x 1)</p>	(2)
9(a)(ii)	<ul style="list-style-type: none"> • Design • Stage 1/stage one • One/1 • First/ First stage <p style="text-align: right;">(1 x 1)</p>	(1)

Question	Answer	Mark
9(b)	<ul style="list-style-type: none"> • Checking availability of suitable materials/bought-in consumables(1) • Purchase of suitable materials/ bought-in consumables(1) • Sourcing of materials/ bought-in consumables (1) • Price negotiation (1) • Good inwards inspection/testing (1) • Quality control checks (1) • Coding checks (1) • Storage of materials/consumables (1) • Progress chasing (1) • Stock taking / keeping (1) <p><i>Accept any other appropriate response</i></p> <p style="text-align: right;">(3 x 1)</p>	(3)

Question	Answer	Mark
9(c)	<p>Appropriate descriptions including three of the following points (statements must be applicable to the food tray packaging):</p> <ul style="list-style-type: none"> • Scheduling production (1) • Converting order to production (1) • Materials requirements (1) • Labour requirements (1) • Deadlines (1) • Throughputs (1) • Machinery/equipment requirements (1) • Quality check requirements (1) • Specifying control points (1) • Health and safety requirements (1) • Storage requirements (1) <p><i>Accept any other appropriate response</i></p> <p>e.g. The stage where the manufacturer decides how the product is going to be made (1), what materials are needed (1) and what processes will be used during manufacturing (1).</p> <p>e.g. The stage where the specification for the food tray packaging is used by the planning team to set out all operations (1) and to schedule (1) the food tray packaging through the production/processing department to meet the required delivery deadlines (1). This could include specifying any special materials or consumables (1) and stating machinery requirements (1).</p> <p><i>3 x 1 mark for 3 low responses or up to 3 for a detailed response</i></p> <p style="text-align: right;">(1 x 3)</p>	(3)

(Total 9 marks)

Question	Answer	Mark
10(a)	<ul style="list-style-type: none"> • Cardboard • Recycled cardboard • Duplex board • Carton board • Solid white board • Cast-coated board <p><i>Any other appropriate response</i></p> <p><i>Do not accept 'card' or 'board' on its own</i></p> <p style="text-align: right;">(1 x 1)</p>	(1)
10(b)(i)	<p>Any three of the following:</p> <ul style="list-style-type: none"> • Material shaping, such as cutting • Die cutting • Guillotine cutting • Shearing • Scoring/creasing • Grooving/notching • Folding/bending • Heating • Heat [hermetic] sealing • Gluing • Flexography • Lithography • Laminating • Varnishing • Embossing <p><i>Any other appropriate response</i></p> <p><i>Do not accept 'Vacuum forming' and the generic term 'printing'</i></p> <p><i>Accept any recognisable spelling (phonetic) of the answers above</i></p> <p style="text-align: right;">(3 x 1)</p>	(3)

Question	Answer	Mark
<p>10(b)(ii)</p>	<p>An explanation that makes reference to three of the following points:</p> <ul style="list-style-type: none"> • relatively inexpensive moulds/much cheaper tooling than other forming methods • durable moulds/can be replaced infrequently • quick changeover rate/easy to change mould • flexibility for different shape/size/gauge/colour of tray • quick method/fast production rate when set up • can be mass produced easily • unit costs are very low for medium to high volume production runs • highly automated process • reliable process • minimal waste • not labour intensive • products have consistent quality • can produce multiple parts • Suitable process for material used for the tray <p>e.g. Highly automated process (1) allowing products to be mass produced easily (1) with a consistent quality (1)</p> <p><i>Accept any other appropriate response</i></p> <p><i>Do not accept 'easier', or 'faster/quicker' without qualification</i></p> <p><i>3 x 1 mark for 3 low responses or up to 3 for a detailed response</i></p> <p style="text-align: right;">(1 x 3)</p>	<p style="text-align: right;">(3)</p>
<p>10(c)</p>	<p>An explanation that makes reference to three of the following points:</p> <ul style="list-style-type: none"> • materials are less likely to be made from non-renewable/finite resources • materials can be bio-degradable/compostable • materials take less processing in manufacture • materials consume less energy in manufacture • smaller volume of material is used • materials protect food for longer so less wastage • materials can be recycled <p><i>Do not accept generic responses such as 'less global warming' or 'less CO₂' without qualification</i></p> <p><i>3 x 1 mark for 3 low responses or up to 3 for a detailed response</i></p> <p style="text-align: right;">(1 x 3)</p>	<p style="text-align: right;">(3)</p>

Question	Answer	Mark
11(a)(i)	<p>Any two of the following:</p> <ul style="list-style-type: none"> • Drafting possible solutions / final design drawings • Modelling/editing possible solutions/final designs • Conversion from 2D to 3D • Use of websites/internet to investigate existing designs • To source materials/supplies/consumables • Costing resource requirements • To communicate with client/customer • Easy storage and retrieval of data/information • Interaction with databases • Calculation of weight/strength characteristics <p><i>Accept any other appropriate response</i></p> <p>Do not accept software package names eg '2D design', 'autocad', 'sketch up' on its own.</p> <p>Do not accept a type of ICT without an appropriate link to one of the above points.</p> <p><i>No repetition</i></p> <p style="text-align: right;">(2 x 1)</p>	(2)
11(a)(ii)	<p>1 mark for identifying the use (x2), 1 mark for how (x2)</p> <ul style="list-style-type: none"> • Development of labelling (1) and/by electronic tagging protocol (1) • Electronic monitoring (1) of some packaging processes (1) • Use of bar codes (1) to monitor packaging/dispatch of food tray packaging (1) • Interrogating customer orders (1) so deliveries can be batched together (1) • Use of software (1) to record/log output of food tray packaging (1) • Real time dispatch and delivery information (1) in order to raise invoices (1) <p><i>Accept any other appropriate response; do not accept answers that relate to the Production stage when manufacturing food tray packaging</i></p> <p><i>Low response (1) or two low responses (2) or detailed response (2)</i></p> <p style="text-align: right;">(2 x 2)</p>	(4)
11(b)	<p>1 mark for identifying the benefit, 1 mark for how</p> <ul style="list-style-type: none"> • Establishes a market database (1) shared with the manufacturer (1) • Has accurate costing information (1) shared with the 	(2)

Question	Answer	Mark
	<p>manufacturer (1)/that can be manipulated easily (1)</p> <ul style="list-style-type: none"> • Gives distributors the opportunity to match customer needs (1) with production of food tray packaging (1) • Gives distributors fast sales data (1) possibly leading increased sales/profits (1) • Accurate sales data (1) leads to accurate pricing (1) • Advertising/selling online (1) leads to wider market (1) • Assists with stock rotation (1) leading to less waste (1) • Navigation software (1) enables route planning to reduce costs (1) • Efficient tracking/monitoring (1) leads to fewer product losses (1) <p><i>Accept any other appropriate response</i></p> <p><i>Low response (1) or two low responses (2) or detailed response (2)</i></p> <p style="text-align: right;">(1 x 2)</p>	
<p>11(c)</p>	<p>An answer that makes reference to any of the following points with explanation:</p> <ul style="list-style-type: none"> • Fast time to market for latest types of food tray packaging • Use of ICT in market research enables manufacturer to match new types of food tray packaging to market want/needs • Function/style information available for whole design team • Speed/efficiency of modelling • Modification of ideas • Improved aesthetics • Ease/speed of creating virtual products • On screen design ideas • Speed of decision making by client • Easy access to design data • Working drawings/manufacturing specifications available for whole team • Easy access to manufacturing information in company database • Manufacturing time not wasted • Efficiency of costing materials • Speed of decision making for design team/client • Allows best materials to be used • Appropriate use of database • Modelling ensures characteristics are fit for purpose • Production processes are controlled better <p><i>Accept any other appropriate response</i></p>	<p style="text-align: right;">(4)</p>

Question	Answer	Mark
	<p><i>Up to 4 low responses (4) or detailed response (up to 4)</i></p> <p><i>e.g. 's</i></p> <p><i>ICT allows for conversion from 2D to 3D (1) which means designs can be modelled virtually (1) and then tested for development purposes onscreen (1). Resource requirements can also be planned from the virtual model (1).</i></p> <p><i>Modelling ensures characteristics are fit for purpose (1) as it allows fast product development (1) as a result of creating virtual products (1), speeding up the decision making process between client and design team (1).</i></p> <p><i>Manufacturing time is not wasted (1) as decisions made by the client are quicker (1). This gets products to market faster (1), therefore increasing sales (1).</i></p> <p><i>Responding to the client's modification of ideas (1) allows modelling (1) of change and ensures efficiency of costing materials (1) and manufacturing time not wasted (1).</i></p> <p><i>ICT gives easy access to a range of design data (1) which means updating of drawings can be effectively carried out (1) and when linked to the production department, can change the requirements of operations (1) in production without lengthy delays (1).</i></p> <p><i>ICT has allowed new designs for food tray packaging to reach the market more quickly (1) as the design, development and production processes have become faster. Onscreen design ideas (1) can be modified (1) quickly and can easily be converted into a 3D model (1).</i></p> <p style="text-align: right;"><i>(4 x 1)</i></p>	
(Total 12 marks)		

Question	Answer	Mark
12(a)	<p>1 mark for identifying effect (x2), 1 mark for extension (x2)</p> <ul style="list-style-type: none"> • Workforce will be smaller in size (1) resulting in increased competition for fewer jobs (1) • Workforce will be better educated (1) as higher level of development skills required (1) • Less physically demanding tasks (1) but increased flexibility in work patterns [shifts] (1) • Less employment for unskilled (1) as constant need to retrain (1) • Team working more important(1) due to increased specialisation (1) • Improved promotion prospects for those in post (1) as skills in demand (1) <p><i>Accept any other appropriate response</i> <i>Low response (1) or two low responses (2) or detailed response (2)</i></p>	(4)
12(b)	<p>1 mark for identifying benefit (x 2), 1 mark for extension (x2)</p> <ul style="list-style-type: none"> • Cleaner (1) – tidier processing/contained processing (1) • Safer (1) – automation can self regulate/work less likely to be done by humans/machines do not tire and become dangerous (1) • Quieter/reduction in noise pollution (1) – soundproofing possible as processing can be enclosed (1) • Healthier (1) – processes can monitor the environment and react accordingly (1) <p><i>Accept any other appropriate response</i> <i>Low response (1) or two low responses (2) or detailed response (2)</i></p>	(4)
12(c)	<p>Any 2 appropriate points stated:</p> <ul style="list-style-type: none"> • Possible production throughput/quantities achievable with increased automation • Probable energy usage with increased automation • Cost of installing new automation • Cost of commissioning new automation • Operational costs of new automation • Maintenance costs due to complexity of automation • Product quality achievable with new automation • Product range achievable with new automation • Customer satisfaction achievable with new automation • Increased emissions/noise pollution due to increased automation <p><i>Accept any other appropriate response</i> <i>Do not accept responses associated with the workforce or the working environment</i></p>	(2)
(Total 10 marks)		

Question	Answer	Mark
<p>13</p>	<p>An answer that makes reference to any of the following points with explanation:</p> <ul style="list-style-type: none"> • Collection and reuse of exhaust/vented gasses generated during production • Collection and reuse of conduction/convection/radiation heat generated during production • Collection and reuse of heat collected by cooling/ventilation systems • Use of Combined Heat and Power systems • Use of heat exchangers/heat sinks • Improving the energy efficiency of the heat generating process • Pre-heating to reduce energy usage • Heating other production processes, eg drying processes • Space heating • Heating water • Selling renewable electricity back to the National Grid • Absorption refrigeration <p>e.g. The manufacturer of food tray packaging could use systems to collect and reuse heat from production processes (1), and these systems could pre-heat the same process (1), or the waste from processes could be used to heat water (1) in the production plant, all to save energy and money (1).</p> <p><i>Any other appropriate response</i></p> <p><i>Up to 4 low responses (4) or detailed response (up to 4)</i></p>	<p style="text-align: right;">(4)</p>
<p>(1 x 4)</p>		<p>(4)</p>
<p>(Total 4 marks)</p>		

Question	Answer	Mark
<p>14</p> <p>QWC i, ii, iii</p>	<p>Indicative content</p> <p>Discussion may address the following issues:</p> <ul style="list-style-type: none"> • <i>Benefit</i> <ul style="list-style-type: none"> ▪ Efficient manufacturing system • <i>Development</i> <ul style="list-style-type: none"> ▪ Introduction of a pull system ▪ Highly responsive to customer demand, as products can be manufactured as and when required ▪ Production controlled by 'kanbans', hence manufacture not regarded as 'fixed' to a certain number ▪ Errors dealt with as and when they occur, as issues with 'upstream' processes have a visible effect on 'downstream' processes • <i>Benefit</i> <ul style="list-style-type: none"> ▪ Integrated supply chain • <i>Development</i> <ul style="list-style-type: none"> ▪ Collaboration with suppliers results in productivity improvements along the supply chain ▪ Reduced number of 'key' suppliers with a greater interest in ensuring the flow of completed product ▪ Improved accountability/traceability, as defective product is easily identifiable • <i>Benefit</i> <ul style="list-style-type: none"> ▪ Reduced inventory • <i>Development</i> <ul style="list-style-type: none"> ▪ Minimises the cost of storing raw materials/'work in progress'/finished goods, as all arrive at the right place when required ▪ Reduces the need for storage space, as a higher percentage of floor area can be used for 'value adding' activities ▪ Product obsolescence is highly unlikely, hence negligible percentage of unsold stock • <i>Benefit</i> <ul style="list-style-type: none"> ▪ Multi-skilled employees • <i>Development</i> <ul style="list-style-type: none"> ▪ Employees are trained to complete a variety of tasks, so they can be deployed to ensure the smooth flow of production ▪ Improved motivation, as variety in daily work ▪ Workers empowered to suggest/implement improvements <p><i>Any other appropriate response</i></p> <p>Example learner answer (Level 3): Just-in-time saves money by reducing inventory thus reducing the cost of storing raw materials and finished goods, as they should all arrive at the right place when required. This reduces the need for expensive storage space, so a higher percentage of floor area can be</p>	<p style="text-align: right;">(6)</p>

Question	Answer	Mark
	used for value adding activities, and simple kanbans can be used to signal when work in progress is ready for the next operation to be carried out. Because everything needs to happen smoothly and just-in-time, problems are very obvious and have to be dealt with there and then, and cannot be hidden. This means workers are generally multi-skilled, so they can go to the place in the factory that they are needed most to ensure the smooth flow of production.	
(Total 6 marks)		

Level	Mark	Descriptor
	0	No material deserving of reward
1	1-2	The learner identifies at least two benefits of using 'just-in-time' techniques or gives a brief description of one benefit, and shows some understanding of the topic. The learner uses everyday language and the response lacks clarity and organisation. Spelling, punctuation and the rules of grammar are used with limited accuracy.
2	3-4	The learner gives a brief description of at least two benefits of using 'just-in-time' techniques or a detailed description of one benefit. The learner uses some manufacturing/technological terms and shows some focus and organisation. Spelling, punctuation and the rules of grammar are used with some accuracy. Some spelling errors may still be found.
3	5-6	The learner gives a detailed explanation of at least two benefits of using 'just-in-time' techniques. The learner uses a range of appropriate manufacturing/technological terms and shows good focus and organisation. Spelling, punctuation and the rules of grammar are used with considerable accuracy.
(Total 6 marks)		
Total Marks for Section B		60
Total Marks for the whole paper for Section A & B		110

