

Answers and marking guidance

Award one mark per correct, developed point unless stated. Other valid answers should be credited.

2 Describe how technology push has influenced the design of mobile phones.

- Touch screens replaced physical keys
- Miniaturisation of components made phones thinner
- Better batteries/wireless charging
- Folding screens created new phone forms
- Face recognition, cameras with AI

No marks for: A definition of technology push scores 0

3 Quick check

- a) Brand insistence
- b) Technology push
- c) Maturity
- d) Higher cost due to low volumes

4 Key terms

- 1 – D
- 2 – A
- 3 – C
- 4 – E
- 5 – F
- 6 – B

5 Describe steps a company could take to delay the decline of a product's sales.

- Release an updated version or new features
- Special editions or new colours
- Price reductions or bundles
- Increase advertising or rebrand

6 Explain factors that may cause a product's sales to fall.

- Market saturation: most people already own one
- A newer model or competitor product supersedes it
- Negative publicity or a product recall
- Changing fashion and trends

7 Describe the aesthetic qualities of the two kettles. You should refer to four different aesthetic aspects.

- Form: rounded, bulbous form of the retro kettle gives a traditional look
- Material/light: glass body shows the water and blue LED light
- Contrast: black handle contrasts with polished steel
- Proportion: tall slim glass kettle looks elegant
- Texture, colour, line, harmony, style, trend also accepted

No marks for: Four different aspects needed; Must refer to the actual products