

Name _____

Class _____

Date _____

By the end of this worksheet I can...

- ☐ describe how the target market influences design
- ☐ describe marketing techniques used to influence sales
- ☐ explain the benefits of branding
- ☐ explain technology push and market pull with examples
- ☐ describe the aesthetics of a product, linking aesthetic terms to parts
- ☐ describe what influences the aesthetics of products
- ☐ describe the stages of the product life cycle and how to extend sales
- ☐ explain niche marketing
- ☐ explain the influence of fashion, trends, style and economics

I DO

Worked example Read how a full-mark answer is built

1 Describe two benefits to a company of having a strong brand name. (2 marks)

Full-mark answer each ✓ is one mark

Customers trust the brand's quality, so they buy from it again and again, giving repeat sales ✓. The company can charge a higher price than unbranded competitors because people pay for the name ✓.

Why marks are not awarded

"Everyone knows it."

1 mark at most: "well known" alone was given 1, not 2.

WE DO

Guided practice Use the starters and word bank to help you

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

Sentence starters

First, ...

Next, ... using a ...

Word bank

thinner · replaced · physical · phones · better
· components · miniaturisation · screens

Tip: 2 marks = 2 separate, developed points.

YOU DO

On your own No notes. Check your answers afterwards.

3 Quick check: tick one box for each.

- a) "I'll only buy this brand" describes...
☐ Brand recognition ☐ Brand insistence ☐ Brand preference ☐ Brand identity
- b) A company launches a folding phone because a new flexible screen has been developed. This is...
☐ Technology push ☐ Market pull ☐ Product placement ☐ Branding
- c) At which life-cycle stage do competitors appear and the company focuses on defending market share?
☐ Introduction ☐ Growth ☐ Decline ☐ Maturity
- d) Which is a disadvantage of niche marketing?
☐ Higher cost due to low volumes ☐ There is usually more competition ☐ Customers are rarely loyal to the brand ☐ The products are hard to tell apart

4 Key terms: write the letter of the matching description next to each term.

1. Technology push	___	A Consumer demand drives new or improved products.
2. Market pull	___	B Introduction, growth, maturity, decline.
3. Marketing techniques	___	C Pricing strategies, advertising and promotion, product placement, packaging and displays.
4. Benefit of branding to consumer	___	D New technology or materials from R&D drive the creation of new products.
5. Benefit of branding to company	___	E Trust and confidence in quality; recognisable products.
6. Product life cycle stages	___	F Loyalty, higher prices, easier launches, market share.

5 Describe steps a company could take to delay the decline of a product's sales. (2 marks)

6 Explain factors that may cause a product's sales to fall. (3 marks)

Two kettles: a retro stainless steel kettle and a modern glass kettle.

7 Describe the aesthetic qualities of the two kettles. You should refer to four different aesthetic aspects. (4 marks)

Check and reflect

Mark your answers with the answer sheet. Go back to the checklist on the site and re-rate each “I can” statement above. Which one still needs work?
