

Write your name here	
Surname	Other names
Edexcel Principal Learning	Centre Number
	Candidate Number
Manufacturing and Product Design Level 3 Unit 2: Customer Needs and Market Requirements in Manufacturing	
Sample Assessment Material Time: 1 hour 30 minutes	Paper Reference MP302/01
You do not need any other materials.	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.

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

1 Manufacturing businesses use data to inform their product development strategy.

(a) Describe the advantages of using a questionnaire to gather data for a new product.

(2)

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(b) Describe how sales trends data can be used in the development of a new product.

(2)

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(c) Describe how focus groups help market researchers to gauge a new product.

(2)

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(d) Integration between the marketing, sales and product development departments of a business is beneficial when designing new products.

Describe **one** advantage of integration between departments when designing new products.

(2)

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(Total for Question 1 = 8 marks)



2 Businesses carry out market research so that they can determine the needs and values of their customers.

(a) Describe **one** method of capturing market research data.

(2)

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(b) Describe **one** technique which is used to analyse market research data.

(2)

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(c) State **two** ways that market research data can be presented visually for analysis.

(2)

1

2

(Total for Question 2 = 6 marks)



3 To remain competitive, a manufacturing business must produce products which meet the expectations of its customers.

(a) Outline how a manufacturing business makes sure that the customer-focused market research it carries out is relevant to its products.

(2)

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(b) After carrying out market research, the finance department would review the financial viability of the products.

Outline **one** activity a different department in the business would carry out following the market research.

(2)

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(Total for Question 3 = 4 marks)



4 Manufacturing businesses have a duty to operate in an ethical way.

(a) Explain why a business with ethical policies could gain an advantage over its competitors.

(3)

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(b) Explain the responsibilities of a manufacturing business in each of the following areas.

(i) The environment

(3)

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(ii) Avoiding disability discrimination

(3)

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(iii) Non-exploitation of labour

(3)

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(Total for Question 4 = 12 marks)



5 The sale of goods and services to customers is regulated by legislation and codes of practice.

(a) The label on a product says 'we are happy to refund or replace any product which falls below the high standard you expect. Just ask any member of staff. Your statutory rights are not affected.'

Explain what is meant by '*Your statutory rights are not affected*'.

(3)

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(b) Wherever goods are sold they must 'conform to contract' and be fit for purpose.

What is meant by the term **fit for purpose**?

(2)

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(c) A customer has bought a laptop from a retail store and is not happy with the way the laptop performs. The store insists that the computer was fine when they sold it.

After several weeks of trying to resolve the issue the customer asks for a full refund, alleging that the laptop is not of satisfactory quality.

(i) Identify **three** pieces of legislation which the customer can use to protect their interests.

(3)

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(ii) Explain the steps involved in a resolution procedure.

(4)

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(Total for Question 5 = 12 marks)



6 Manufacturing businesses need to make sure that customer service standards are met.

(a) Outline the importance of systems in a manufacturing business which ensure expected standards of customer service are met.

(3)

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(b) Describe **three** key features of an effective after sale service department, and why it is important that the department is customer focused.

(6)

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(Total for Question 6 = 9 marks)



7 A company that manufactures mobile phones is developing a new product.

(a) One factor that they need to consider is brand loyalty.

Describe how brand loyalty can influence a customer that is considering a mobile phone replacement.

(3)

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(b) Describe **two** key elements of the marketing strategy and explain their significance to the promotion of the product.

(4)

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(Total for Question 7 = 7 marks)



8 There are many products which have achieved iconic status over the years, for example, the Sony Walkman® and the Dyson vacuum cleaner.

(a) Identify a product or service which you consider to have achieved iconic status.

Product or service:

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(i) Describe how it meets market requirements.

(3)

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(ii) Describe how it meets the needs of the customer.

(3)

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(b) A small company has come up with an idea for a new product. They need a substantial input of cash to support development costs and the marketing team have arranged to make a presentation to a potential backer.

Outline **two** promotional features they should include in their presentation.

(2)

1

2

(Total for Question 8 = 8 marks)



10 In October 2008, a UK company was looking at setting up a new factory to manufacture a product to be sold in the UK.

The following data (taken from published sources in Oct 2008) relates to conditions in the market place.

Bank of England base rate	5.0%
Current inflation rate (CPI)	4.7%
Inflation target	2.0%
Price of crude oil (per barrel) October 2008	\$90
Price of crude oil (per barrel) October 2007	\$65
Czech Republic inflation	6.5%
Czech Republic base rate	3.5%
Chinese factory gate price inflation	7%
National Bank of China base rate	16%

The company needs to set up a new factory in order to cope with demand for the product, having secured large pre-orders from two major wholesalers. Set-up costs will be financed by a loan from a bank based in the country where the factory is to be built.

(a) Analyse the base rate data in the table and explain how this will influence the decision about where the factory is to be built.

(4)

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(b) For the last 10 years, many UK companies have outsourced their manufacturing to China.

Analyse the data in the table and explain why this might not be the case in the future.

(4)

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(Total for Question 10 = 8 marks)

TOTAL FOR PAPER = 90 MARKS

