



### TECHNOLOGY PUSH

TO ANSWER ALL THE QUESTIONS YOU WILL NEED TO DOWNLOAD THE 'EVEN MORE FACTORS INFLUENCING DESIGN' APP, FROM THE INTERACTIVE MOBILE APP SECTION OF [www.technologystudent.com](http://www.technologystudent.com)

**LINK**

[http://www.technologystudent.com/mobapps/EVEN\\_MORE\\_FACTORS\\_INFLUENCING\\_DESIGN.pdf](http://www.technologystudent.com/mobapps/EVEN_MORE_FACTORS_INFLUENCING_DESIGN.pdf)

Once you have downloaded the App, you can use it to navigate the website. You may need to follow the links on each page of the App, to research complete answers to all the questions.

**ARE YOU D&T READY?  
USE THE MOBILE App!!**

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#### WHAT IS TECHNOLOGY PUSH?

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2

#### DESCRIBE AN EXAMPLE OF TECHNOLOGY PUSH. (E.G. The development of Palm Computers and Smart Phones)

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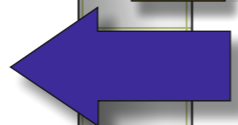
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3

#### IN THE SPACE BELOW, DRAW THE 'TECHNOLOGY PUSH LINEAR DIAGRAM'

4

#### EXPLAIN THE 'TECHNOLOGY PUSH LINEAR DIAGRAM', SEEN IN Q3



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#### DESCRIBE AN EXAMPLE OF THE FAILURE OF TECHNOLOGY PUSH.

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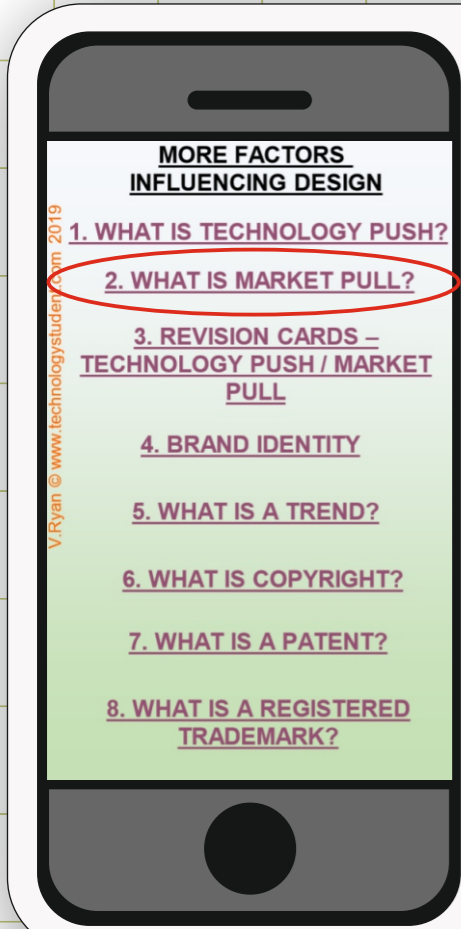
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### MARKET PULL

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WHAT IS MARKET PULL?

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2

DESCRIBE AN EXAMPLE OF MARKET PULL.

(E.G. The development of digital cameras)

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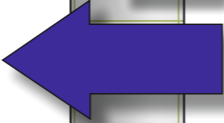
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3

IN THE SPACE BELOW, DRAW THE 'MARKET PULL LINEAR DIAGRAM'

4

EXPLAIN THE 'MARKET PULL LINEAR DIAGRAM', SEEN IN Q3




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ARE ELECTRIC CARS AN EXAMPLE SUCCESSFUL 'MARKET PULL'?

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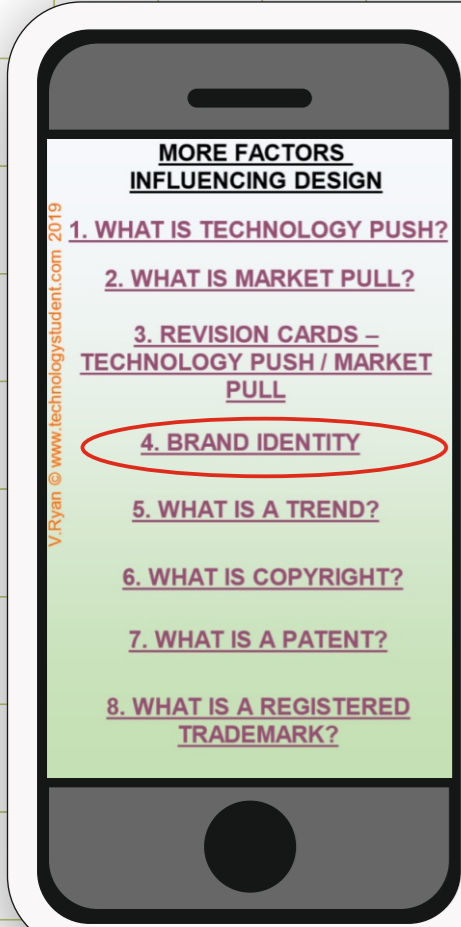
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### BRAND IDENTITY

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**1**

#### WHAT IS A BRAND?

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**2**

#### DESCRIBE AN EXAMPLE OF A SUCCESS BRAND IDENTITY. (E.G. Apple, Harley Davidson etc.....)

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**3**

#### A SUCCESSFUL BRAND WILL USUALLY HAVE A RECOGNISABLE LOGO. IN THE SPACE BELOW, PASTE LOGOS OF SUCCESSFUL BRANDS.

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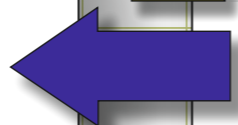
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**4**

#### NAME THE BRANDS SEEN IN Q3



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**5**

#### LIST CHARACTERISTICS OF SUCCESSFUL BRAND IDENTITY.

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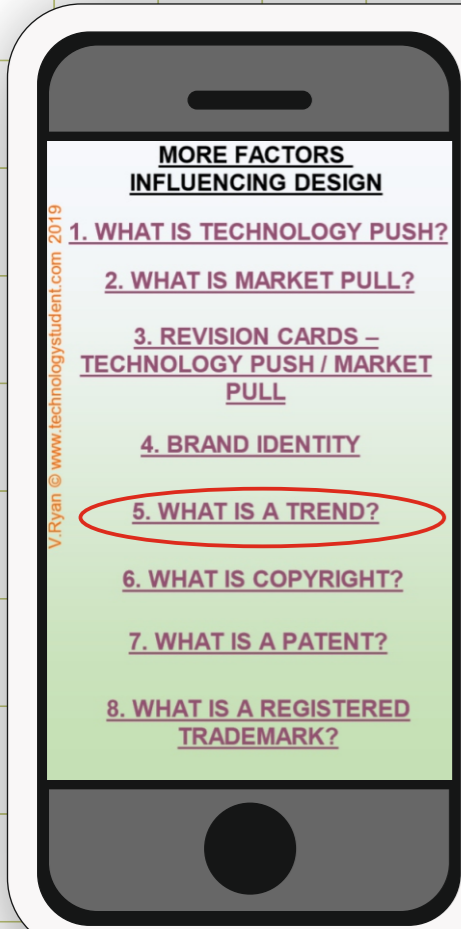
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### A TREND

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#### LINK

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WHAT IS A TREND?

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IN WHAT WAY, DID THE APPLE IPOD TOUCH, SET A TREND.

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HOW DID BRITISH MANUFACTURE 'RALEIGH', SET A TREND, WITH THEIR RALEIGH 'CHOPPER BICYCLE', IN THE 1970s.




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WHY CAN AN INCREASE IN THE SALES OF A PRODUCT, BE CALLED A TREND?

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WHAT IS A 'SHORT LIVED' TREND?

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### COPYRIGHT, PATENTS AND TRADEMARKS

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#### WHAT IS COPYRIGHT?

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#### DESCRIBE AN EXAMPLE OF COPYRIGHT

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#### WHAT IS A REGISTERED TRADEMARK?

(Paste below, examples of well-known registered trademarks)

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#### WHAT IS A PATENT?

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#### DESCRIBE AN EXAMPLE OF A PATENT, BEING APPLIED TO A PRODUCT.

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