1. Describe an example of planned obsolescence.

2. What is perceived obsolescence?

3. Explain crowd funding, include an example.

4. Draw the fair trade symbol and explain its meaning.

5. What are co-operatives?


7. What is meant by design ‘inclusivity’? Paste an example of an inclusive product.

8. What are the advantages of designing a product to be adjustable? Sketch an example.

9. Briefly, describe four types of advertising.

10. What is the purpose of advertising?

11. Describe a successful advertising campaign.

12. What is biomimetic design? Describe two examples.

13. What is a customer profile? Include a brief example.

14. What is the role played by a focus group?

15. What is market research? Describe an example of poor / bad market research.

16. Explain the difference between, ‘technology push’ and ‘market pull’.

17. What is a brand identity? Describe a well-known example.

18. What is meant by the term ‘trend’? Paste an image of a product that became a trend.

19. Explain: copyright, patent and trade mark.