

Design & Technology (Product Design)

DTBase[©]

OCR A-Level

Product Marketing Lifecycle (2.4a)

Materials required for questions

- Pencil
- Rubber
- Calculator

Instructions

- Use black ink or ball-point pen
- Try answer all questions
- Use the space provided to answer questions
- Calculators can be used if necessary
- For the multiple choice questions, circle your answer

Advice

- Marks for each question are in brackets
- Read each question fully
- Try to answer every question
- Don't spend too much time on one question

Good luck!

Q1. Which of the following correctly describes the general stages of a product's lifecycle?

- A Introduction → Growth → Maturity → Decline
- B Growth → Decline → Launch → Sale
- C Launch → Decline → Recovery → Growth

Q2. Which method is most often used to **create more demand and extend a product's popularity**?

- A Introducing new advertising campaigns or product updates
- B Stopping production completely
- C Immediately reducing the price to zero

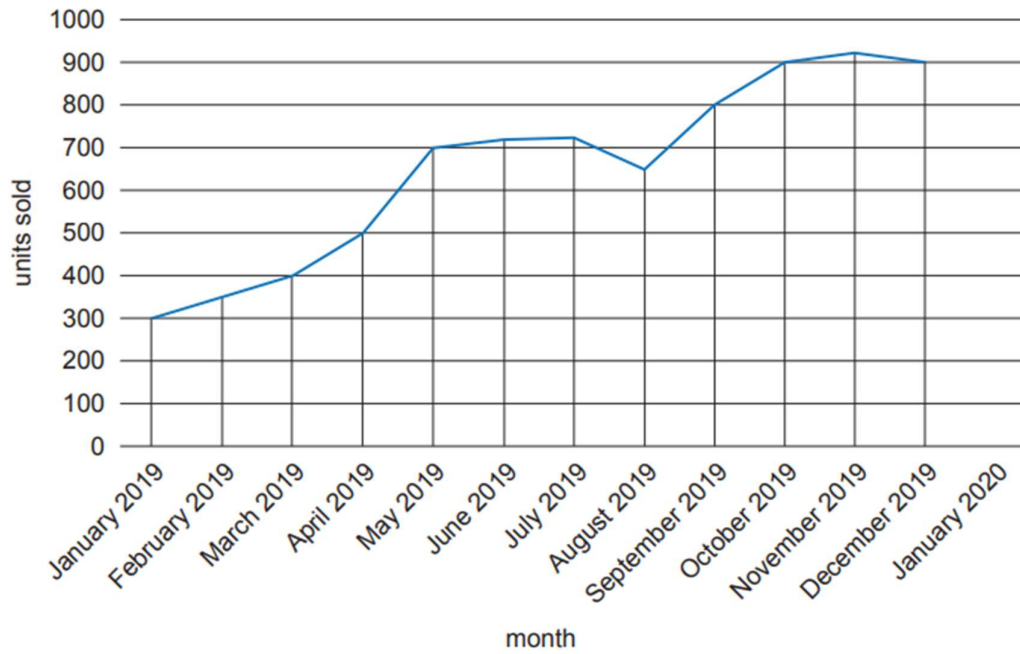
Q3. Which of these helps **maintain long-term popularity** of a product?

- A Discontinuing customer support
- B Ignoring customer feedback
- C Releasing updated models and limited editions

Q4. Which modern method has become highly influential in **shaping consumer demand**?

- A Sole reliance on newspaper adverts
- B Social media marketing and influencer promotion
- C Word of mouth only

Q5. The image shows a line graph of walkie-talkie sales over a year.



Q5a. Using information from the image, identify and explain the stages of the product's lifecycle from January 2019 to August 2019. **(4 marks)**

Answers

Q1. A

Q2. A

Q3. C

Q4. B

Q5a.

Possible responses may include:

- From January to May the product was in a 'growth stage' / the product had just been launched and sales were increasing (1) as a result of the walkie-talkie becoming more popular (1).
- From May through to August the product was in a 'maturity stage' / sales levelled out/reduced (1) as a result of a factors such as market saturation/another walkie-talkie being introduced to the market (1).
- Any other valid suggestion.

Q5b.

Possible reasons may include:

- An increase in marketing through social media or use of an influencer may have seen a large number of sales (1).
- The price point of the product may have decreased (1).
- A new colour of walkie-talkie may have been introduced to attract a wider audience (1).
- A heightened need may have been created by a specific security incident/change I legislation (1).
- Any other valid suggestion

Q6.

- The establishing of a brand specific software to support the music uploading procedure.
- The use of specific file types within ties users into the software and brand.
- The use of aggressive marketing campaigns and product placement with major celebrities increased brand recognition.
- The introduction of USP features for their products, such as white earphones, edge to edge display, intuitive graphical user interface means consumers return to the brand they have loyalty to.
- The introduction of regularly updated versions keeps fashion conscious users coming back for more.

- Using regular software updates products can be revitalised without complete redesigns.
- By increasing the storage available while keeping the minimal product aesthetics the user does not feel they will have to start again when updating.
- Introducing special editions and product placement in films etc can boost sales.
- Combining features of multiple products reduces the need for multiple devices.
- The downloading of paid for applications and back up facility for products means upgrading within the same product range is simple and therefore the easiest option.
- Linking with other companies for peripherals such as earphones can widen your audience.