



National
Qualifications
2018

2018 Design and Manufacture

Advanced Higher

Finalised Marking Instructions

Scottish Qualifications Authority 2018

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General marking principles for Advanced Higher Design and Manufacture

This information is provided to help you understand the general principles you must apply when marking candidate responses to questions in this paper. These principles must be read in conjunction with the detailed marking instructions, which identify the key features required in candidate responses.

- (a) Marks for each candidate response must **always** be assigned in line with these general marking principles and the detailed marking instructions for this assessment.
- (b) Marking should always be positive. This means that, for each candidate response, marks are accumulated for the demonstration of relevant skills, knowledge and understanding: they are not deducted from a maximum on the basis of errors or omissions.
- (c) If a specific candidate response does not seem to be covered by either the principles or detailed marking instructions, and you are uncertain how to assess it, you must seek guidance from your team leader.
- (d) For each candidate response, the following provides an overview of the marking principles. Refer to the detailed marking instructions for further guidance on how these principles should be applied.
 - (i) Questions that ask candidates to **describe**
Candidates must provide a statement or structure of characteristics and/or features. This should be more than an outline or a list. Candidates may refer to, for instance, a concept, experiment, situation, or facts in the context of and appropriate to the question. Candidates will normally be required to make the same number of factual/appropriate points as are awarded in the question.
 - (ii) Questions that ask candidates to **explain**
Candidates must generally relate cause and effect and/or make relationships between things clear. This will be related to the context of the question or a specific area within a question.

Detailed marking instructions for each question

SECTION 1

Question		Expected response	Max mark	Additional guidance
1.	(a)	<p>Candidates will be expected to have described how products have been influenced by new or improved materials. Candidates must refer to specific products and materials in their answer.</p> <p>Although there is an underlying body of design knowledge required to answer it, there is a wide range of possible answers. The question is therefore marked holistically. The features which are looked for are knowledge of the subject matter, ability to comprehend the question and to construct an answer which uses clear examples to support the points made.</p> <p>Typical answers are likely to include:</p> <ul style="list-style-type: none"> • reference to a specific product/range of products • improvements to function • changes to aesthetics • improved ergonomics • increased availability • improved performance • safety • affordability. 	6	Marks should be awarded using the best fit characteristics shown below.

An answer which falls into these categories may do so for a number of reasons. It is likely that:		
0-2 marks	3-4 marks	5-6 marks
<p>It demonstrates a limited knowledge and understanding of the subject matter.</p> <p>There is little reference to how advances in materials technology impacted the design of products.</p> <p>Limited reference to the properties of new materials.</p> <p>Limited and vague references to what changed in products.</p> <p>Few points are made.</p> <p>Does not address the question.</p> <p>Simply too thin.</p>	<p>It demonstrates knowledge of the subject matter and an understanding of the main aspects are demonstrated.</p> <p>There is general reference to how advances in materials technology impacted on the design of products.</p> <p>Reference to the properties of new materials.</p> <p>References made to what changed in products.</p> <p>References made to products to exemplify answer.</p>	<p>It demonstrates sound knowledge of the subject matter and a secure understanding of the main aspects are demonstrated.</p> <p>Clear reference to how advances in materials technology impacted on the design of products.</p> <p>Detailed reference to the properties of new materials.</p> <p>Detailed references made to what changed in products.</p> <p>Clear references made to products to exemplify answer.</p>

Question	Expected response	Max mark	Additional guidance
(b)	<p>This question is set to test the candidate’s knowledge and understanding of the influence of external factors. Candidates are required to describe how external factors have influenced the evolution of products with which they are familiar.</p> <p>Although there is an underlying body of design knowledge required to answer it, there is a wide range of possible answers. The question is therefore marked holistically. The features which are looked for are knowledge of the subject matter, ability to comprehend the question and to construct an answer which uses clear examples to support the points made.</p> <p>Typical answers are likely to have made reference to:</p> <ul style="list-style-type: none"> • economics • legislation • global events • changes in lifestyle • communication • transportation • fashion and style. 	10	Marks should be awarded using the best fit characteristics shown below.

An answer which falls into these categories may do so for a number of reasons. It is likely that:				
0-2 marks	3-4 marks	5-6 marks	7-8 marks	9-10 marks
<p>It demonstrates very limited knowledge and understanding of the subject matter.</p> <p>Very limited consideration of aspects from:</p> <ul style="list-style-type: none"> • economics • legislation • global events • changes in lifestyle • communication • transportation • fashion and style. <p>Very limited description of evolution.</p>	<p>It demonstrates limited knowledge and understanding of the subject matter.</p> <p>Limited consideration of few aspects from:</p> <ul style="list-style-type: none"> • economics • legislation • global events • changes in lifestyle • communication • transportation • fashion and style. <p>Limited description of evolution.</p>	<p>It demonstrates fair knowledge and understanding of the subject matter.</p> <p>Fair consideration of aspects from:</p> <ul style="list-style-type: none"> • economics • legislation • global events • changes in lifestyle • communication • transportation • fashion and style. <p>Fair description of evolution.</p>	<p>It demonstrates good knowledge and understanding of the subject matter.</p> <p>Good consideration of aspects from:</p> <ul style="list-style-type: none"> • economics • legislation • global events • changes in lifestyle • communication • transportation • fashion and style. <p>Good description of evolution.</p>	<p>It demonstrates very good knowledge and understanding of the subject matter.</p> <p>Very good consideration of aspects from:</p> <ul style="list-style-type: none"> • economics • legislation • global events • changes in lifestyle • communication • transportation • fashion and style. <p>Very good description of evolution.</p>

Question	Expected response	Max mark	Additional guidance
(c)	<p>Candidates will be expected to have described how technology is used to make products more ergonomically sound, referring to specific technologies in their answer.</p> <p>Although there is an underlying body of design knowledge required to answer it, there is a wide range of possible answers. The question is therefore marked holistically. The features which are looked for are knowledge of the subject matter, ability to comprehend the question and to construct an answer which uses clear examples to support the points made.</p> <p>Typical answers are likely to include reference to:</p> <ul style="list-style-type: none"> • improvement to testing • computer simulation • automation • access to data and information • rapid prototyping • 3d scanning/printing • x ray/CT scans etc • bespoke prosthetics/implants • robotics. 	6	Marks should be awarded using the best fit characteristics shown below.

An answer which falls into these categories may do so for a number of reasons. It is likely that:		
0-2 marks	3-4 marks	5-6 marks
<p>It demonstrates a limited knowledge and understanding of the subject matter.</p> <p>There is little reference to how technology has been used to improve the ergonomics of products.</p> <p>Vague reference to 'technology' and 'ergonomics'.</p> <p>Few points are made.</p> <p>Does not address the question.</p> <p>Simply too thin.</p>	<p>It demonstrates knowledge of the subject matter and a general understanding of the main aspects are demonstrated.</p> <p>General reference to how technology has been used to improve the ergonomics of products.</p> <p>Links are made between specific technology and ergonomics.</p>	<p>It demonstrates sound knowledge of the subject matter and a secure understanding of the main aspects are demonstrated.</p> <p>Selected reference to how technology has been used to improve the ergonomics of products.</p> <p>Clear links are made between specific technology and aspects of a product/products ergonomics.</p>

Question		Expected response	Max mark	Additional guidance
	(d)	<p>Candidates will be expected to have explained why products, such as the microwave oven, can take a long time to become commercially successful.</p> <p>Typical answers are likely to include:</p> <ul style="list-style-type: none"> • research and development costs • unreliable technology • high costs of new technology • low demand from sceptical consumers • product too advanced for consumers • high initial cost of product • product does not suit the current lifestyle. 	4	Marks should be awarded using the best fit characteristics shown below.
An answer which falls into these categories may do so for a number of reasons. It is likely that:				
0-1 mark		2-3 marks		4 marks
<p>It demonstrates a limited knowledge and understanding of the subject matter.</p> <p>There is limited reasoning as to why it can take a long time for a product to become a commercial success.</p> <p>Few points are made.</p> <p>Does not address the question.</p> <p>Simply too thin.</p>		<p>It demonstrates knowledge of the subject matter and an understanding of the main aspects are demonstrated.</p> <p>There is some reasoning as to why it can take a long time for a product to become a commercial success.</p> <p>References made to obstacles to producing commercially successful products.</p>		<p>It demonstrates sound knowledge of the subject matter and a secure understanding of the main aspects are demonstrated.</p> <p>There is sound reasoning as to why it can take a long time for a product to become a commercial success.</p> <p>Specific reference to obstacles to producing commercially successful products.</p>

Question		Expected response	Max mark	Additional guidance
(e)		<p>Candidates will be expected to have described how companies use technology to market their products.</p> <p>Typical answers are likely to include:</p> <ul style="list-style-type: none"> • efficient targeting of audience • more direct marketing • low cost global marketing • more use of the internet • advertise on blogger sites • Youtube • portable devices - increased access - wider audience • interactive/live feed. 	4	Marks should be awarded using the best fit characteristics shown below.
An answer which falls into these categories may do so for a number of reasons. It is likely that:				
0-1 mark		2-3 marks		4 marks
<p>It demonstrates a limited knowledge and understanding of the subject matter.</p> <p>There is limited description of how companies use technology to market their products.</p> <p>General reference to 'technology'.</p> <p>General reference to 'marketing'.</p> <p>Few points are made.</p> <p>Does not address the question.</p> <p>Simply too thin.</p>		<p>It demonstrates knowledge of the subject matter and an understanding of the main aspects are demonstrated.</p> <p>There is a good description of how companies use technology to market their products.</p> <p>References made to technologies.</p> <p>References aspects of marketing products.</p>		<p>It demonstrates sound knowledge of the subject matter and a secure understanding of the main aspects are demonstrated.</p> <p>There is a detailed description of how companies use technology to market their products.</p> <p>References made to specific technologies.</p> <p>Detailed references to aspects of marketing products.</p>

SECTION 2

Question		Expected response	Max mark	Additional guidance
2.	(a)	<p>Candidates will be expected to have described how the design of the Toy Guardian has been influenced by the target market.</p> <p>Typical answers are likely to include:</p> <ul style="list-style-type: none"> • size of handle/seat/heights etc... for adult/child use • colours/personification/appeal to young children • (feeding/tidying) - function to encourage young children • low to ground - stability/safety • horn design - simple to grip with small hands • back handle - adjusts for adult and child use • cost • safety • maintenance. 	4	Marks should be awarded using the best fit characteristics shown below.

An answer which falls into these categories may do so for a number of reasons. It is likely that		
0-1 mark	2-3 marks	4 marks
<p>It demonstrates a limited knowledge and understanding of the subject matter.</p> <p>There is limited description of how the target market influenced the products.</p> <p>Limited reference to target market.</p> <p>Limited reference to Toy Guardian.</p> <p>Few points are made.</p> <p>Does not address the question.</p> <p>Simply too thin.</p>	<p>It demonstrates a fair knowledge and understanding of the subject matter.</p> <p>There is some description of how the target market influenced the products.</p> <p>There is some reference to target market.</p> <p>There is some reference to Toy Guardian.</p>	<p>It demonstrates a good knowledge and understanding of the subject matter.</p> <p>There is detailed description of how the target market influenced the products.</p> <p>Good reference to target market.</p> <p>Specific reference to Toy Guardian.</p>

Question	Expected response	Max mark	Additional guidance
(b)	<p>Candidates will be expected to have explained why rotational moulding was a suitable process for the Toy Guardian.</p> <p>Typical answers are likely to include:</p> <ul style="list-style-type: none"> • large and hollow parts • seamless design • uniform wall thickness • inserts, threads, minor undercuts, flat surfaces that eliminate draft angles and fine surface detail can be created/included in mould design. 	3	<p>It is expected that candidates give an extended response.</p> <p>1 mark for each valid point explaining why rotational moulding is suitable.</p> <p>No marks for generic statements about the process.</p> <p>Maximum of 2 marks for any 1 description.</p>
(c)	<p>Candidates will be expected to have described the steps a manufacturer could take to maintain a high level of quality assurance.</p> <p>Typical answers are likely to include:</p> <ul style="list-style-type: none"> • sampling of raw materials • random sampling of products as they progress through the manufacturing process • ensure their work force is highly trained • employ the use of jig, fixtures & templates to reduce opportunities for human error • investment in specialist inspection/measuring equipment • the use of ICT prior to manufacture to calculate where errors may occur in the process, allowing for targeted sampling of high risk areas • total quality management. 	4	<p>1 mark for each valid description of the steps a company could take to maintain a high level of quality assurance (up to a maximum of 4).</p>

Question		Expected response	Max mark	Additional guidance
3.	(a)	<p>Candidates will be expected to describe a possible research strategy that may have been carried out to draw up a specification for the Lytra shower prosthetic leg.</p> <p>They should make reference to:</p> <ul style="list-style-type: none"> • methods of gathering information • who would be consulted. <p>Although there is an underlying body of design knowledge required to answer it, there is a wide range of possible answers. The question is therefore marked holistically. The features which are looked for are knowledge of the subject matter, ability to comprehend the question and to construct an answer which uses clear examples to support the points made.</p> <p>Typical answers are likely to include:</p> <ul style="list-style-type: none"> • user trips/trials • questionnaires and surveys • observations/ethnography • interviews • focus groups. 	6	Marks should be awarded using the best fit to the characteristics shown below.

An answer which falls into these categories may do so for a number of reasons. In explanations given it is likely that for:		
0-2 marks	3-4 marks	5-6 marks
<p>Descriptions are weak and demonstrate limited understanding of a research strategy.</p> <p>Limited detail of the strategy.</p> <p>Limited/no relation to Lytra shower prosthetic leg.</p> <p>Limited/no reference made to who would be consulted.</p> <p>There is little detail, answers are too vague/thin.</p>	<p>Descriptions demonstrate good understanding of a research strategy.</p> <p>Good detail of the strategy.</p> <p>Good relation to Lytra shower prosthetic leg.</p> <p>Good reference to the information that would be gathered.</p> <p>Good reference to who would be consulted.</p> <p>The answer has some detail.</p>	<p>Descriptions are detailed and demonstrate secure understanding of a research strategy.</p> <p>Clear detail of the strategy.</p> <p>Clear relation to Lytra shower prosthetic leg.</p> <p>Clear reference to the information that would be gathered.</p> <p>Clear reference to who would be consulted.</p> <p>The points are detailed and valid.</p>

Question		Expected response	Max mark	Additional guidance
	(b)	<p>Candidates will be expected to have explained why modelling would be essential for successful exploration and refinement of the Lytra shower prosthetic leg.</p> <p>Although there is an underlying body of design knowledge required to answer it, there is a wide range of possible answers. The question is therefore marked holistically. The features which are looked for are knowledge of the subject matter, ability to comprehend the question and to construct an answer which uses clear examples to support the points made.</p> <p>Typical answers likely to include:</p> <p>Explore and test and refine aspects such as:</p> <ul style="list-style-type: none"> • sole grip, anti-slip, ease of use for user interface, comfort, fit, grip, sizes of specific parts, walking, performance of materials, wet and dry use, assembly of parts and material performance. 	4	Marks should be awarded using the best fit to the characteristics shown below.

An answer which falls into these categories may do so for a number of reasons. In explanations given it is likely that for:		
0-1 mark	2-3 marks	4 marks
<p>Explanations are weak and demonstrate limited understanding of why modelling would be essential for successful exploration, testing and refinement of the Lytra shower prosthetic leg.</p> <p>Limited reference is made to the Lytra prosthetic leg.</p> <p>The answer lacks detail and is too thin.</p>	<p>Explanations demonstrate good understanding of why modelling would be essential for successful exploration, testing and refinement of the Lytra shower prosthetic leg.</p> <p>Some reference is made to the Lytra prosthetic leg.</p> <p>There is good reference to the use of modelling to support the answer.</p>	<p>Explanations are detailed and demonstrate secure understanding of why modelling would be essential for successful exploration, testing and refinement of the Lytra shower prosthetic leg.</p> <p>Strong reference is made to the Lytra prosthetic leg.</p> <p>There is detailed and valid reference to the use of modelling to support the answer.</p>

Question	Expected response	Max mark	Additional guidance
(c)	<p>Candidates will be expected to describe features that have been incorporated into products to ensure ease of assembly. They must reference products they are familiar with and can use sketches to illustrate their answer.</p> <p>Although there is an underlying body of design knowledge required to answer it, there is a wide range of possible answers. The question is therefore marked holistically. The features which are looked for are knowledge of the subject matter, ability to comprehend the question and to construct an answer which uses clear examples to support the points made.</p> <p>Responses could include:</p> <ul style="list-style-type: none"> • location pins • bosses • lips/recesses • grooves/housings • living hinge • threads (internal/external) • knock down fittings such as cam locks. 	4	Marks should be awarded using the best fit to the characteristics shown below.
An answer which falls into these categories may do so for a number of reasons. In explanations given it is likely that for:			
0-2 marks		3-4 marks	
<p>Descriptions demonstrate some understanding of how features can be incorporated into products to ensure ease of assembly.</p> <p>There is some reference to products to support the answer.</p>		<p>Descriptions are clear and demonstrate good understanding of how features can be incorporated into products to ensure ease of assembly.</p> <p>There is good reference to products to support their answer.</p>	

Question		Expected response	Max mark	Additional guidance
4.	(a)	<p>Candidates will be expected to describe the benefits and drawbacks associated with diversification.</p> <p>Although there is an underlying body of design knowledge required to answer it, there is a wide range of possible answers. The question is therefore marked holistically. The features which are looked for are knowledge of the subject matter, ability to comprehend the question and to construct an answer which uses clear examples to support the points made.</p> <p>Drawbacks could include:</p> <ul style="list-style-type: none"> • costs associated with researching the new market • working with unfamiliar technologies • breaking into an established market • no reputation in the market • damage to reputation. <p>Benefits could include:</p> <ul style="list-style-type: none"> • wider market • greater sales • enhance reputation. 	4	Marks should be awarded using the best fit to the characteristics shown below.

An answer which falls into these categories may do so for a number of reasons. In explanations given it is likely that for:		
0-1 mark	2-3 marks	4 marks
Description demonstrates limited understanding of the benefits and drawbacks associated with diversification.	Description demonstrates a good understanding of the benefits and drawbacks associated with diversification.	Description demonstrates a clear understanding of the benefits and drawbacks associated with diversification.
There is limited/no reference to benefits.	There is some reference to specific benefits.	There is clear reference to specific benefits.
There is limited/no reference to risks.	There is some reference to specific risks.	There is clear reference to specific risks.

Question		Expected response	Max mark	Additional guidance
	(b)	<p>Candidates are expected to describe strategies companies can use to maintain their market share.</p> <p>Although there is an underlying body of design knowledge required to answer it, there is a wide range of possible answers. The question is therefore marked holistically. The features which are looked for are knowledge of the subject matter, ability to comprehend the question and to construct an answer which uses clear examples to support the points made.</p> <p>Typical responses may include:</p> <ul style="list-style-type: none"> • celebrity endorsements/promotional activity • giveaways/discount offers • competitive pricing • producing quality products • building good customer relations • loyalty rewards • innovative products • holding intellectual property rights. 	4	Marks should be awarded using the best fit to the characteristics shown below.
An answer which falls into these categories may do so for a number of reasons. In explanations given it is likely that for:				
0-1 mark		2-3 marks		4 marks
<p>Descriptions are limited and demonstrate little/no understanding of the strategies that companies use to maintain their market share.</p> <p>There is limited/no reference to specific strategies.</p>		<p>Descriptions demonstrate some understanding of the strategies that companies use to maintain their market share.</p> <p>There is some reference to specific strategies.</p>		<p>Descriptions are clear and demonstrate good understanding of the strategies that companies use to maintain their market share.</p> <p>There is clear reference to specific strategies.</p>

Question		Expected response	Max mark	Additional guidance
5.	(a)	<p>Candidates will be expected to describe other ways in which a company could reduce their product's impact on the environment.</p> <p>Although there is an underlying body of design knowledge required to answer it, there is a wide range of possible answers. The question is therefore marked holistically. The features which are looked for are knowledge of the subject matter, ability to comprehend the question and to construct an answer which uses clear examples to support the points made.</p> <p>Typical answers likely to include:</p> <ul style="list-style-type: none"> • reuse • rethink • reduce • recycle • upcycle. 	4	Marks should be awarded using the best fit to the characteristics shown below.
An answer which falls into these categories may do so for a number of reasons. In explanations given it is likely that for:				
0-1 mark		2-3 marks		4 marks
<p>Demonstrates limited knowledge and understanding of the subject matter.</p> <p>Limited reference to the ways in which a company could reduce their product's impact on the environment.</p> <p>There is limited/no reference to impact of products.</p>		<p>Demonstrates knowledge and understanding of the subject matter.</p> <p>Reference to the ways in which a company could reduce their product's impact on the environment.</p> <p>There is limited/no reference to impact of products.</p>		<p>Demonstrates good knowledge and understanding of the subject matter.</p> <p>Good reference to the ways in which a company could reduce their product's impact on the environment.</p> <p>There is limited/no reference to impact of products.</p>

Question		Expected response	Max mark	Additional guidance
	(b)	<p>Candidates will be expected to explain why different graphic techniques are required throughout the design process.</p> <p>Although there is an underlying body of design knowledge required to answer it, there is a wide range of possible answers. The question is therefore marked holistically. The features which are looked for are knowledge of the subject matter, ability to comprehend the question and to construct an answer which uses clear examples to support the points made.</p> <p>Typical responses likely to include:</p> <ul style="list-style-type: none"> • sketches to explore a range of ideas quickly • exploded drawings/sections to communicate/explore assembly and parts • dimensioned/working drawings for production planning - communicating with manufacturer • rendered/pictorial/cad graphics to communicate and discuss with client or to promote the product. 	4	Marks should be awarded using the best fit to the characteristics shown below.

An answer which falls into these categories may do so for a number of reasons. In explanations given it is likely that for:		
0-1 mark	2-3 marks	4 marks
<p>Description demonstrates little/no knowledge of the subject matter or understanding of the main aspects.</p> <p>Little/no understanding of the use of graphics. Limited/no reference to a range of graphics.</p> <p>Limited/no reference to designing, planning and presenting products to support the answer.</p>	<p>Description demonstrates knowledge of the subject matter and some understanding of the main aspects are demonstrated.</p> <p>Some understanding of the use of graphics.</p> <p>Some reference to a range of graphics.</p> <p>Some reference to designing, planning and presenting products to support the answer.</p>	<p>Description demonstrates sound knowledge of the subject matter and a secure understanding of the main aspects are demonstrated.</p> <p>Good understanding of the use of graphics.</p> <p>Good reference to a range of graphics.</p> <p>Good reference to designing, planning and presenting products to support the answer.</p>

Question		Expected response	Max mark	Additional guidance
6.	(a)	<p>Candidates are expected to describe how commercial products have impacted on the economy, the environment and society, with references to products with which they are familiar.</p> <p>Although there is an underlying body of design knowledge required to answer it, there is a wide range of possible answers. The question is therefore marked holistically. The features which are looked for are knowledge of the subject matter, ability to comprehend the question and to construct an answer which uses clear examples to support the points made.</p> <p>Typical responses could include reference to:</p> <ul style="list-style-type: none"> • reduce pollution/congestion/waste • transportation/communication • generate employment - new industry - new market • automation - employment - human interaction - safety - security • sourcing and disposal • materials and manufacturing • design for disassembly • landfill/natural environment. 	5	Marks should be awarded using the best fit to the characteristics shown below.

An answer which falls into these categories may do so for a number of reasons. In explanations given it is likely that for:		
0-2 marks	3-4 marks	5 marks
<p>Explanations demonstrate little knowledge of the subject matter or understanding of the main aspects.</p> <p>There is limited/no reference to economy, environment and society.</p> <p>There is limited/no reference to products to support the answer.</p> <p>The answer is weak.</p>	<p>Explanations demonstrate knowledge of the subject matter and an understanding of the main aspects.</p> <p>There is some reference to economy, environment and society.</p> <p>There is some reference to products to support the answer.</p> <p>The answer has some valid detail.</p>	<p>Explanations are clear and demonstrate good knowledge of the subject matter and a secure understanding of the main aspects.</p> <p>There is good reference to economy, environment and society.</p> <p>There is good reference to products to support the answer.</p> <p>The answer is detailed and valid.</p>

Question		Expected response	Max mark	Additional guidance
	(b)	<p>Candidates are expected to describe the methods a company could use to protect their intellectual property rights (IPR).</p> <p>Although there is an underlying body of design knowledge required to answer it, there is a wide range of possible answers. The question is therefore marked holistically. The features which are looked for are knowledge of the subject matter, ability to comprehend the question and to construct an answer which uses clear examples to support the points made.</p> <p>Typical responses are likely to include:</p> <ul style="list-style-type: none"> • patents • design rights • copyright • trademarks. 	4	
An answer which falls into these categories may do so for a number of reasons. In explanations given it is likely that for:				
0-1 mark		2-3 marks		4 marks
Description demonstrates little/no knowledge of the subject matter or understanding of the main aspects.		Description demonstrates knowledge of the subject matter and some understanding of the main aspects are demonstrated.		Description demonstrates sound knowledge of the subject matter and a secure understanding of the main aspects are demonstrated.
Little/no understanding of methods to protect intellectual property rights.		Good understanding of methods to protect intellectual property rights.		Detailed understanding of methods to protect intellectual property rights.

[END OF MARKING INSTRUCTIONS]