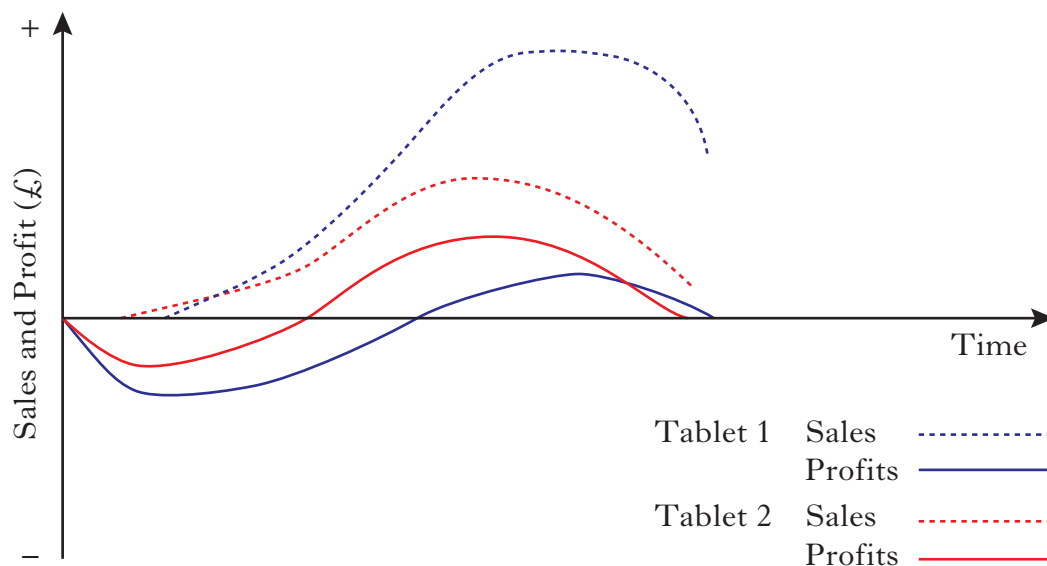


5. The graph shown below has been used to predict and compare how well **two** new graphics tablets will sell.

**Product Life Cycle (Sales and Profit)**



- (a) Describe what steps a manufacturer could take to reduce the time required to introduce a product onto the market. 2
- (b) From the graph above state which of the two graphics tablets would be commercially viable and explain your reasons for this choice. 3
- (c) Describe how a company could extend the sales life of a product. 2

(7)

**[Turn over**

SECTION B

Marks

2. A cordless iron and its stand are shown below.



A consumer magazine wishes to carry out an evaluation of the cordless iron.

(a) **Describe** how each of the following aspects of the cordless iron could be evaluated and how the results could be effectively displayed in the magazine.

(Note: a **different evaluation technique** must be used for each aspect and sketches may be used to illustrate your answers.)

- (i) ease of use; 3
- (ii) time to reach a correct ironing temperature. 3

(b) The symbols shown below can be found on the iron.

Figure 1



Figure 2



- (i) State the purpose of the symbol shown in **Figure 1**. 1
  - (ii) State **two** pieces of information communicated by the symbol shown in **Figure 2**. 2
- (9)