2.3 Product and the product life cycle: 10-minute Pack

AQA 8132 · Calculator allowed · about 10 minutes

Total Marks

Name: _____ Date: ____ / ____ / _____

Answer ALL questions in the spaces provided. Show your working for every calculation: method marks are available even if your final answer is wrong. Orin Toys, used throughout this pack, is a fictional business.

1 Which one of the following best describes the 'product life cycle'?

- ☐ A) The stages a product's sales pass through, from launch to decline
- ☐ B) The time it takes a business to manufacture one unit of a product
- ☐ C) The length of a product's guarantee period
- ☐ D) The number of suppliers used to make one product

(Total for Question 1 is 1 mark)

2 State the four main stages of the product life cycle, in order.

(Total for Question 2 is 4 marks)

3 Explain one extension strategy Orin Toys could use to boost Orin Blocks' sales during the decline stage.

(Total for Question 3 is 3 marks)

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Mark scheme · 2.3 Product and the product life cycle: 10-minute Pack

Question 1

A cao	**B1**

Answer: A

Question 2

introduction	**B1**
growth	**B1**
maturity	**B1**
decline	**B1**

Answer: Introduction, growth, maturity, decline.

Question 3

identifies an extension strategy, e.g. launching a new colour range or a themed special edition	**B1**
develops how it works, e.g. this gives existing and new customers a reason to buy again	**B1**
links to the outcome, e.g. lifting sales back up rather than letting them keep falling toward zero	**B1**

Answer: Launching a themed special edition gives existing and new customers a reason to buy again, lifting sales back up rather than letting them keep falling toward zero.

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