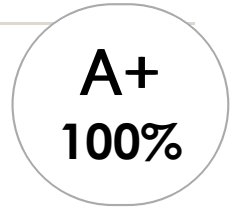


## 11 Multiple choice questions



1. the broad, long-term business goals of a company
  - a. prototype
  - b. quality control
  - c. design brief
  - d. **CORRECT: mission statement**
  
2. the sale price of a product that covers all expenses related to its development, production, promotion, storage and transport, and the amount of product that needs to be sold in order to reach this point
  - a. **CORRECT: break-even point**
  - b. design brief
  - c. quality control
  - d. prototype
  
3. investigating what others have done in a certain area
  - a. mission statement
  - b. primary market research
  - c. quality assurance
  - d. **CORRECT: secondary market research**
  
4. gathering original data through research methods such as experimentation, consumer surveys, store audits, observations and trade surveys
  - a. **CORRECT: primary market research**
  - b. quality assurance
  - c. mission statement
  - d. secondary market research
  
5. undertaken to establish whether an idea will be profitable; includes financial and technical feasibility
  - a. quality control
  - b. quality assurance
  - c. design brief
  - d. **CORRECT: feasibility study**

6. a simple statement of the task to be done which indicates the constraints under which the product designer must work; that is, what consumers want and how much they are willing to pay for it
  - a. mission statement
  - b. prototype
  - c. **CORRECT: design brief**
  - d. break-even point
  
7. model of a product that can be tested to see if it meets the needs of users of the product
  - a. mission statement
  - b. **CORRECT: prototype**
  - c. quality control
  - d. design brief
  
8. putting processes in place within an organisation to guarantee the standards achieved during processing; part of the total quality management plan of an organisation
  - a. feasibility study
  - b. prototype
  - c. **CORRECT: quality assurance**
  - d. quality control
  
9. the manufacturing processes that will need to change in order for a new product to be manufactured
  - a. break-even point
  - b. mission statement
  - c. product specifications
  - d. **CORRECT: production process development**
  
10. an accurate and detailed description of what the product will be
  - a. **CORRECT: product specifications**
  - b. prototype
  - c. quality control
  - d. mission statement

11. conducting tests to check the standards of raw materials or products before, during or after production
  - a. prototype
  - b. feasibility study
  - c. **CORRECT:** quality control
  - d. quality assurance