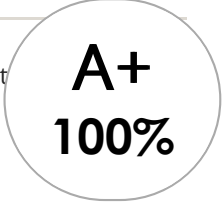


13 Multiple choice questions



A+
100%

1. facts or data obtained from other than the original source, such as books, other people's reports or t
 - a. **CORRECT: secondary research**
 - b. concept board
 - c. jarrah
 - d. primary research

2. the movement promoting an environmentally sustainable fashion industry
 - a. **CORRECT: sustainable fashion**
 - b. target market
 - c. primary function
 - d. lateral thinking

3. a system of accepted beliefs that control behaviour, especially one based on morals
 - a. jarrah
 - b. demographic
 - c. hazard
 - d. **CORRECT: ethics**

4. the main purpose for which a product is selected by a customer
 - a. sustainable fashion
 - b. lateral thinking
 - c. primary research
 - d. **CORRECT: primary function**

5. the sector of a market that a product is being produced for and marketed to
 - a. jarrah
 - b. concept board
 - c. **CORRECT: target market**
 - d. hazard

6. making ideas for products or businesses into productive and profitable businesses
 - a. **CORRECT: entrepreneurial activity**
 - b. lateral thinking
 - c. appropriate
 - d. primary function

7. suitable for an occasion or use
 - a. demographic
 - b. **CORRECT: appropriate**
 - c. jarrah
 - d. hazard

8. a cognitive organiser used to clarify the aspects of the concept that will be important to the final design
 - a. hazard
 - b. target market
 - c. appropriate
 - d. **CORRECT: concept board**

9. a durable hardwood from eucalyptus trees
 - a. appropriate
 - b. **CORRECT: jarrah**
 - c. hazard
 - d. ethics

10. using creative or unexpected thinking to solve problems
 - a. jarrah
 - b. **CORRECT: lateral thinking**
 - c. demographic
 - d. ethics

11. research conducted by going directly to the source, such as interviewing, experimenting, and collecting and analysing statistics
- a. primary function
 - b. jarrah
 - c. **CORRECT: primary research**
 - d. secondary research
12. anything that can potentially cause harm or loss
- a. ethics
 - b. appropriate
 - c. **CORRECT: hazard**
 - d. jarrah
13. a section of the population grouped according to common characteristics such as age, income or gender
- a. **CORRECT: demographic**
 - b. appropriate
 - c. jarrah
 - d. ethics