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