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| **Year Group** | **Task No.** | **Key Topic** |
| **11** | **2** | **Technology and Consumer Law** |

**Q1:** Give two types of technology that a business might use **(2 marks)**

**Q2:** Explain one disadvantage to a business of investing in new technology. **(3 marks)**

**Q3:** Discuss the impact of technology on the marketing mix of a business **(6 marks)**

(top tip: choose one technology, then explain for 2 of the P’s)

*Mixon* is a company that produces a range of products for people aiming to lose weight. These include sugar substitutes, main meals, snacks, drinks and desserts. Its latest product is a quiche. The advertising for this new product uses the phrases;

‘Made only from natural ingredients’

‘Ideal for vegetarians’

‘Perfect as part of a diet for those looking to lose weight’

‘Ideal for a quick lunch’

It is suggested that the fat content of the quiche is only slightly lower than those of supermarket brands.

**Q4:** State one benefit to consumers of *Mixon* having to comply with consumer protection law? **(1 mark)**

**Q5:** *Mixon* is considering two options for the advertising for its new product;

Option 1: Using the advertising phrases as suggested in the case study

Option 2: Choosing not to use the statements about weight loss and natural ingredients

Justify which one of these options *Mixon* should use? **(9 marks)**