Homework 3: People, culture and society

# 1. ‘Technology push’ and ‘market pull’ are forces that bring new invention and discovery to the market place.

(a) Give **two** reasons why a competitive advantage can be gained by a company   
in being the first to push a new technology onto the market. [2]

(b) (i) State what is meant by ‘market pull’. [1]

(ii) Give one example of a market pull force. [1]

# 2. A supplier is discovered to be selling clothing items of a similar quality significantly cheaper than any of its competitors.

(a) Discuss any ethical questions that retailers might ask before purchasing stock? [4]

(b) The supplier reports that its materials are produced in a factory that is   
entirely automated.

Explain **one** reason why automation might enable a factory to reduce   
production costs? [2]

(c) Suggest **one** cost that may increase with an increase in automation. [1]

# 3. A new supermarket is being built on the outskirts of a town.

Discuss how its design might incorporate features to avoid negative impact   
on minority groups including the disabled and the elderly. [4]

Total 15 Marks