

13 Multiple choice questions

1. facts or data obtained from other than the original source, such as books, other people's reports or the internet
 - a. secondary research
 - b. concept board
 - c. jarrah
 - d. primary research

2. the movement promoting an environmentally sustainable fashion industry
 - a. 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. ethics

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

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

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

7. suitable for an occasion or use
 - a. demographic
 - b. 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. concept board

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

10. using creative or unexpected thinking to solve problems
 - a. jarrah
 - b. 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. primary research
 - d. secondary research

12. anything that can potentially cause harm or loss
 - a. ethics
 - b. appropriate
 - c. hazard
 - d. jarrah

13. a section of the population grouped according to common characteristics such as age, income or gender
- a. demographic
 - b. appropriate
 - c. jarrah
 - d. ethics