**Topic 2.1 Managing Stock: Starter Activity**



1. **What are the THREE elements of the ‘Design Mix’?**

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1. **What is the purpose of ‘Scientific Research’? Use a real life example to justify your answer.**

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1. **How does the ‘Design Mix’ allow for ‘Product Differentiation’? Use a real life example to justify your answer.**

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1. **What is the purpose of a ‘Prototype’? Use a real life example to justify your answer.**

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