

2005 Lifestyle and Consumer Technology

Higher

Finalised Marking Instructions

These Marking Instructions have been prepared by Examination Teams for use by SQA Appointed Markers when marking External Course Assessments.

**2005 Higher Home Economics
Lifestyle and Consumer Technology**

Section A –Short Response Questions

Question		Response	Marking Guidelines
1	Name two traditional functions of the family.	<ul style="list-style-type: none">• Provide love/emotional support• Provide shelter• Provide food• Clothe• Provide care• Educate• Look after health• Security/safety• Reproduction• Socialisation	1 mark 2 x ½ for each role
2	Name two religions where the choice of food may be restricted.	<ul style="list-style-type: none">• Muslim/Islam• Judaism• Hinduism• Buddhism• Sikhism	1 mark 2 x ½ for each religion

3	Identify two recent developments in white goods.	<ul style="list-style-type: none"> • Electric cookers with halogen rings • Cookers with self cleaning ovens • Cookers with catalytic oven liners for easy cleaning • Slowcook oven settings • Frost free fridge freezers • Eco-sensor on tumble-driers which senses when the clothes are dry and switches the machine off • Condenser tumble drier • Washing machines which adapt automatically to the washing in the drum and adjust agitation levels • Washing machines with memory function – remembers programmes which are most used • Washing machines with hand wash cycle • Washing machines with 2 drum action • Washing machines with out of balance spin control/protection • Dishwashers which adjust cleaning cycle – washes and rinses based on the number, type and dirtiness of dishes • Fuzzy logic • CFC free white goods • Mini refrigerators • Environmentally friendly white goods/low energy consumption white goods • Reduced noise white goods • Cool doors • Child proof locks 	<p>1 mark 2 x ½ mark for each development</p>
4	Name two cooking methods which would help meet the Scottish dietary targets.	<ul style="list-style-type: none"> • Grilling • Stir-frying • Steaming • Stewing • Microwave cooking • Poaching • Baking • Pressure cooking • Boiling 	<p>1 mark 2 x ½ for each cooking method</p>
5	Give one example of a statutory label found on furniture.	<ul style="list-style-type: none"> • Flammability label • Fire resistant • Cover fabric not flame resistant 	<p>1 mark for one correct label</p>

6	What does the abbreviation LRNI stand for?	<ul style="list-style-type: none"> • Lower Reference Nutrient Intake 	1 mark for correct definition
7	Explain the meaning of 'safe intake' in relation to Dietary Reference Values.	<ul style="list-style-type: none"> • Used to indicate the amount of a nutrient for which there is not enough information to estimate requirements • An intake which is judged to be enough for most people's needs but not too large as to cause problems for people 	1 mark for correct meaning
8	Explain the purpose of a trade association.	<ul style="list-style-type: none"> • They can produce a Code of Practice for their members • They can produce a symbol for traders to display and customers to recognise • They should encourage a better deal for customers • They should encourage an improved standard of service for customers • Any problems can be referred to trade association who will mediate 	1 mark for correct explanation
9	Describe two ways a family may reduce costs when shopping for food.	<ul style="list-style-type: none"> • Make a shopping list and stick to it • Take advantage of store offers/buy in bulk • Shop around for best value • Save/use money off vouchers/coupons • Buy store own brands/value/saver/multi pack products • Shop at the end of the day to take advantage of reduced products • Buy 3 for 2 products if you use them anyway • Shop at retail outlets which have lower prices • Buy food in season 	2 marks 2 x 1 mark for each correct way
10	Give two reasons why cotton fabric is used for sports wear.	<ul style="list-style-type: none"> • As it is absorbent it absorbs sweat making it comfortable to wear when taking part in sport • It is durable so suitable for the wear and tear of sport • It is strong so hardwearing for sport • It is strong so will not rip or tear when taking part in sport • It is cool to wear so comfortable when wearer gets hot from taking part in sport • It is easy to wash which is essential for clothing used for sport • It can be washed at high temperatures which makes it hygienic for sports wear • If knitted will stretch during sport and therefore be more comfortable to wear 	2 marks 2 x 1 mark each reason linked to use in sportswear

11	State two benefits, to a mother, of breastfeeding.	<ul style="list-style-type: none"> • May help with weight loss • Improves muscle tone in lower abdomen • Saves time preparing bottles • Is always prepared correctly • Convenient – can be done most places • Saves money compared to buying powdered milk/bottles • Helps her bond with the child • Helps prevent breast cancer 	<p>2 marks 2 x 1 mark for each benefit to the mother</p>
12	State one advantage and one disadvantage of modified atmosphere packaging (MAP).	<p>Advantages</p> <ul style="list-style-type: none"> • Slows down the growth of micro-organisms • Preserves the colour/appearance of foods • Ensures the food product is safe to eat • Ensures the quality of the product • Increases the shelf life of the product/keeps food fresher for longer • Protects the product as package remains “blown” • Food does not absorb the atmosphere/gases <p>Disadvantages</p> <ul style="list-style-type: none"> • Food may deteriorate more quickly when opened • Inhibits natural deterioration so more difficult to tell when food is “off” • There can be an unpleasant smell when the package is opened • Higher cost 	<p>2 marks 1 mark for one advantage 1 mark for one disadvantage</p>
13	State one advantage and one disadvantage of using a store chargecard.	<p>Advantages</p> <ul style="list-style-type: none"> • Able to spend up to credit limit at once • Get goods immediately and pay up afterwards • One card may be able to be used in several stores • Can take advantage of special offers/sales/preview nights <p>Disadvantages</p> <ul style="list-style-type: none"> • Use limited to issuing store(s) • Easy to get carried away and spend more than you can really afford • Over use can lead to debt • Limits you to one shop/chain of shops • High interest rate if balance is not cleared at end of month 	<p>2 marks 1 mark for one advantage 1 mark for one disadvantage</p>

14	Explain two benefits to the retailer of bar codes.	<ul style="list-style-type: none"> • Allows for good stock control as the retailer knows how much of a product has been sold in any of its stores • Accurate stock control for retailer • Quicker reordering of products • Labour saving/quicker to change the price of items as the price need only be changed in the computer not on individual items • Labour saving as no need to individually price items • Allows retailer to serve customers more quickly as scanner works more quickly than keying in all prices • Allows the store to print detailed receipts for customers • Quick to check price of goods 	<p style="text-align: center;">2 marks 2 x 1 mark for each correct benefit for the retailer</p>
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Section B

- 1 An elderly relative is moving in with his son's family.
- a) Discuss **three** changes this could make to the family's lifestyle.

Marking Instructions:

1 mark for each change discussed in detail

Total – 3 marks

- This may mean that family members will have to share bedrooms either with each other or with the elderly relative so reduce living space.
- Family members may lose privacy if they have to share bedrooms.
- Family members may spend more time in their own bedrooms/apart from others if they do not get on with the elderly relative.
- There may be arguments about which TV programmes to watch if the elderly person has a different taste in programmes.
- The elderly relative may have eating problems/different diet resulting in cooking problems.
- Elderly relative may have medicine/tablets to take and add a safety problem to the family if there are young children.
- Elderly relative may require a lot of care which means either one family member giving up work or professional carers coming into the home.
- Elderly relative may be active, contribute to household chores, and be a benefit to family.
- Elderly relative may be able to do some childcare/babysitting and give the parents some freedom/save some money.
- Elderly relative may be a benefit to family by completing some household tasks, eg cleaning, laundry, shopping, gardening.
- Elderly relative may contribute financially and be help to the family.
- Elderly relative may require additional heating on throughout the day and therefore increase household expenditure.
- Elderly relative may be a drain on the family's financial situation/paying for special care/keeping the house warm during the working day.
- Elderly relative could help build respect/understanding for the needs of the elderly.
- Elderly relative may lead to family spending more time together/sharing chores etc.
- Elderly relative may restrict social life as family may be less inclined to entertain in their own home/may restrict family going out as they do not want to leave the relative alone.
- Eating patterns and diet may change to meet the needs of the elderly.
- Restrict family holiday due to differing preferences/care of relative/relative's inability to travel.

1	b)	Identify and explain four adaptations which could be made in the home to accommodate an elderly relative.
<p>Marking instructions: 4 x ½ marks for identified ways 4 x 1 mark for explanation related to stated way. Adaptation has to be identified before mark is awarded for explanation. Where the adaptation is incorporated in the explanation this can be credited.</p> <p style="text-align: right;">Total – 6 marks</p>		

Adaptation	Explanation
Lift all rugs/change flooring	<ul style="list-style-type: none"> Elderly often have difficulty walking and lifting rugs would make the home safer for them to walk around in. Change laminate/tiling to non slip flooring to make home safer for elderly relative.
Install stair lift	<ul style="list-style-type: none"> Elderly may be unable to climb stairs so a stair lift would allow them to go up and down stairs.
Install hand rails	<ul style="list-style-type: none"> Elderly may have difficulty going up or down stairs and extra handrails would make this easier for them – these could be to go up any stairs in or outside the home. Handrails installed in the bathroom/hallway/kitchen may make movement here safer for the elderly relative.
Install bath seat/bath lift/walk in bath	<ul style="list-style-type: none"> This may make it possible for the elderly relative to bath safely and in privacy.
Install a shower	<ul style="list-style-type: none"> Many elderly find it easier to get in and out of a shower rather than a bath/it may make washing easier for an elderly person.
Raise toilet seat	<ul style="list-style-type: none"> This makes it easier for the elderly person to go to the toilet/means the elderly person can use the toilet without help/maintains their privacy/dignity.
Adapt cooker/washing machine controls/handles on cupboards	<ul style="list-style-type: none"> With easier to use controls the elderly relative may be able to use this equipment and be a help to the family/feel useful.
Adapt taps	<ul style="list-style-type: none"> This will allow the elderly person to turn taps on and off more easily/without help/ensure taps not left dripping wasting water.
Install Mobile Emergency Care Services (MECS)	<ul style="list-style-type: none"> This will give the family the security of knowing that even when the elderly relative is in the home alone they can call for help if it is required.
Install smoke alarm connected to emergency services	<ul style="list-style-type: none"> This will alert help immediately if the elderly relative has an accident when cooking or if smoking when in the home alone.

Change a public room to a bedroom/install a downstairs toilet	<ul style="list-style-type: none"> • This may allow an elderly person to live on one level with bathroom, bedroom and living room on one level/avoid the elderly person having to go upstairs. • This may allow everyone to have their own bedroom/keep the bedrooms as they were for the family.
Build/convert an area to make a 'granny flat'	<ul style="list-style-type: none"> • Will allow elderly relative to have a degree of independence. • Will allow elderly relative to keep their own furniture.
Purchase small appropriate gadgets eg kettle tipper, can opener, large clock	<ul style="list-style-type: none"> • This will allow the elderly relative to contribute in the household for themselves or the whole family and feel of value.
Install an access ramp	<ul style="list-style-type: none"> • This may make access to and from the home easier for the elderly relative.
Reduce obstacles	<ul style="list-style-type: none"> • Makes it easier for the elderly person to move unaided around the home.

1	c) Identify and explain two statutory support services which help the elderly to live in their own homes.
<p>Marking instructions: 2 x ½ mark for each service. 2 x 1 mark for each correct explanation. Service has to be identified before mark is awarded for explanation Where the service is incorporated in the explanation this can be credited.</p> <p style="text-align: right;">Total – 3 marks</p>	

Statutory Service	Explanation
The National Health Service	<ul style="list-style-type: none"> • Nurses, doctors and other health professionals will visit the elderly in their own homes to save them having to visit health centres if necessary. • Health professionals will assess the elderly to see what help they need to allow them to stay in their own homes.
The Social Work Department	<ul style="list-style-type: none"> • This department will organise home helps to visit the elderly in their own homes and clean, cook or shop for them. • This department will provide personal care, eg washing free of charge. • This department will also arrange help with appropriate furniture or the fitting of rails, smoke alarms or other appropriate aids to independent living. • If necessary, this department will also arrange for garden work to be completed.
Housing authorities	<ul style="list-style-type: none"> • This department will ensure appropriate housing is available for the elderly as quickly as possible.
Department of Social Security	<ul style="list-style-type: none"> • This department pays appropriate benefits to the elderly helping them to live in their own homes.

1 d) Evaluate **each** of the following methods of saving

- (i) savings stamps
- (ii) bank savings account.

Marking instructions:

4 x 1 mark for each point of evaluation which must show an understanding of the elderly
At least one point for each method.

Total – 4 marks

(i) Savings Stamps

- Saving stamps are good because they can be bought for a range of goods, eg supermarkets, TV licence, banks, so can be a good way of saving for different bills for the elderly person.
- Saving stamps are good because they can be bought by other people and given as gifts to the elderly person, which is useful as the stamp can only be used for intended bill and not spent on anything else.
- Saving stamps are poor because one type of stamp cannot be used for something else so may not be a good way of meeting bills for the elderly person.
- Saving stamps are good because the stamps cannot be transferred then the elderly person can guarantee to have the stamps for purpose they were bought which could be a benefit.
- Saving stamps are poor because the stamps can be easily lost by the elderly person so may not be a good way of saving if not put into the savings book immediately.
- Saving stamps are poor because no interest is given on stamps so money saved over a period of time will not increase as it could in a bank account so not an efficient method of saving for the elderly person.
- Saving stamps are poor because an elderly person may have difficulty handling savings stamps (due to poor dexterity) so may not find them useful.

(ii) Bank Savings Account

- Bank Savings Account is only useful if the elderly person has a bank account so must be able to open an account.
- Bank Savings Account is useful method of saving for the elderly as money can be put in/taken out of the account at any time as long as the bank is open/accessible which can be a good depending on the savers access to the bank.
- Bank Savings Account is useful as money can be put in/taken out of the account at any time as long as the bank is open/accessible which can be a good or a bad point depending on the elderly person's access to the bank.
- Bank Savings Account is useful to the elderly person as they may have a card which can be used in auto-tellers which may be convenient when wanting to withdraw the savings.
- Bank Savings Account is useful to the elderly person as interest will be paid on money in the account which means that over a period of time the amount saved will increase which is good.
- Safe/secure method of saving extra money, which is good for the elderly person because it gives them peace of mind.

- 1 e) Evaluate the usefulness to the elderly of each of the following technological developments
- (i) elastomeric fibres
 - (ii) cook chill

Marking instructions:

2 x 1 mark for each evaluative comment for **each** development, which must show an understanding of the needs of the elderly.

Total – 4 marks

Elastomeric fibres

- Useful to the elderly as makes clothing stretchy so easier to put on.
- Useful to the elderly as make for ease of movement.
- Useful to the elderly as they give support /improve shape which will help, eg circulation in legs.
- May require special laundering which may not be useful to the elderly, eg hand wash only.
- Can take a longer time to dry which may be a problem to the elderly if they are unable to hang washing out/may increase heating costs as usually not able to be tumble-dried.
- Can be tight and therefore uncomfortable for the elderly person to wear.

Cook chill

- Available in single portions so good for elderly living alone or couple with small appetites.
- Save time and energy for the elderly who may have difficulty preparing food.
- No wastage as whole product is edible so may be a saving if shopping for small quantities of ingredients.
- Can be expensive so may not be appropriate for the elderly.
- Low fat/salt/sugar varieties often available so can be a benefit to the health of the elderly.
- Many have high fat/salt/sugar content so unless chosen carefully may be a poor choice and a health risk for the elderly.
- Reduces fuel costs and therefore saves money for the elderly person
- If eyesight is poor/failing of the elderly person it may be difficult to read the instructions which could lead to undercooking/food poisoning.
- If eyesight is poor/failing of the elderly person it may be difficult to read the instructions which could lead to overcooking/destruction of nutrients.

2 a) The table opposite shows the nutrient content of a day's meals eaten by a 19 year old female student. Using your knowledge of nutrition, and the information provided, evaluate the suitability of this intake.

Marking Instructions:

5 x 1 mark for each point of evaluation linked to a **19 year old female student**.

Total – 5 marks

Energy

- The day's meal content is under in terms of the EAR which in the short term may not prove to be a problem if the female student is not carrying out much activity.
- The day's meal content is under in terms of the EAR however in the long term continued reduced levels could leave her feeling tired and lethargic and therefore not able to cope with all her studies.
- Protein intake is higher than RNI so energy level should balance out as excess can be converted to energy and thus compensate for lower levels of energy/ help prevent her becoming tired and weak.
- The day's meal content is under in terms of the EAR so if the female student is involved in a lot of sporting activities low levels such as this will result in her tiring easily and feeling weak.

NSP

- Levels of NSP are well under the recommended 18g daily intake which could be a problem as she is more likely to feel hungry as NSP rich foods are good at filling you up.
- Levels of NSP are well under the recommended 18g daily intake which may result in her wanting to snack on high fat/ sugar/ salt foods which in the longer term could present other health problems.
- Levels of NSP are well under the recommended 18g daily intake, which may not be a problem in the short term, but if low levels of consumption were to continue, diverticular disease may occur.
- Levels of NSP are well under the recommended 18g daily intake, which may not be a problem in the short term, but if low levels of consumption were to continue, constipation may occur.

Calcium

- Calcium levels are satisfactory which is good because calcium is needed for growth and development of bones which is particularly important at this age because if sufficient calcium is laid down in bones during teenage years.
- Calcium levels are satisfactory which is good because calcium is particularly important at this age this helps give bones their hardness/reduces the incidence of osteoporosis in later life.
- Calcium levels are satisfactory which is good because good calcium levels will also help ensure that normal blood clotting particularly important if the student was injured.
- Calcium levels are satisfactory which is good because calcium is also required for the normal functioning of nerves and muscles so is important that satisfactory levels are maintained especially if active and involved in sporting activities.
- Calcium levels are satisfactory which is good because this amount of calcium should be readily absorbed because the student should be able to obtain adequate amounts of vitamin D from the sunshine.

Iron

- Iron content is satisfactory as it is just above the RNI which is good because iron is lost on a regular basis through menstruation.
- Iron content is satisfactory as it is just above the RNI which is good because iron is required by both the students for red blood formation.
- Iron content is satisfactory as it is just above the RNI which is good because iron is required for red blood cells which assist in the movement of oxygen throughout the body.
- Iron content is satisfactory as it is just above the RNI which is good because iron is required by to prevent anaemia.
- Iron content is satisfactory as it is just above the RNI. However, a problem could arise if iron became inaccessible. This is because Vitamin C is required to absorb iron, and Vitamin C levels are very low.
- Iron content is satisfactory as it is just above the RNI. However, a problem could arise is iron became inaccessible. This is because Vitamin C is required to absorb iron, and Vitamin C levels are very low. As a result, the female student could suffer from anaemia.

Protein

- Protein content of the day's intake is higher than the RNI which should not be too much of a problem as protein is required for the growth and repair of cells by the student
- Protein content of the day's intake is higher than the RNI. However, if it were to continue at this high level over a period of time the high intake of protein may become a problem because excess protein will be stored in the body as fat/may lead to an increase in weight which could lead to problems in later life, eg obesity, high blood pressure, coronary heart disease.
- As energy levels are slightly below the EAR, the higher level of protein would compensate for this as excess protein can be converted/used as a secondary source of energy helping prevent the female student becoming tired and weak.

Vitamin C

- Vitamin C levels well below the RNI in this day's meals which in the long term this could be a problem because vitamin C is required for the absorption of iron and may result in the female student becoming tired and lethargic/suffering from anaemia.
- Vitamin C levels well below the RNI in this day's meals and low vitamin C levels over a period of time could result in the student developing a low resistance to infection which could result in her having to miss classes etc due to illness.
- Vitamin C levels well below the RNI in this day's meals and vitamin C needed for assisting in the maintenance of connective tissue/adequate supplies (which this day's meals do not provide) need to be taken daily as vitamin C cannot be stored in the body.
- Vitamin C is well below the RNI and as vitamin C is an antioxidant vitamin, this could contribute to Cancer /CHD in later life.

Sodium

- Sodium value of this day's meals are well above the RNI which if maintained at this level in the longer term result in the student putting herself at risk of high blood pressure/strokes/heart disease in later life.
- Sodium value as high as this could result over a period of time in Calcium being leached from bones which would result in osteoporosis in later life.

General comments

As this is just one day's meals in a week it is difficult to make an accurate evaluation of the nutrient content in relation to the effect on health of the female student because those nutrients which are short eg NSP and Vitamin C could be supplemented in other meals later in the week. Sodium levels are however a major concern and should be reduced

2 b) Identify and explain **four** factors **other than income** which might influence a student's choice of goods and services.

Marking Instructions :

4 x ½ mark for each identified factor

4 x 1 mark for each detailed explanation (maximum of 1 mark for explanation of each factor)

Factor has to be identified before mark is awarded for explanation.

Where the factor is incorporated in the explanation this can be credited.

Total – 6 marks

Factor	Explanation
Range of Shopping Opportunities (Locale)/Geographical Location	<ul style="list-style-type: none"> • Geographical location (urban/rural) will affect the range of shopping opportunities available – may be vast or very limited • Where to buy: types of outlets available for student to buy from • Range of shops within budget may influence choice through range available • Discounts on offer/special offers • Cost of delivery if required • May make use of telephone/Internet/postal shopping facilities for convenience and to save time • Time available to shop – may require travelling – may have restricted time therefore use facilities which are close by eg on campus
Knowledge (Education)	<ul style="list-style-type: none"> • How much the student know about the goods and services they are wishing to use/purchase – will affect how they perceive goods and ability to make informed choices • Availability of unbiased information • Awareness of health and safety issues related to the products they are buying
Peer/Family Influences	<ul style="list-style-type: none"> • Family's own choice may influence a student's choice – make similar choices to their parents • Family's advice may be unhelpful – may have conflicting views to the student • Friends may try to influence student's choice – may give their opinion of similar goods they have bought • Student may have a desire to have similar products to friends, these may not necessarily be the best/most appropriate choice

Factor	Explanation
Environmental Issues	<ul style="list-style-type: none"> • Student may have environmental views which influence choice in that they prefer to choose products which cause the least environmental damage, eg look for green labelling on products, CFC free • May look for products which will not waste any material or lead to the destruction of the resources of the world • Personal preferences may mean that they may or may not look for goods made from biodegradable materials, paper which has been recycled, refillable containers and environmentally friendly products
Fashion/Current trends/Colours etc	<ul style="list-style-type: none"> • Current trends and styles affect choice in that they tend to be more widely available in the shops • How long the student wants the goods to last will affect choice – current trends and fashions may go out of date quickly therefore may decide to choose more traditional type of goods which do not date • Personal preferences of colours will influence choice – student will want to choose those he/she likes • Choice of colours and styles available may restrict choice • Own ideas and personal preferences will influence style of goods chosen
Lifestyle/Time available	<ul style="list-style-type: none"> • May affect choice in that needs of activities carried out/hobbies/sports will influence the type of goods purchased • Where student lives, eg flat, halls of residence (catered or self catered), with parents, in digs will affect type of purchases to be made • Time available – may require travelling – may have restricted time therefore use facilities which are close by, eg on campus
Advertising/Media/Marketing/Promotional influences	<ul style="list-style-type: none"> • Raises students awareness of availability of goods • Can influence choice by persuasion making student believe they need particular products • Provides information which directly influences choices – promotes the positive in products students may be influenced by this • Does not help informed choices be made as information can at times be biased

Factor	Explanation
Health	<ul style="list-style-type: none"> • Student may have a disability which will influence choice • Goods and services may have to be a particular size/shape or style as well as have the ability to perform a particular function to meet health requirements • Accessibility/ease of movement/weight may have to be considered and will influence choice • Use or ease of use of handles, controls etc will have to be considered in relation to the needs of the individual
Technological Awareness	<ul style="list-style-type: none"> • Can affect choice of goods/services as new technological innovations have increased the range/type of goods available for the student to choose from in relation to what the goods are able to do • Can affect choice of goods/services as new technological innovations have increased the range/type of goods available for the student to choose from in relation to change and give additional properties to raw materials • Can affect choice of goods/services as new technological innovations have increased the range/type of goods available for the student to choose from in relation to make products more economical to use • Can affect choice of goods/services as new technological innovations have increased the range/type of goods available for the student to choose from in relation to meet individual needs better
Cultural/Religious influences/Beliefs	<ul style="list-style-type: none"> • Certain styles/colours of clothes/ways of dressing may be influenced by cultural/religious influences/beliefs.

- 2 c) A student in debt took the following steps:
- (i) applied for another credit card;
 - (ii) ignored all bills;
 - (iii) sought advice from a student financial advisor

Evaluate **each** of the steps taken.

Marking Instructions :

3 x 1 mark for each point of evaluation linked to each of the steps and the student

Total – 3 marks

(i) applied for another credit card;

- Not a good step because even if using it to consolidate credit because of very low interest rate often this is just for a very few months and then high interest rates applied which will lead to further debt.
- Not good step to take because credit cards are an expensive way to shop/pay for goods especially if full repayment is not made at the end of each month, debt will therefore increase if student is tempted to use it.
- Student is already in debt, by taking out another credit card debt will increase, therefore this is not a good step to take
- This step does not address the debt issue, therefore is not good as it is likely to add to the debt because student may be tempted to use it.

(ii) ignored all bills;

- Debts will not disappear so actions such as this are not good because they will only make the situation worse and create worry and stress for the student.
- Demands for payment should not be ignored as student will find that this only makes the situation worse therefore not a good step to take/may have gas/electricity /phone cut off.
- High rates of interest are applied to outstanding credit debts therefore if demands for payment are ignored debt will increase substantially – this is not a good step to take.
- Not a good step to take because credit companies add charges to accounts if letters and phone calls have to be made to the borrower to request payment this further adds to the debt.
- Credit companies refer people who pay late or fall behind with loan repayments to credit reference agencies which would affect the student's credit rating and their ability to obtain credit in the future therefore not a good step to take.

(iii) sought advice from a student financial advisor

- This was a good step to take because a student financial advisor will help plan finances and provide reliable advice on how to ease the situation
- The student advisor will be able to help the student workout a plan for repaying debts, therefore a good step to take.
- Good step to take because the financial advisor will be able to help the student make contact with lenders and devise an affordable repayment plan with them
- Advice from financial adviser is only helpful to help the student reduce debt problems if they implement it.

2 d) Identify and explain **four** ways a supermarket might help encourage consumers to meet the Scottish dietary target for bread.

Marking Instructions:

4 x ½ mark for each example

4 x 1 mark for each explanation

Way has to be identified before mark is awarded for explanation.

Where the way is incorporated in the explanation this can be credited.

Total – 6 marks

Way	Explanation
Produce a marketing campaign promoting bread consumption	<ul style="list-style-type: none"> • Marketing campaign aimed at promoting bread consumption would attract consumers attention especially if role models/famous people (eg film/TV/ sports personalities/pop stars) were used in promotional material. • Use of personalities consumers associate with would help increase their awareness of the product (more likely to pay attention). • Promoting health benefits, which should lead to increased consumption especially if campaign promotes reduced price as well ie cheap filling food
Fliers /Adverts in local newspapers	<ul style="list-style-type: none"> • Focused on bread eg buy one get one free, money off coupons etc distributed around houses in area would encourage consumer to pick up/cut out vouchers and use them at their local store
Special Offers/money off coupons	<ul style="list-style-type: none"> • Focused on bread eg buy one get one free/50% more will attract consumers to product – attracted to the idea of getting a product ‘free’ or more for the same price therefore encourage them to buy
Tasting Sessions	<ul style="list-style-type: none"> • In-store tasting sessions encourages consumer to taste and try the product before they buy. This would help ensure money was not wasted buying products they didn’t like
Displays/positioning of displays	<ul style="list-style-type: none"> • End of aisle displays/conveniently displayed special promotions will attract consumers attention and encourage them to buy
In store bakery	<ul style="list-style-type: none"> • Cooking bread regularly throughout the day in store will create nice hot bread smells which should entice the consumer to purchase

Way	Explanation
Increase availability of bread type snack products	<ul style="list-style-type: none"> • Increasing range of bread snack products eg broaden range of fillings in sandwiches and rolls aimed at the busy consumer the supermarket is more likely to encourage the consumer to buy eg a product they can eat on the move, something that will fill them up – no further preparation needed.
Increase/improve range/quality of bread	<ul style="list-style-type: none"> • Increase range of new ‘designer breads’ at affordable prices will attract the attention of the style conscious consumer. • Increasing range of breads will allow consumers to try out different bread types. • Consumers will easily be put off by eating substandard bread therefore it is essential that supermarkets constantly improve the quality of bread they manufacture and sell so that consumers will continue to return and buy. • Product range may be designed to attract children.
Affordable Price	<ul style="list-style-type: none"> • Producing bread at affordable prices will encourage consumers to buy it. • Product fills them up therefore perceived as a good value product especially when they are on a low income.
Reduce price in evening	<ul style="list-style-type: none"> • By regularly reducing price of bread at end of day consumers will become aware of this and will return to the store to buy it at this time.
Producing recipe leaflets / serving suggestions	<ul style="list-style-type: none"> • Producing recipe leaflets which have simple quick and easy to follow recipes using bread in a variety of ways may encourage consumers to try them out.

3 a) Prepare a set of **four** guidelines for a parent to ensure their young child has a healthy lifestyle.

Marking Instructions :

4 x 1 mark for each point of advice linked to healthy lifestyle

Total – 4 marks

Guidelines related to:

Diet

- ensure the child consumes the correct balance of nutrients/eat a balanced diet/eat a wide variety of foods
- reduce salt intake/avoid adding salt to food
- reduce adding sugar to breakfast cereals/choose low sugar cereals
- avoid consumption of high sugar/fizzy drinks
- avoid consumption of junk foods
- reduce total fat intake by grilling food rather than frying
- use oven baked rather than fry food
- young child should be encouraged to eat plenty of starchy carbohydrate foods
- encourage child to eat fruit and vegetables
- young child should be encouraged to eat breakfast cereal
- young child should be encouraged to eat more bread
- young child should be encouraged to eat white/oily fish
- young child should be encouraged to eat breakfast
- young child should be encouraged to eat dairy foods
- young child should be encouraged to eat regular meals/avoid snacking/grazing throughout the day
- other acceptable answers that follows the principles of the dietary targets

Exercise

- Ensure young child takes regular exercise/be physically active
- try out lots of different sporting activities from a young age/encourage participation in sport

Sleep/Rest

- develop sensible sleep patterns
- ensure young child has enough sleep/8- 10 hours sleep each night

Mental Health

- Encourage child to seek advice/tell someone if bullied

Fresh Air

- Encourage young child to spend time out of doors playing in the fresh air
- Ensure child avoids places where adults smoke/avoid passive smoking

Lifestyle

- Establish a regular dental routine/brush teeth twice daily/visit dentist regularly/regular dental check ups

Other general comments relating to a development of a positive attitude to health from an early age acceptable.

3 b) Evaluate the following fabric for use in children's outdoor wear.

Marking Instructions :

5 x 1 mark for each point of evaluation linked to use in children's outdoor wear.

Total – 5 marks

Durability

- Fabric has a good durability rating which is important for children's outdoor wear because it will be able to withstand all the wear and tear that they are likely to put any outdoor garments through.
- Good durability rating will ensure that the garment will last a long term which is good because it will mean products made from this fabric will be good value for money.

Visibility

- Poor visibility rating is not good for children's outdoor wear because it is important that the child is easily seen to prevent accidents, eg child being knocked down by motorists.
- Poor visibility rating is not good for children's outdoor wear because it is important that the child is easily seen/identified by parents (less easy to lose in a crowd).
- Poor visibility rating is not good because the child may be wearing outdoor wear for activities eg riding a bicycle or playing on skateboard, so important that they are visible to others to prevent accidents happening.

Ease of Laundering

- Ease of laundering rating is high which is good because this means that parents will be able to launder the item easily if the child gets the garment dirty.
- Ease of laundering rating is high which is good because it means that parents can launder the garment themselves and will not have the additional expense of having to take it to the dry cleaners when the child gets the garment dirty.

Stretch

- A high stretch rating is good because this means that the garment will be comfortable to wear and will move with the child.
- High stretch is important as a child will be reluctant to wear any garment which they do not feel comfortable in.
- A high stretch rating is good because it will allow for greater freedom of movement which the child will enjoy.

Warmth

- A low warmth rating is not good because it would tend to indicate that the garment is only suitable for summer wear reducing the versatility of the garment.
- It would be advantageous for outdoor wear to have a slightly higher rating on warmth as most outdoor wear is for protection from the elements although it does not indicate what type of garment the fabric has actually to be used for, eg outdoor winter coat/summer coat.

Absorbency

- The fabric has an absorbency rating of 3 which would indicate that the fabric is probably only shower proof and therefore will not protect the child in bad weather.
- The fabric has an absorbency rating of 3 which depending on the fabrics long term use this may be bad as it would be unsuitable for a winter wear.
- The fabric has an absorbency rating of 3 which depending on the fabrics long term use this may be good as it would be suitable for a summer wear.
- The fabric reasonably high absorbency rating makes it not suitable for outdoor wear as it will absorb water which means it will provide little protection/will not keep the wearer dry in the rain etc.
- Reasonably high absorbency rating would mean that some sweat will be absorbed if the child became hot whilst outdoors.
- Reasonably high absorbency rating would mean that some sweat will be absorbed. This would therefore not be good because it would make the garment uncomfortable for the child to wear especially when outside playing/running around.

3 c) Evaluate the protection the Sale and Supply of Goods Act 1994 gives the consumer when purchasing goods and services.

Marking Instructions :

3 x 1 mark for each point of evaluation linked to purchase of goods or services

Total – 3 marks

- The law/regulations state that goods sold must be of a ‘satisfactory quality’, which is good because the consumer is protected as it gives them the right to reject goods which are not of a satisfactory quality, ie of a standard which is free from fault or defect.
- This act/regulations gives the purchaser the right to claim a refund if the goods received are damaged in any way which is useful in as it gives the consumer rights of redress if goods are found to be damaged in any way
- The law states that the goods must be ‘as described’ so this protects the consumer because it ensures that manufacturer’s/retailers cannot falsely describe the goods they are selling/this protects the consumer from being misled.
- If goods purchased do not match the description they have been given by the manufacturer or the supplier the consumer is entitled to a full refund which is good because it allows the consumer to confidently purchase items.
- The law states that goods must be ‘fit for the purpose’. This protects the consumer because it ensures that the goods purchased are able to do the ‘job’ which they would normally be expected to do.
- If goods purchased do not meet the requirements of their normal function then the consumer is protected because this act gives them the necessary protection which would allow them to obtain a refund.

3 d) Explain the usefulness to the consumer of the Lion Mark developed by the British Toy and Hobby Association.

Marking Instructions :

2 x 1 mark for each explanation point

Total – 2 marks

- Useful because it informs the consumer that the toys they are purchasing are safe in relation to its mechanical/physical/inflammable properties allowing the consumer to buy in confidence.
- Useful because it informs the consumer that the toys conform with BS EN 71 allowing consumer to buy in confidence.
- Useful because it informs the consumer that the toys conform with BS EN 71 showing that the toy conforms to the highest safety standards in force in the UK.
- A toy carrying the Lion Mark on itself or its packaging is made by a reputable manufacturer who adheres to a strict code of practice which allows the consumer to buy in complete confidence knowing that they will have a quality product.
- Is only found on toys and games manufactured in the United Kingdom, therefore is not found on a large percentage of toys.
- Many consumers may not be aware of the Lion Mark's meaning therefore may be of little use to them.
- Toys bought from an approved lion mark retailer indicate that all toys in that shop conform to the Lion Mark standard.

3 e) Identify and explain **four** ways packaging can be used to help promote goods.

Marking Instructions :

4 x ½ mark for each example

4 x 1 mark for each explanation

Way has to be identified before mark is awarded for explanation

Where the way is incorporated in the explanation this can be credited.

Total – 6 marks

Way	Explanation
Having a money off coupon attached for next purchase	<ul style="list-style-type: none"> • Customers are attracted to products if they think they are getting a bargain. If they buy the product with a money off coupon attached and they enjoy the product then they are more likely to buy it again
Advertising a free gift on packaging	<ul style="list-style-type: none"> • Free gimmicks/gifts advertised on the packaging may attract customers to a product – will buy the product to get the free gift inside
Using bright colours	<ul style="list-style-type: none"> • Customers eyes will be drawn to brightly coloured packaging making them more likely to purchase it • Especially important if products are at eye level where attention is immediately drawn to the product
Having a cellophane display window	<ul style="list-style-type: none"> • Allows consumers to see the product inside and so helps in the decision making process as this will help the customer decide whether or not to buy if they like what they see.
Using bright attractive photographs of the product on front of packaging	<ul style="list-style-type: none"> • Allows consumers to get an idea of what the product inside looks like and so helps in the decision-making process as this will help the customer decide whether to buy if they like what they see.
Helps preserve its contents	<ul style="list-style-type: none"> • Good appropriate packaging helps preserve the contents so ensures that the product the consumer receives is in good condition – this will help sell the product and will perhaps encourage them to buy the product again

Way	Explanation
Having an ‘expensive’ look	<ul style="list-style-type: none"> • If the packaging has an expensive look customers may well be attracted to it because they think they are buying something that is extra special. • Particularly important if the item being purchased is for a gift
Using an eye catching slogan/ message on package/use a popular character	<ul style="list-style-type: none"> • An eye catching slogan/message on the packaging will stop the consumers in their tracks and will make them look more carefully at the product and perhaps pick it up for purchase
Size of packaging	<ul style="list-style-type: none"> • Depending on what the product is the size of the packaging is very important. • Size has to be suited to the item inside if it is to sell well. Bulky packaging on small products will not encourage the consumer to buy it • Also consumers do not like to be misled if they purchase an item once and are disappointed with the contents because they were minimal will not return to purchase again
Packaging helps protect contents/easy carry handle.	<ul style="list-style-type: none"> • Good sturdy packaging helps protect the contents so ensures that the product the consumer receives is in good condition – this will help sell the product and will perhaps encourage them to buy the product again
Nutritional/health claims	<ul style="list-style-type: none"> • May draw consumers attention to product as ‘low in fat’/’fortified with folic acid’, ‘calorie counted’ etc which may encourage sales
Multi-functional packaging	<ul style="list-style-type: none"> • Consumers may choose products over another because the packaging has another use.

4 a) Identify **four** dietary targets and explain how each can be implemented to reduce the incidence of coronary heart disease.

Marking Instructions :

4 x ½ mark for each specific dietary target

4 x 1 mark for each practical guideline linked to a dietary target and coronary heart disease

Dietary target has to be identified before mark is awarded for explanation.

Where the specific dietary target is incorporated in the explanation this can be credited.

Total – 6 marks

Dietary Target	How it can be implemented
<p>Fats: average intake of total fat (to reduce from 40.7%) to no more than 35% of food energy</p>	<ul style="list-style-type: none"> • Reduce consumption of fatty fried foods eg sausages, bacon , chips etc as this can lead to excess fat (which is not used for energy) could be stored in the body as fat – increased weight/obesity contributory factor to CHD • Choose low fat versions of dairy foods as they supply less fat therefore reducing CHD.
<p>Fats: average intake of saturated fatty acids to reduce (from 16.6%) to no more than 11% of food energy</p>	<ul style="list-style-type: none"> • Reduce consumption of saturated fats, as these are high in cholesterol, which is a contributing factor of CHD. • Choose polyunsaturated fats found in oily fish to supply energy as these are less likely to contribute to heart disease • Choose monounsaturated fats found in nut oils in cooking etc as these reduce LDL (bad cholesterol) reducing risk of CHD
<p>Sugar: average intake of NME sugars in adults not to increase</p>	<ul style="list-style-type: none"> • Reducing amount of sugar in diet would ensure energy intake was not higher than energy output resulting in excess being stored in the body as fat and contributing to obesity – reduce by consuming less high sugar products eg sweets, cakes and biscuits
<p>Sugar: average intake of NME sugars in children to reduce by half ie no less than 10% of total energy</p>	<ul style="list-style-type: none"> • Reduce consumption of sweets/cakes/biscuits which will reduce the amount of empty calories consumed that could be converted to body fat contributing to CHD • Reduce the consumption of NME sugars by replacing cakes/sweets/ biscuits with fruit and vegetable snacks

Dietary Target	How it can be implemented
Salt: average intake to reduce (from 163 mmol) to 100mmol per day	<ul style="list-style-type: none"> By reducing salty snacks/not adding salt to foods/not eating convenience foods or foods with a high salt content will reduce the risk of high blood pressure which is a contributory factor to CHD
Fruit and Vegetables: average intake to double to more than 400g per day	<ul style="list-style-type: none"> Provides a source of TCC to provide slow release energy so reducing the need to snack on high fat/sugar/salt snacks Provides a source of NSP which provides a feeling of fullness so reducing the need to snack on high fat/sugar/salt snacks Can be used as low energy/calorie snack food so avoiding excess intake of calories and consequent weight gain
Bread: intake to increase by 45% (from daily intake of 106grams,) mainly using wholemeal and brown bread (154g)	<ul style="list-style-type: none"> Prepared snacks using bread for sandwiches and lower fat foods for fillings will help fill a person up therefore less likely to further snack Bread should be wholemeal or brown as this has a higher NSP content and will help reduce the desire to snack on sweets/crisps etc as they have increased satiety value Provides a source of TCC to provide slow release energy so reducing the need to snack on high fat/sugar/salt snacks
Breakfast Cereals: average intake to double from the present intake of 17g per day (34g)	<ul style="list-style-type: none"> Choose low sugar versions/non sugar cereals NSP cereals as breakfast/ snack foods instead of sugar coated ones because the latter contain hidden sugar/have a high calorie value which will contribute to weight gain if eaten in excess which is a contributory factor to CHD Provides a source of TCC to provide slow release energy so reducing the need to snack on high fat/sugar/salt snacks
Breastfeeding: 50% of mothers to breastfeed for first six weeks	<ul style="list-style-type: none"> Mothers should breastfeed for at least the first six weeks of their baby's life to reduce the incidence of obesity in adults – contributory factor to CHD

Dietary Target	How it can be implemented
Increase Total complex carbohydrates by 25%	<ul style="list-style-type: none"> • Any suitable comment relating to fruit and vegetable/breakfast cereals/ bread as above • Increase rice/pasta/potato consumption to fill you up as TCC's provide slow release energy so reducing the need to snack on high fat/sugar/salt snacks also eating too much high fat protein foods
Fish: white fish consumption to stay the same	<ul style="list-style-type: none"> • Eat white fish cooked in a low fat/low calorie way as it contains a good source of nutrients. • White fish contains no fat so unless added when cooking will not add fat to diet
Fish: double oily fish consumption from 44g to 88g per week	<ul style="list-style-type: none"> • Eating oily fish rather than other high protein foods as it contains omega 3 which is linked to the prevention of CHD

4	b)	Identify and explain two ways in which a food manufacturer has responded to the need for foods low in fat.
Marking Instructions :		
2 x ½ mark for each identified way		
2 x 1 mark for each explanation		
Way has to be identified before mark is awarded for explanation		
Where the way is incorporated in the explanation this can be credited.		
		Total – 3 marks

Way	Explanation
Use lower fat ingredients	<ul style="list-style-type: none"> • Manufacturers are using semi-skimmed milk instead of full cream milk in products • Use of low fat spreads in place of butter in products • Use of Edam cheese in products to replace cheeses such as Cheddar
Use leaner meat	<ul style="list-style-type: none"> • Use of lean meat/poultry/fish in products to reduce saturated fat levels in products
Use low fat milk in products	<ul style="list-style-type: none"> • As an alternative to dairy products, a milk protein in powder form is being added as an ingredient in food manufacture.
Extended range of low fat (light) products	<ul style="list-style-type: none"> • Range of ‘lo fat’ ‘lite’ etc products being produced for retail has grown over the last few years. • Consumers now have an opportunity to select from a range of reduced fat products in all areas • Cook chill meals produced with low fat/reduced fat ingredients to meet consumer demand
Increased range of ‘reduced fat’ meals	<ul style="list-style-type: none"> • ‘Count on Us’, ‘Be Good To Yourself’ etc are products produced which are lower in fat than the traditional alternatives.
Nutrition information regarding fat content on product label	<ul style="list-style-type: none"> • Enables health conscious consumer make an informed choice regarding the fat content on the foods he/she is purchasing
Increase quantity of vegetables in food products	<ul style="list-style-type: none"> • Use of vegetables to replace meat in products to reduce saturated fat levels, eg vegetable lasagne

- 4 c) Evaluate the protection offered to the consumer by **each** of the following organisations.
- (i) Environmental Health Department;
 - (ii) Office of Fair Trading

Marking Instructions :

4 x 1 mark for each fully evaluated point of protection
(minimum of 1 mark from each organisation)

Total – 4 marks

Environmental Health Department

- Enforces the Food Safety Act 1990 which is good for consumers as it ensures that food produced for retail is fit for consumption
- Employ EHO's to inspect food manufacturers, retailers, catering outlets conform to the law therefore protecting the interests of consumers as they have the authority to close places down which do not conform to the statutory requirements.
- EHO's work through inspection/enforcement which protect the interests of consumers by enhancing the quality of the environment/ the area the consumers live in.
- EHO's work through inspection/enforcement to check food standards and hygiene to prevent food poisoning which protect the interests of consumers.
- EHO's work through inspection/enforcement to check ensuring adequate housing standards which protect the interests of consumers.
- EHO's work through inspection/enforcement to check monitoring noise and pollution which protect the interests of consumers.
- EHO's work through inspection/enforcement to check enforcing occupational health and safety regulations which protect the interests of consumers.
- EHO's work through inspection/enforcement by running the dog warden and pest control services which protect the interests of consumers.
- EHO's are involved in education working closely with educational establishments/community organisations/local health departments which is very useful in protecting the interests of consumers/helps raise consumers awareness of their function/informs them of actions/steps to take.

Office of Fair Trading

- Produces leaflets for consumers although availability restricted/may be difficult to get hold of so not always easy for consumer to access the information they provide.
- OFT does not deal with individual complaints for consumers so support is limited, as consumer would have to use another agency to deal with their complaint.
- OFT encourages trade associations to draw up codes of practice which should provide a better deal/ improved service which is of benefit to the consumer.
- Although it does above these are voluntary so may not necessarily provide a better service for consumers.
- OFT has the ability to seek out and prosecute traders who fail in their obligation to consumers which is of benefit to the consumers.
- Consumers cannot inform OFT about poor traders so this may take longer for OFT to take action.
- OFT provides reliable information for consumer which is good because it enables the consumer to make informed choices.
- OFT monitors consumer complaints so is therefore able to identify problem areas in consumer protection legislation and lobby parliament to have loopholes filled.
- This is of direct benefit to the consumer as it ensures consumer protection laws adequately cover their needs.

4 d) Explain **three** points of the Consumer Protection Act 1987

Marking Instructions :

3 x 1 mark for each point of explanation

Total – 3 marks

- This act ensures that consumers have rights to compensation for death/injury caused by using defective consumer goods
- This act applies not only to the person or organisation from whom the goods were purchased but also includes the manufacturer or importer – can be prosecuted if goods are found to be unsafe
- The act establishes a general safety requirement on goods namely that all goods for domestic use must be reasonably safe.
- Powers under this act allow suspect goods to be suspended from sale for up to six months, while checks on safety are conducted
- The act regulates price indications for goods, services, accommodation or facilities.
- Businesses must not give misleading price indications/implying prices are lower than they are.
- Goods bought should be safe. Consumer Protection Act 1987 makes it a criminal offence to supply unsafe goods
- If any injury to the consumer has been caused by defective products, the consumer has the right to sue for damages without having to prove the manufacturer was negligent.

4 e) The following steps are being used by a retailer to promote environmental issues in their store:

- (i) Selling organic fruit and vegetables
- (ii) Charging for plastic carrier bags
- (iii) A recycling centre in car park
- (iv) Selling a range of eco friendly household cleaners

Evaluate the usefulness of each of these steps to the consumer.

Marking Instructions :

4 x 1 mark for each point evaluated in detail

Total – 4 marks

Selling organic fruit and vegetables

- Provides consumers with the choice of buying products which are produced naturally – grown without the aid of artificial fertilisers and pesticide sprays which is useful to consumers who want to be able to buy products which do not harm the environment in their production
- Organic fruit and vegetables are often more expensive so may not be that useful to the consumer as costs may mean that they are outwith budget
- As the fruit and vegetables have been grown without the aid of pesticides etc the shelf life of such products may be shorter which may lead to more waste. Retailer likely to pass this cost onto consumer therefore not useful.
- Organic fruit and vegetables are often perceived as being healthier because they are natural – useful to the consumer who wishes to eat naturally produced produce

Charging for plastic carrier bags

- Useful to the consumer because it means that the customer can decide whether he/she wants to buy a carrier bag, which means that there will probably be a reduction in the number of carrier bags required. This will have positive effect on the environment.
- Consumer on a low income may need to shop elsewhere as charging for carrier bags may increase the cost of their shopping therefore not useful to this group of consumer.
- Will add to the overall cost of shopping so the consumer may not find this a useful step.
- Consumer not wishing to purchase carrier bags needs to remember to bring an alternative to carry shopping home so may be an inconvenience to the consumer.
- Useful to the consumer as it may make them consider alternatives and therefore perhaps reduce the number of carrier bags required. This will have a positive environmental effect.
- Useful because it encourages the consumer to recycle.

A recycling centre in car park

- Citing a recycling centre in the car park is convenient to the consumer wishing to recycle as they can bring items for recycling whenever they visit the retail outlet.
- May not be useful for the consumer who does not have car to access especially if retail outlet is situated in outskirts of town.
- May encourage more people to use their car when visiting the store, which has a detrimental effect on the environment, so may not be useful to the consumer.
- Recycling centre may take up a large part of car park so may not be that useful to the consumer if it reduces the availability of parking spaces.

Selling a range of eco friendly household cleaners

- Selling a range of eco friendly household cleaners is of use because it provides the consumer with greater choice and fills a niche in the market for the environmentally conscious consumers.
- If eco friendly household cleaners are sold in recyclable/refillable containers this will be useful to the consumer as it is a positive environmental step and will encourage consumers to reuse the product.
- If priced appropriately this will be a useful step for the consumer, as it will encourage them to use the product and therefore cause less damage to the environment.
- Eco friendly household cleaners will be of use to consumers because they will not damage/pollute the environment.

In general, the steps identified should be reasonably useful as they address general environmental concerns and are actions which are likely to encourage consumers to be more environmentally conscious.

Higher Home Economics. Analysis of the 2005 Question Paper

Section A

Question	Resource Management Unit		Consumer Studies Unit		Course Skills		Totals
	Course content	Mark	Course content	Mark	Knowledge	Evaluation	
1.			The implications for change in social trends on individuals and families.	1	1		1
2.			Socio-economic factors affecting lifestyle and consumer choice of goods and services.	1	1		1
3.			Socio-economic factors affecting lifestyle and consumer choice of goods and services.	1	1		1
4.	The relationship between diet, lifestyle and health.	1			1		1
5.			The need for reliable information to make informed choices.	1	1		1
6.	The relationship between diet, lifestyle and health.	1			1		1
7.	The relationship between diet, lifestyle and health.	1			1		1
8.			The rights and responsibilities of the consumer.	1	1		1
Totals		3		5	8	0	8

Higher Home Economics. Analysis of the 2005 Question Paper

Section A (continued)

Question	Resource Management Unit		Consumer Studies Unit		Course Skills		Totals
	Course content	Mark	Course content	Mark	Knowledge	Evaluation	
9.			Socio-economic factors affecting lifestyle and consumer choice of goods and services.	2	2		2
10.	Individuals' needs for clothing and food in different domestic/community settings.	2			2		2
11.	Individuals need for clothing and food in different domestic/community settings	2			2		2
12.			The implications of change in social trends on individuals and families.	2		2	2
13.			Changing circumstances in lifestyles.	2		2	2
14.			The need for reliable information to make informed choices.	2	2		2
Carried forward		3		5	8	0	8
Totals		7		13	16	4	20

Higher Home Economics. Analysis of the 2005 Question Paper

Section B Question 1

Question	Resource Management Unit		Consumer Studies Unit		Course Skills		Totals
	Course content	Mark	Course content	Mark	Knowledge	Evaluation	
a	/		Changing circumstances in life	3	3		3
b			Changing circumstances in life	6	6		6
c			Changing circumstances in life	3	3		3
d			Changing circumstances in life	4		4	4
e			Implications of changes on social trends on individuals and families	4		4	4
Totals				20	12	8	20

Higher Home Economics. Analysis of the 2005 Question Paper

Section B Question 2

Question	Resource Management Unit		Consumer Studies Unit		Course Skills		Totals
	Course content	Mark	Course content	Mark	Knowledge	Evaluation	
a	Relationship between diet, lifestyle and health	5		6	6	5	5
b			Socio economic factors affecting lifestyle and consumer choice of goods and services				
c			Changing circumstances in lifestyle	3		3	3
d	Relationship between diet, lifestyle and health	6			6		6
Totals		11		9	12	8	20

Higher Home Economics. Analysis of the 2005 Question Paper

Section B Question 3

Question	Resource Management Unit		Consumer Studies Unit		Course Skills		Totals
	Course content	Mark	Course content	Mark	Knowledge	Evaluation	
a	Individuals' needs for clothing and food in different domestic/community settings	4			4		4
b	Individuals' needs for clothing and food in different domestic/community settings	5				5	5
c			Forms of protections and support available to the consumer	3		3	3
d			The need for reliable information to make informed choices	2	2		2
e			Techniques used in marketing of consumer goods	6	6		6
Totals		9		11	12	8	20

Higher Home Economics. Analysis of the 2005 Question Paper

Section B Question 4

Question	Resource Management Unit		Consumer Studies Unit		Course Skills		Totals
	Course content	Mark	Course content	Mark	Knowledge	Evaluation	
a	Relationship between diet, lifestyle and health	6			6		6
b	Relationship between diet, lifestyle and health : food choices	3			3		3
c			Forms of protection and support available to the consumer	4		4	4
d			The concept of contract between buyer and seller	3	3		3
e			The implications of changes in social trends on individuals and families	4		4	4
Totals		9		11	12	8	20

Higher Home Economics. Analysis of the 2005 Question Paper

Question Paper Summary :Mark Allocation

Question	Unit title		Course Skills		Totals
	Resource Management	Consumer Studies	Knowledge	Evaluation	
Section A	6	14	16	4	20
Section B					
1		20	12	8	20
2	11	9	12	8	20
3	9	11	12	8	20
4	9	11	12	8	20
Totals	24 -26	54 -56	52	28	80
Target Range	20 – 30 marks	50 – 60 marks	50 – 55 marks	25 – 30 marks	80

[END OF MARKING INSTRUCTIONS]