

2006 Lifestyle and Consumer Technology

Advanced Higher

Finalised Marking Instructions

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Advanced Higher

Home Economics – Lifestyle and Consumer Technology

Instructions to Markers

General Instructions

Each question is marked out of 25. Markers should use the full range of marks available as indicated in the mark descriptors for an A, B and C response at the top of each question.

Candidates should be awarded according to the quality of thought revealed in their answers. They should not be rewarded solely, or even mainly, according to the quantity of knowledge conveyed. In progression from Higher a more advanced grasp of the skills of analysis, synthesis and interpretation is required. Credit will be awarded according to the degree of success with which the candidate:

- gives an answer which is relevant to the question and is explicitly related to the terms of the question
- is able to make the various distinctions required by the question
- responds to all the elements in the question in a coherent manner
- applies knowledge and explains, analyses, discusses rather than simply stating facts
- develops the skills of analysis and evaluation through critical appraisal.

Section A

1. (a) Outline the main issues identified in the report.

5 marks

A – 4-5 marks

The candidate is able to clearly outline the majority of the main issues of the report.

B – 3 marks

The candidate is able to outline most of the issues of the report.

C – 2 marks

The candidate is able to list some of the main issues of the report.

Answers should make reference to the following points:

- many men are not getting treatment for eating disorders as they are too embarrassed to get help
- experts believe there are as many as twice the known numbers of men suffering from eating disorders
- men are less likely to go to their GP anyway, but the stigma of having what is regarded as a ‘female’ disorder exacerbates this problem
- it is more difficult for GP’s to diagnose men with eating disorders
- the therapy used for treating eating disorders is not often ‘male friendly’ and this is made worse by the fact that most people getting this treatment are women
- in general our relationship with food is getting worse rather than better
- many men surveyed were unhappy about their weight and had feelings of guilt after eating
- many men simply learn to live with eating disorders rather than seeking help
- eating and behaviour problems may be a result of marital difficulties or can cause marital difficulties
- often with men a specific trigger causes an eating disorder – specific triggers may be mentioned
- generally low self esteem is the main cause of eating disorders
- the on set of anorexia is at a younger age than that of bulimia
- people with eating disorders often come from families where there is a high emphasis on achievement
- adults who have been affirmed in childhood are less likely to have an eating disorder in later life
- original beliefs about those who suffer from eating disorders are outdated – all ethnic groups and social classes are at risk as are both sexes.

1. (b) Discuss the impact of eating disorders on individuals and their families.

10 marks

A – 8-10 marks

The candidate is able to develop a full and coherent discussion of the impact of eating disorders. The discussion shows good analysis and the identification of the main points with full explanations.

B – 6-7 marks

The candidate is able to develop a discussion of the impact of eating disorders. Most of the main points will be identified with some explanation.

C – 4-5 marks

The candidate is able to identify some of the main points with limited explanation.

Answers should make reference to the following points:

- people who have eating disorders may find that their lives comes to revolve around food – planning what to eat, how to avoid eating or how to rid themselves of food
- such a preoccupation with food can be used to conceal various confused and painful feelings which would be better shared with loved ones
- eating disorders can have serious effects on our bodies
- sleep patterns can be disturbed
- feelings of lethargy or depression are common
- our bodies can suffer internal damage due to weight loss
- people can become sensitive to extremes of temperature
- women may experience a disturbed menstrual cycle
- ultimately it is possible to die from eating disorders, up to 30%
- eating disorders may impact on the whole family
- mealtimes may become very stressful and it may be necessary for parents to learn how to deal with such times through training
- other family members may feel angry with a sufferer as attention is directed towards them and away from the other members of the family
- most people who care for someone with an eating disorder suffer from distress, some may even become depressed
- parents find it very stressful to watch their child suffer from such a potentially life threatening illness
- low self esteem
- leads to malnutrition
- dental decay – acid rots teeth
- families may suffer guilt
- mood swings
- reduced immunity to disease
- medical care not available on NHS – impacts on families.

1. (c) Critically discuss the factors which may influence the food choices made by men.

10 marks

A – 8-10 marks

The candidate is able to critically discuss the statement giving full analysis.

B – 6-7 marks

The candidate is able to critically discuss the statement giving some analysis.

C – 4-5 marks

The candidate is able to critically discuss the statement giving limited analysis.

Answers should make reference to the following points:

- parents eating habits are passed on to their children
- financial position of parents may influence foods one has been introduced to
- association with events, Christmas, Easter
- experiences of foreign culture from holidays
- ethnic background may influence the foods prepared and eaten at home
- men may be influenced by peers eg at football matches where macho image is important
- image of some foods – some foods not seen as appropriate for men eg ‘real men don’t eat quiche’
- if body image is important eg at the gym, men may be influenced to eat foods that contribute to this image
- income will influence types of food bought
- income will influence frequency of eating out
- food preparation skills will influence types of foods bought/cooking skills/quick, easy to cook
- state of health – eg high blood pressure, diabetes may influence food choice
- amount of physical exercise – men with very active lifestyles may have a different requirement for food than those with a sedentary lifestyle and this may affect food choices/occupation
- health – men interested in health may try to follow the dietary targets
- media – specific foods are marketed to men eg beer and this may influence food choice eg beef adverts
- culturally men tend to eat more meat and less fruit and vegetables than women so this will influence food choice
- men may take an interest in food and prepare food for the family
- lack of choice due to partner’s choice of food
- lack of time for shopping
- likes/dishes
- allergies
- availability of shop.

Section B

1. (a) Using the data below, discuss the changes in household composition between 1971 and 2004

10 marks

A – 8-10 marks

The candidate is able to develop a full and coherent discussion of the changes in household composition between 1971 and 2004.

The discussion shows good analysis and the identification of the main points with full explanations.

B – 6-7 marks

The candidate is able to develop a discussion of the changes in household composition between 1971 and 2004. Most of the main points will be identified with some explanations.

C – 4-5 marks

The candidate is able to identify some of the main points with limited explanations.

Answers should make reference to the following points:

- increasing number of people living alone
- figures more than doubled since the 1970's for people living alone
- may be due to increased number of divorces/people getting married later or not at all
- mobility for work, people living away from home during week
- more young people living independently at an earlier age
- support systems available to help elderly people remain in own home for longer
- increased availability of rented accommodation for single people
- increase in couple with no children
- many couples no longer feel need to have children – career orientated
- increase in social activities means some couples do not have time to become parents
- reduction in families with dependent children
- many families no longer wish to have children or have them later
- only slight decrease in non-dependent children families
- big increase in number of people who own homes since the 1970s
- increase in the number of lone parents.

1. (b) Critically discuss the implications for lifestyle and health of these changes in household composition

15 marks

A – 12-15 marks

The candidate is able to develop a full and critical discussion of the implications for health of these changes in household composition. The discussion shows good analysis and the identification of the main points with full explanations.

B – 9-11 marks

The candidate is able to develop a critical discussion of the implications for health of these changes in household composition. Most of the main points will be identified with some explanations.

C – 7-9 marks

The candidate is able to identify some of the main points with limited explanations.

Answers should make reference to the following points:

Health

- Increase in single person households may mean more consumption of convenience foods which can be higher in fat/sugar/salt which can cause ill health.
- May be increased consumption of snack foods as less home cooking is carried out – these foods can be higher in fat/sugar/salt which can cause ill health.
- Single people may socialise more which could lead to increased alcohol consumption – effect on health.
- Households without children may be more work orientated which could lead to stress.
- Increase in lone parents could mean less income so parent does without to provide meals/treats for children – health could suffer.
- Lone parents have to cope with stresses alone.
- Increase in mortgage rates could cause additional stress and reduction of disposable income for fresh/healthy food.

Lifestyle

- Increase in single person households may mean more consumption of convenience foods – ease of preparation or to save time.
- Single people may socialise more which could lead to increased alcohol consumption – financial implications.
- Households without children may be more work orientated which could lead to a higher standard of living.
- No children could mean increased disposable income for social activities which could increase exercise – bowling/swimming/gyms/skiing holidays.
- Lone parent may be working as well and not find time to prepare meal so high use of snack/convenience foods could be consumed.
- Increase in owner occupied housing could mean less money to spend on relaxing as they want to maintain house do DIY – increase in stress.

2. Discuss how a single parent on a limited income can make best use of resources when planning and preparing meals.

25 marks

A – 18-25 marks

The candidate is able to develop a full and coherent discussion of how the parent can make best use of resources when planning and preparing meals. The discussion shows good analysis and the identification of a wide range of factors with full explanations.

B – 15-17 marks

The candidate is able to develop a discussion of how the parent can make best use of resources when planning and preparing meals. A range of factors will be identified with explanation.

C – 12-14 marks

The candidate is able to identify some of the factors with limited explanation.

Answers should make reference to the following points;

Plan ahead

- The main factor is to be sure to plan ahead as impulse buys could result in waste.
- It also makes it easier to locate foods when in the shop as one knows in advance what is to be bought.
- As the meal has been planned in advance time is saved when preparing it.
- Advance cooking can be done to make full use of the cooking medium this will save money.
- Buying in bulk reduces the number of trips to the supermarket which can save time and energy, but additional storage space is needed.
- Bulk buying may not be possible if one does not own a car as groceries could be difficult to transport on a bus.

Family needs

- It is necessary to consider the needs of each member of the household eg age and stage.
- The likes and dislikes of the family members will be very important.
- When taking advantage of special offers make sure they are liked by the family otherwise they will be a waste of money.
- The nutritional needs of each of the family members should be considered when planning and making meals.
- It is vital they consider their own needs as they will require a nutritious diet to ensure they have the energy and health to look after a family on their own.

Financial resources

- The fact income is limited means they will have to economise eg use 'value' ranges, if possible buy special offers, to try to make the budget stretch further.
- Cost of fuel may influence cooking methods used.
- Shopping around and paying attention to in store promotions can lead to savings.
- Buy food in season if possible particularly fruit and vegetables where season can influence price quite markedly.
- Fresh meat and fish can be expensive, tinned fish, eggs, milk and cheese provide cheaper forms of protein.
- Pulse vegetables also provide a good source of protein and are very cheap.
- Cheaper cuts of meat can be used to save money eg mince, stewing steak.
- Loyalty cards can help save money as vouchers for money off shopping are issued after repeated purchases, it may be worth sticking to one supermarket to gain maximum discount in the future.
- Convenience foods can be costly due to added costs of packaging etc it may be best to avoid them.
- Frozen vegetables allow for a range to be available all year, they are cheap and of a high nutritional quality so may be good to buy.
- Money off coupons in magazines can be useful if the product is one which is liked by the family
- Apply for free school meals.

Skills

- Skill level will influence how many convenience foods are bought and may influence other ingredients particularly if their cooking repertoire is limited.
- If the single parent has the skill and time they could buy foods in season to make jams, chutneys etc.
- If the single parent has good cooking skills they will be able to make the best use of foods in season and special offers.

Resources available

- The resources available for food preparation will affect the foods they can buy ie if space is limited preparation of several ingredients may become problematic.
- If cooking facilities are limited this will affect what can be made ie number of rings, quality of oven etc.
- If storage is poor this will affect quantity of food which can be bought at any one time, especially if fridge and freezer space is limited.
- Owning a freezer allows for bulk buying and ability to buy special offers which can save both time and money.

Time

- As a single parent time is likely to be at a premium, using convenience foods may reduce the pressure.
- Bulk buying would reduce the number of trips to the shop and so save both time and money.
- Although time consuming during preparation, cooking in bulk leads to large savings in time when using foods from the freezer.

Saving fuel when cooking

- Using technology eg a microwave, can reduce cooking time and therefore bills.
- Pressure cookers cook foods quickly and allow for more than one food to be cooked at a time.
- Microwave speeds up cooking time and so saves fuel.
- Baking or roasting can be uneconomical, so the oven should be fully utilised on these occasions.
- Stir frying is a quick method of cooking which saves fuel.
- Second ovens in conventional cookers tend to be small and therefore use up less energy.
- Steamers allow boiling water from one pot to cook another item which saves fuel.
- Slow cookers use very low levels of electricity, as cheap cuts of meat and vegetable accompaniments can all be cooked together this saves more money.

3. Discuss the role of Dietary Reference Values in raising and maintaining standards of health.

25 marks

A – 18-25 marks

The candidate is able to develop a full and coherent discussion of the role of dietary reference values in raising and maintaining standards of health. The discussion shows good analysis and the identification of a wide range of factors with full explanations.

B – 15-17 marks

The candidate is able to develop a discussion of the role of the dietary reference values in raising and maintaining health. A range of factors will be identified with explanation.

C – 12-14 marks

The candidate is able to identify some of the factors with limited explanation.

Answers should make reference to the following points:

- Governments have a moral responsibility to try to ensure the health of the nation and so the set up COMA to establish guidelines for food and energy intakes for the population
- COMA established DRV's for different groups in the population
- it provides sound scientific basis for dietary advice for the public covering energy levels and 33 nutrients
- in recognition of the broad range of requirements of individuals within a population it recognises more than one figure for each nutrient
- the main aim of the DRV's is to ensure that everyone in the country or group gets enough of every nutrient
- as the requirements for different nutrients vary a range of requirements have been established.
- EAR – average requirement of a group for a particular nutrient or for energy
- RNI – the amount of a nutrient which is sufficient for almost all individuals, even those with a high need
- LRNI – the amount of a nutrient which is sufficient for only a few individuals, habitual intake below this is likely to result in a deficiency
- safe intake – where there is little information about the requirement of a nutrient, a safe intake indicates an intake which is sufficient for almost all individual needs
- as individuals needs vary the range of requirements can be plotted on a graph giving a typical bell curve
- guidance on energy and nutrients is required to provide yardsticks for assessing dietary surveys and food supply statistics
- it is also needed to provide guidance on appropriate dietary composition and meal provision and for food labelling purposes
- there is no biological disadvantage to setting targets close to or at the RNI, however it could mean people strive to eat excess nutrients which they don't need and it could be both expensive and wasteful
- nevertheless, the RNI is the figure used when calculating requirements for protein, vitamins and minerals
- conversely if people habitually consume close to the RNI for energy, this may prove to be excessive for many people and could result in them becoming overweight
- generally EAR is used for recommendations for energy
- it is not possible to set DRV's for fats and carbohydrates in isolation as removing them from the diet is not associated with a recognised symptom.

- guidance as to their consumption is useful and DRV's for them are shown as average contributions to total dietary energy and or the absolute amounts of intake suitable for adults
- population averages are used for recommended intakes of fat, sugar and NSP
- DRV's for macronutrients are considered consistent with good health in the light of current eating patterns established within the UK population
- DRV's apply to healthy people rather than those with disease
- it is not necessary to consume nutrient levels equivalent to DRV's at each meal or even each day, intakes should average out over a period of time
- they are very useful for assessing the details of individuals – the closer a person is to consuming the RNI the greater the chance they are achieving a sufficient intake of the nutrient
- they are very useful for assessing the diets of groups of individuals eg when dietary surveys are carried out by government or research groups, results can be compared with DRV's as such surveys provide average intakes within a population it is essential that averages should be at or close to the RNI to ensure the risk of deficiency within a group is low
- they are useful when planning food supplies, eg authorities planning diets for institutions can assess the adequacy of the meals they are providing. Again it is necessary to use the RNI as the base level to ensure even those with a high need are having their needs met
- they are useful in relation to nutrition labelling where a person can see what proportion of the RNI is provided per 100g or an average serving of the food
- DRV's must be treated with caution due to the ranges required within a population

4. Discuss the value of different types of demographic data concerned with households and household life.

25 marks

A – 18-25 marks

The candidate is able to develop a full and coherent discussion on the value of the different types of demographic data concerned with households and household life. The discussion shows good analysis and the identification of the majority of the main points with full explanation.

B – 15-17 marks

The candidate is able to develop a discussion on the value of the different types of demographic data concerned with households and household life. Most of the main points will be identified with explanation

C – 12-14 marks

The candidate is able to identify some of the main points with limited explanation

Answers should make reference to the following points when discussing the value of the data:

National Census

- Been running every 10 years since 1801, though early data more limited in scope.
- Main customer at that time was national government.
- Simply wanted to know if population was outstripping food supply.
- Coverage of topics now very wide and data is used for wide variety of purposes.
- Statistical tables are provided in consistent form over whole country.
- Tables cover population, housing, employment, health, education and transport.
- Census as a data source is so important that user guides have been published.
- Reports are available for each region and island area of Scotland and for each county in England and Wales.
- Responsibility for collecting and processing the data lies with the Office of population Census and Surveys (OPCS) in England and Wales and General Register Office (GRO) in Scotland and Northern Ireland.
- It is in effect a very large household survey, but special in 4 ways.
- Form is long and complex, any private organisation or researcher asking householders to complete it would almost certainly be refused.
- It doesn't just aim to survey a sample but covers the entire population.
- Thus very large volumes of data are generated.
- On a particular night in the census year every householder is asked to give details of everyone under their roof.
- It aims to provide a uniquely high response rate. Completing the form is compulsory by law.
- A very high level of care is given to safeguarding, coding, checking and processing the data.
- For reasons of confidentiality the public have no access to individual forms.
- To make as much data available as possible, many cross tabulations have to be processed and published in the form of statistical tables.
- The increasing range of users and the growth in data mean that there has been a veritable explosion in the number of published tables over the last few census dates.
- Information is now available for tiny groups which can go down to sixteen resident households or 50 resident persons.
- Can be used to ascertain trends in society.
- Government uses the data generated to plan for future needs of society.

Annual Abstract of Statistics

- Major source of comprehensive data which draws together material from wide range of official and other reliable sources (Office for National Statistics).
- Five parts of the abstract cover many aspects of life in UK –
 1. Area of UK
 2. Elections, overseas aid, defence
 3. Population, education, labour market, income, health, social protection, crime and justice, lifestyles
 4. Environment and housing, transport and communications
 5. National accounts, prices, finance, trade, agriculture, industrial output, banking and insurance.
- Scottish Abstract of Statistics designed to be major reference for statistics on life in Scotland.
- Tables often include data for a number of years and may refer to information down to local authority level.

The Expenditure and Food survey

- This replaced the Family expenditure Survey and National Food Survey from April 2001.
- The FES and NFS are not directly comparable.
- Improved recording methods in the EFS give results about food consumption that are more accurate and precise than those previously collated.
- The FES in operation since 1957 provided a detailed analysis of many aspects of household income and expenditure, broken down by house hold composition, socioeconomic characteristics and geography.
- The National Food Survey commissioned by the dept for the environment, food and rural affairs provided information about household purchases of food and aspects of the domestic diet from 1940.
- Allows interested parties to see consumption trends and adapt accordingly.
- Allows governments to plan policies around trends.
- Can be used to predict epidemics eg obesity/diabetes and prepare to prevent them.

Living in Britain

- Presents the results of the General Household Survey (GHS) which has been running since 1971.
- Based on a sample of people over 16 in private households, accounting to nearly 16000 in 1998-9.
- Sample carefully selected to be truly representative of the wider adult population.
- Always includes questions on population and household characteristics, housing, health, employment and education.
- Allows us to evaluate changes over time.
- Periodically other topics are covered or new questions introduced.
- Each continuous survey is subject to a review every 5 years to prevent repetitive questions.
- From 200 survey has two elements – the continuous survey and trailers.

Social trends

- Launched in 1970 as part of a strategy to strengthen social statistics which had begun to lag behind economic statistics.
- It draws from a range of reliable sources to provide a broad view of contemporary British society and how it has been changing.
- 2000 edition includes comparisons spanning the last 100 years to mark end of the twentieth century.
- Total of 326 charts and tables, over half of which are new compared with the previous edition.
- Data is included on population, income, wealth expenditure, health, social protection, environment, lifestyles and social participation.

General

- Unofficial statistics from non-government sources can also be very useful.
- These are mainly brought out for business purposes and marketing research reports are also rich in household or lifestyle data.
- Organisations involved in compiling data include, trade associations, professional bodies, academic journals.
- Some unofficial material can be difficult to obtain and reliability may vary.
- Readers of statistical info should be aware of potential limitations in validity when research methods are not clear.
- Readers should be aware of who is saying/how they know/what is missing from the info/has like been compared with like and does it make sense.

5. Discuss the influence of advertising on consumers purchasing habits.	25 marks
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A – 18-25 marks

The candidate is able to develop a full and coherent discussion on the influence of advertising on consumers purchasing habits. The discussion shows good analysis and the identification of the majority of the main points with full explanation.

B – 15-17 marks

The candidate is able to develop a discussion on the influence of advertising on consumers purchasing habits. Most of the main points will be identified with explanation

C – 12-14 marks

The candidate will be able to identify some of the main points with limited explanation

Answers should make reference to the following points:

- by apparently providing reliable relevant information about products so consumers can decide for themselves
- information from a variety of media – television, radio, magazines, poster advertising, food labelling and advertising
- use of simple messages in adverts/food labels which reassure consumers that they have made the correct choice eg. shredded wheat for a healthy heart/Special K image of slim woman
- revamping package design of foods eg. milk is now available in plastic bags to fit into fridge jugs
- changing the image of foods eg Heinz tomato soup is now being promoted as part of the 5 portions of fruit/veg a day
- changing the name of an existing product – Marathon became Snickers – to enhance/revamp appeal of product
- appealing to brand loyalty – consumers will stay with an existing brand name they recognise and will choose new products based on brand loyalty
- adverts which appeal to snobbery – eg after dinner mints
- adverts which appeal to sentimentality eg Wurtheralls Original Toffees
- sex appeal in adverts eg Special K/Muller mousse, yogurts, rice
- concerns over public concerns eg additives will encourage manufacturers to jump on the band wagon for additive free food promotion on packages
- emphasising the health and environmental benefits of organic foods
- ensuring adverts are aimed at the correct target group for example timing of television adverts. Adverts for sweets/children’s food products are often broadcast at teatime/Saturday mornings during children’s TV
- manufacturers of high fat/sugar products screen their products during children’s programmes
- promoting the product as contributing to “healthy eating” given consumers’ concern over diet as a whole
- promoting the convenience of food products to adults in today’s lifestyles eg microwave pasta/sauces
- young children are a vulnerable group and some manufacturers target their advertising and labelling deliberately at this group eg Sunny Delight appealed more to children than parents
- food adverts and labelling will make use of familiar cartoon characters Heinz tinned products eg beans & sausages often have latest characters on labels
- use of celebrities to promote product eg sports people, celebrity chefs, soap stars etc
- emphasising the environmental benefits of Fair Trade Products.

- children's loyalty to these characters and the accompanying songs and jingles will help to sell the products
- use of humour within promotions
- children susceptible to brand name adverts so manufacturers take advantage of this
- manufacturers rely on the "pester power" of children to persuade parents to buy their food products
- parents will know that the purchase will not be wasted as children want the product – this will motivate parents to buy and is important to those on a limited income who can not afford to purchase products the children will not like/eat
- special offers and special introductory offers by manufacturers eg buy one get one free/ buy two get third free
- sampling in supermarkets to persuade purchase
- location in supermarket/store to encourage sales eg sweets placed near checkouts at child height often leads to additional purchases by parents.
- use of competitions to encourage purchase/re-purchase
- collect labels/tokens for promotional gifts
- persistent messages – TV campaigns tied in with bus shelter campaigns and radio promotion often means that consumer are literally bombarded with a particular message
- often an image is promoted to appeal to the consumer – tango: wacky fun loving, Estee Lauder make up: luxury, classy
- many ads are now subliminal – or abstract and consumer is not always sure what they are being persuaded to buy
- adverts can develop own identity for product – circle of orange instantly linked with Orange mobile while pink square is being used by a competitor
- studies have shown consumers are more likely to purchase a well advertised brand than an unknown even if reports indicate the unknown product performs better.

Question	Context	Elaboration	Knowledge	Evaluation	Totals
Section A 1 (a) (b) (c)	Nutrition and health in the community	<ul style="list-style-type: none"> • Mental health • Lifestyle and health 	5 10	10	25
Section B 1 (a) (b) (c)	The household and the community	<ul style="list-style-type: none"> • The use of demographic data concerned with households and patterns of household life 	10	15	25
2	Nutrition and health in the community	<ul style="list-style-type: none"> • Planning and management of resources 	25		25
3	Nutrition and health in the community	<ul style="list-style-type: none"> • How and why dietary guidelines are applied • Interpretation of data • Data and relevant information – DRVs 	25		25

Question	Content	Elaboration	Knowledge	Evaluation	Totals
4	Household and the community	<ul style="list-style-type: none"> • The use of demographic data concerned with households and patterns of household life 	25		25
5	Socio-economic factors affecting consumer choice of food and clothing	<ul style="list-style-type: none"> • The mass media, advertising and consumer habits • Relationship between the marketing mix and consumer behaviour • Role of psychology in development and launch of new products 	25		25

[END OF MARKING INSTRUCTIONS]