



2010 Fashion & Textile Technology

Higher

Finalised Marking Instructions

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2010 Home Economics**Fashion & Textile Technology****Section A – Short Response Questions**

Question		Response	Marking Guidelines
1	Name one regenerated fibre.	1. Viscose. 2. Acetate. 3. Triacetate. 4. Lyocell. 5. Rayon.	1 mark for correct fibre
2	State one method of adding colour to a textile.	1. Dyeing/batik/tie dye. 2. Printing. 3. Weaving. 4. Batch dyeing. 5. Semi continuous pad dyeing. 6. Continuous pad dyeing. 7. Surface decoration (eg embroidery, appliqué etc.)	1 mark for correct method of adding colour
3	Name one fabric which can be made from silk.	1. Brocade. 2. Damask. 3. Organza. 4. Chiffon. 5. Duchesse. 6. Satin. 7. Crepe. 8. Dupion. 9. Taffeta. 10. Crepe de Chine. 11. Georgette. 12. Velvet.	1 mark for correct fabric
4	Give the term for the colours which are directly opposite on the colour wheel.	1. Complementary.	1 mark for the correct term
5	What does the abbreviation CIM stand for?	1. Computer-integrated manufacture.	1 mark for correct wording
6	Name one statutory label used on textiles.	1. Fibre content labels. 2. Nightwear safety labels. 3. Flammability labels.	1 mark for correct label

Question		Response	Marking Guidelines
7	Identify the term used for a trial garment made of calico.	1. Toile.	1 mark for correct term
8	State one advantage of an overlocker.	1. They produce a professional finish. 2. They can join/trim/neaten a seam in one operation. 3. Allows the seam to stretch with the fabric. 4. Prevents fraying of edges.	1 mark for one advantage
9	Identify two characteristics of elastane.	1. Stretchy/allows ease of movement/elasticity. 2. Recovery/retains original shape. 3. Strong/durable. 4. Lightweight. 5. Drapes well. 6. Comfortable to wear. 7. Washes/dries quickly. 8. Excellent resilience to chlorine. 9. Creates a non snag material. 10. Improves performance in sportswear/cuts down 'drag' during sporting activity. 11. Abrasion resistant. 12. Soft/smooth/supple/crease resistant. 13. Resistant to body oils/perspiration/deodorant/lotions. 14. No static. 15. No pilling problem.	2 marks 2 x 1 mark for each characteristic
10	State two advantages of disassembly.	1. To analyse/evaluate existing products of competitors. 2. To discover how the product has been constructed/what fabrics/components have been used. 3. To evaluate existing products in order to improve performance/production processes. 4. To discover different construction techniques. 5. To gain knowledge/understanding of design features. 6. To produce a specification for a new product. 7. To correct faults that may have occurred during production. 8. To ensure quality standards are being upheld. 9. As a check against the specification. 10. To consider ways in which the product may be re-used /recycled to help protect the environment.	2 marks 2 x 1 mark for each advantage

Question		Response	Marking Guidelines
11	Give two advantages of mixtures and blends.	<ol style="list-style-type: none"> 1. Improves quality/performance. 2. Improves comfort. 3. Improves ease of care. 4. Improves yarn uniformity. 5. Improved appearance. 6. Improves drape/handle. 7. Reduces fabric costs. 	<p>2 marks</p> <p>1 mark for each advantage</p>
12	<p>Explain each of the following terms used in market research.</p> <p>(i) Direct Research</p> <p>(ii) Quantitative Research</p>	<p>(i) Direct Research</p> <ol style="list-style-type: none"> 1. Obtained from the public using the telephone/personal interviews/group interviews/testing sessions/questionnaires. <p>(ii) Quantitative Research</p> <ol style="list-style-type: none"> 1. Obtained using large numbers of people by questionnaires/interviews. 2. Analysing numerical data from research eg interviews. 	<p>2 marks</p> <p>1 mark for the correct explanation of each term</p>
13	State two ways the Office of Fair Trading (OFT) helps the consumer.	<ol style="list-style-type: none"> 1. Can take action on behalf of the consumer against a trader who breaks the law. 2. Encourages trade organisations to improve standards so consumers get better treatment. 3. Produces leaflets/magazines on many aspects of consumer issues/credit/consumer products. 4. Listens to consumers and on their behalf asks for new laws/laws to be amended in their interest. 5. Keeps checks on the credit industry to protect consumers from unfair practices. 6. Gives advice to consumers on all aspects of trading. 7. Gives advice about services – financial/credit. 8. The Office of Fair Trading has legal powers/can take action against companies for a variety of issues including competition/making sure that many companies have equal access to the market/consumer credit/misleading advertising/courts and legal services/distance selling/estate agents/unfair terms in contracts. 9. Publishes a variety of information/produces an Office of Fair Trading magazine. 10. Helps consumers by taking action against traders who consistently break the law. 11. Helps consumers by asking for new laws to be made. 12. Supports Consumer Direct which offers a telephone/online consumer advice service. 13. Consumer Direct offers a free service. 14. Consumer Direct can refer consumer to the correct organisation to help them. 	<p>2 marks</p> <p>2 x 1 mark for each way</p>

Section B

a) Identify and explain **three** stages in the production of cotton.

Marking Instructions:

3 x 1 mark for identifying **each** stage of production of cotton.

3 x 1 mark for explanation of stage of production of cotton.

Stage must be identified before mark can be awarded for explanation. Where the stage is incorporated in the explanation this can be credited.

Total – 6 marks (KU)

Stage	Explanation
1. Harvesting	<ol style="list-style-type: none"> 1. The cotton bolls are picked by hand. 2. The cotton bolls are picked by machine.
2. Ginning	<ol style="list-style-type: none"> 1. The cotton fibres are separated from the seeds. 2. After the bolls have been picked the cotton/lint is removed mechanically from the seeds. 3. Fibres may be dried.
3. Baling	<ol style="list-style-type: none"> 1. The fibres are compressed in large bales and sent to the cotton mill. 2. The ginned cotton is pressed into bales and sent to the factories to be milled.
4. Opening	<ol style="list-style-type: none"> 1. Impurities are removed by beating then blown against a drum. 2. Sand and grit are removed by beating the bales and blowing the cotton against a drum. 3. The tightly pressed cotton bales are loosened in a machine and impurities fall out.
5. Scutching	<ol style="list-style-type: none"> 1. Cotton is further beaten to continue cleaning before rolling into sheets/or laps. 2. Further beating continues. 3. Another machine removes more impurities until sheets of loose fibres like cotton wool come out.
6. Carding	<ol style="list-style-type: none"> 1. The cotton fibres are combed to separate. 2. The cotton fibres are combed to form a sliver. 3. The fibres are combed to make them lie straight/orientation of fibres.
7. Drawing and Drafting	<ol style="list-style-type: none"> 1. Fibre sheets are reduced in thickness. 2. Improvement in regularity of fibres. 3. Sliver thickness is reduced. 4. More short hairs are removed to thin down the sheets/slivers.
8. Spinning	<ol style="list-style-type: none"> 1. The final process takes place twisting the fibres into a yarn. 2. Fibres are twisted into a yarn. 3. Varying degrees of twist is applied to the slivers producing a yarn.

- b) Using your knowledge and the information provided in the table below, evaluate the properties of **each** of the following fibres for winter sportswear.
- (i) Polyamide/nylon
 - (ii) Wool

Marking Instructions:

6 x 1 mark for each evaluation linked to winter sports.
At least one mark from **each** fibre.

Total – 6 marks (EV)

Polyamide/Nylon

1. Absorbency

Positive

- P 1. Nylon may be a good choice for **winter sports** clothing as it is hydrophobic/non absorbent **which** will allow the clothing which becomes wet easily to dry quickly.
- P 2. Nylon may be a good choice for **winter sports** clothing as it is hydrophobic/non absorbent **which** will keep the user dry during wet and wintry conditions.
- P 3. Nylon may be good choice for **winter sports** clothing as it is hydrophobic/non absorbent **so** items can be wiped clean preventing need to launder as regularly during the wet/muddy/winter season.

Negative

- N 1. Nylon is not a good choice for **winter sports** clothing as it cannot take colour well **so** a range of colours will not be available for participants to look unique during the season.
- N 2. Nylon is not a good choice for **winter sports** clothing as it cannot take colour well **so** a range of bright colours will not be available for participants to stand out during a dark season.
- N 3. Nylon is not a good choice for **winter sports** clothing as it is non absorbent **therefore** making it uncomfortable for the wearer who will sweat during sports.

2. Warmth

Negative

- N 1. Nylon is not a good choice for **winter sports** as it is a poor conductor of heat **therefore** heat will be lost from the body during a cold season making the wearer cold/impacting on performance.
- N 2. Nylon is not a good choice for **winter sports** as it is a poor conductor of heat **therefore** the cold air outside will penetrate through the clothing making the wearer cold/impacting on performance.

3. Durability

Positive

- P 1. Nylon may be a good choice for **winter sports** as it is very strong/durable/lasts a long time **therefore** it will be able to withstand outdoor use/provide value for money.
- P 2. Nylon may be a good choice for **winter sports** as it has high abrasion resistance/very durable **therefore** can endure a lot of wear/tear during sports to provide good value for money/provide protection.

4. Ease of Care

Positive

- P 1. Nylon may be a good choice for **winter sports** as it is easy to care for **therefore** will not require special attention/dry cleaning/extra money spent on care.
- P 2. Nylon may be a good choice for **winter sports** as it is easy to care for **therefore** can withstand repeated laundering which will keep clothing looking good to wear next season.

5. Elasticity

Negative

- N 1. Nylon is not a good choice for **winter sports** as it has poor elasticity **therefore** it will not stretch with body movements during sports.
- N 2. Nylon is not a good choice for **winter sports** as it has poor elasticity **therefore** it may restrict body movements during sports.

Wool

1. Absorbency

Positive

- P 1. Wool is a good choice for **winter sports** as the fabric is absorbent **therefore** keeping the wearer dry from perspiration as a result of participating in sport.
- P 2. Wool is a good choice for **winter sports** as the fabric is absorbent **therefore** lots of different colours are available as it accepts dyes easily.

Negative

- N 1. Wool may not be a good choice for **winter sports** as it is absorbent and **therefore** rain/snow may make the garment heavy/wet.
- N 2. Wool may not be a good choice for **winter sports** clothing as it is very absorbent **therefore** clothing that will get wet very easily will take a long time to dry.

2. Warmth

Positive

- P 1. Wool is a good choice for **winter sports** as it is a good conductor of heat **therefore** heat will not be lost from the body in cold conditions, keeping the wearer warm/improving performance
- P 2. Wool is a good choice for **winter sports** as it traps air **therefore** keeping the wearer warm during cold conditions.

3. Durability

Positive

- P 1. Wool may be a good choice for some **winter sports** as a high twist wool exists which is more durable and **so** will be able to stand outdoor/physical use.
- P 2. Depending on the construction technique/whether wool is woven/knitted/density of knit/density of weave may make wool more durable and **so** will be good as it is able to stand outdoor/physical use during **winter sports**.

Negative

- N 1. Wool may not be a good choice for **winter sports** as it is weak/not a durable fabric **therefore** it will not be able to withstand a lot of outdoor/physical use.
- N 2. Wool may not be a good choice for **winter sports** as it has poor abrasion resistance/not a durable fabric **therefore** cannot endure a lot of wear/tear which is essential for sports clothing/so may not protect the wearer.
- N 3. Wool may not be a good choice for winter sports as it has poor abrasion resistance/not durable **so** would not last long/need replaced/not provide value for money.

4. Ease of Care

Positive

- P 1. Wool may be a good choice for **winter sports** as the machine washable wools can be washed by machine which saves time/maintains appearance.

Negative

- N 1. Wool may not be a good choice for **winter sports** as it is not easy to care for **therefore** will require special attention/dry cleaning/extra money spent on to clean.
- N 2. Wool may not be a good choice for **winter sports** as it will require a lot of cleaning and wool is not easy to care for **therefore** it could shrink when washed/dried/take more time to care for.

5. Elasticity

Positive

- P 1. Wool may be a good choice for **winter sports** as it is elastic **therefore** it will stretch with/not restrict body movements during sporting activities.

1 c) Identify and explain **two** benefits of breathable membranes for sportswear.

Marking Instructions:

2 x 1 mark for benefit.

2 x 1 mark for explanation linked to use of breathable membrane in sportswear.

Benefit must be identified before mark can be awarded for explanation. Where the benefit is incorporated in the explanation this can be credited.

Total – 4 marks (KU)

Benefit	Explanation
<p>1. Lightweight</p>	<p>1. As the breathable membrane is lightweight it makes sportswear comfortable to wear.</p> <p>2. As the breathable membrane is lightweight it makes sportswear easy to carry to event/venue.</p> <p>3. As the breathable membrane is lightweight it means movements will not be restricted for sports in this sportswear.</p>
<p>2. Breathable/comfort</p>	<p>1. As the breathable membrane allows perspiration from the body to pass through the fabric making it comfortable to wear during sports.</p> <p>2. As the breathable membrane avoid build up of moisture inside sports clothing it is comfortable to wear during sports/keeping the wearer cool.</p> <p>3. Breathable membrane keeps the wearer dry by allowing perspiration produced during sports to escape.</p> <p>4. Breathable membrane does not allow the build up of moisture inside sportswear.</p>
<p>3. Waterproof</p>	<p>1. As the breathable membrane is waterproof it keeps the wearer dry if training for sports in bad weather.</p> <p>2. As the breathable membrane is waterproof it is suitable for winter sports as it keeps the wearer dry.</p> <p>3. As the breathable membrane is waterproof it is suitable for high performance sports clothing as it keeps the wearer dry.</p>
<p>4. Hardwearing/ Durable</p>	<p>1. As the breathable membrane is hardwearing/durable sports clothing will last a long time providing value for money.</p> <p>2. As the breathable membrane is hardwearing/durable sports clothing will withstand a lot of wear/ tear.</p> <p>3. As the breathable membrane is hardwearing/durable it is suitable for high performance/winter sports which must be resilient.</p> <p>4. As the breathable membrane is hardwearing/durable is suitable for high performance/winter sports as it may help keep wearer safe.</p> <p>5. As the breathable membrane comes with a guarantee so this will ensure the sportswear will last a long time.</p>
<p>5. Versatile</p>	<p>1. As the breathable membrane is versatile it has a range of uses suitable for different pieces of sports clothing. (boots/jackets/gloves/trousers/tops).</p>
<p>6. Windproof</p>	<p>1. As the breathable membrane is windproof the garment will keep the wearer insulated/warm if taking part in outdoors sports in poor/bad weather.</p>

- 1 d) Evaluate **each** of the following performance fabrics for outdoor wear.
- (i) UV reactive
 - (ii) Phase change

Marking Instructions:

4 x 1 mark for each point of evaluation linked to appropriate smart fabric and its use in outdoor wear.
Minimum of one from each smart fabric.

Total – 4 marks (EV)

(i) **UV reactive**

Positive

- P 1. **UV reactive fabrics** are good (as they use photochromic dyes) as they change in UV light/sunlight **which** make them ideal for **outdoor wear** to indicate if the body has been exposed to too much sun.
- P 2. **UV reactive fabrics** are useful as they (use photochromic dyes that) change in UV light/sunlight **which** makes consumers aware of when they have been exposed to too much sun/helping prevent skin cancers/good for children's clothes
- P 3. **UV reactive fabrics** are useful for the military as clothing worn **outdoors** can change in to the background/environment so avoiding the need to change clothing/helping with camouflage.
- P 4. **UV reactive fabrics** are good as they can be used to reveal texts/designs depending on the light **which** can be a useful marketing tool when used in **outdoor wear**.
- P 5. **UV reactive fabrics** are good (as photo chromic embroidery thread) as they can be used on garments for **outdoor wear which** would change colour depending on exposure to sunlight which is very decorative/**appealing**.

Negative

- N 1. **UV reactive fabrics** are not readily available meaning if you want to create a garment for **outdoor wear** that change colour **due** to sunlight exposure it would be very difficult to find.
- N 2. **UV reactive fabrics** are not that ideal as it is a fabric that is not widely used/use photochromic dyes **which** mean these fabrics/garments for **outdoor wear** tend to be very expensive.
- N 3. **UV reactive fabrics** may not be ideal as it depends on the background colour of the **outdoor wear** the ink is printed onto whether it will stand out **so** may not be easy to see the effects.
- N 4. **UV reactive fabrics** are not great as the effect of the fabric is destroyed by frequent washing of **outdoor wear therefore** they do not provide value for money.
- N 5. **UV reactive fabrics** for **outdoor wear** are not great as the colour will fade over time **therefore** they will not maintain a good appearance/provide value for money.

(ii) **Phase change**

Positive

- P 1. **Phase change material** is good for **outdoor wear** as it prevents the body overheating **therefore** the wearer will be able to cope with extremes of temperature.
- P 2. **Phase change material** is good for **outdoor wear** as it prevents overheating **therefore** the wearer will not be at risk of dehydrating.
- P 3. **Phase change material** is good for **outdoor wear** as it constantly changes state **therefore** allowing the wearer to be comfortable during the changing temperature of the body.
- P 4. **Phase change material** is good for **outdoor wear** as it will absorb heat during exercise **therefore** keeping the wearer cool during exercise.
- P 5. **Phase change material** is good for **outdoor wear** as it will absorb heat from the body then release it **therefore** when the wearer has cooled down the wearer will be kept at a comfortable temperature as heat will be released.
- P 6. **Phase change material** is good for **outdoor wear** when in extreme weather environments **therefore** the wearer's body will be kept at a constant temperature of comfort.
- P 7. When **phase change material** technology is part of an acrylic/viscose fibre, it is a permanent part through the life of the garment **therefore** has excellent durability through home laundry which is essential for **outdoor wear** that requires frequent laundry.

Negative

- N 1. **Phase change material** is not readily available in all high street stores which is bad **as** it may be difficult to find **outdoor wear** made from such materials.
- N 2. When **phase change material** is used in the manufacture of the **outdoor clothing** it is more expensive **which** is bad as the consumer may not be able to purchase it.

2 a) Identify and explain **three** reasons for wearing clothes.

Marking Instructions:

3 x 1 mark for identifying reason for wearing clothes.

3 x 1 mark for explanation.

Reason must be identified before mark can be awarded for explanation. Where the reason is incorporated in the explanation this can be credited.

Total – 6 marks (KU)

Reason	Explanation
1. Comfort	<ol style="list-style-type: none"> Clothing helps to control/maintain body temperature as it minimises changes in temperature making us more comfortable. Clothing helps to keep us dry/comfortable by absorbing sweat/other body fluids. Many clothing fabrics are soft to touch/fluffy/warm and so will feel good/comfortable against the skin. Many clothing fabrics are smooth/cool and so feel good/comfortable against the skin.
2. Modesty/self esteem	<ol style="list-style-type: none"> Clothing protects us from embarrassment by hiding parts of our bodies we don't want others to see. Clothing avoids us feeling naked by hiding parts of our body we do not wish others to see, whether because of size/shape/colour/disability/deformity.
3. Protection/safety	<ol style="list-style-type: none"> Clothing protects us from the elements: wind/rain/cold/snow/sun. Clothing can also protect us from danger (such as fire/keep us safe)/germs. Padded/thick clothing can prevent damage from falls/bumps/bangs.
4. Climatic Factors/warmth/cold (Temperature)	<ol style="list-style-type: none"> Individuals need clothing to be protected from the elements: wind/rain/cold/snow/sun. Appropriate clothing helps control/maintain body temperature. When individuals change environment, the temperature changes and our bodies register the change. When an individual chooses clothing, he/she tends to adjust what he/she wears to suit different climatic conditions.
5. Decoration	<ol style="list-style-type: none"> Choice of decoration needs to suit the occasion, and this usually dictates the type of clothing/overall style. Clothing can add a touch of glamour to special occasions. Clothing can be used for novelty/fun for children/fancy dress. Decoration can be added to clothing to complete/finish a look.
6. Fashion	<ol style="list-style-type: none"> Clothing can be used to express a particular identity eg gothic. Clothing can be used as a status symbol to show wealth eg wearing designer labels. Consumers like to change their clothing frequently to match fashion trends and prevent them looking out of date.

<p>7. Identification Job/ Status</p>	<ol style="list-style-type: none"> 1. Clothing such as work wear and uniforms identify occupations or jobs. For example, a white coat will identify a doctor, a dark business suit will identify an office worker. 2. Clothing such as work wear and uniforms may raise public awareness of service/company/school. 3. Clothing such as work wear and uniforms may give an individual a sense of status. 4. Some consumers will choose clothing to suit or reflect their lifestyle/hobbies/occupation/wealth/musical taste. 5. Designer clothing can be worn to give a sense of status within groups.
<p>8. Personal Taste</p>	<ol style="list-style-type: none"> 1. Each individual has clothing preferences in terms of colour, shape, line, proportion and texture that he/she considers flatter their body shape, size and colouring.
<p>9. Sense of Belonging/ Peer Pressure</p>	<ol style="list-style-type: none"> 1. Peer-group pressure is often expressed as the need to dress in the same manner as one's peers in order to 'belong' to a particular group identity. 2. Individuals may choose clothing to help them blend into a group or to feel anonymous. 3. Individuals may like to look different to their peers to achieve a sense of status so may choose clothing that is contrasting to theirs. 4. Individuals may be ridiculed if they do not conform to the clothing choices of peer group.
<p>10. Sense of Individuality</p>	<ol style="list-style-type: none"> 1. Individuals may like to look different to their peers to achieve a sense of status, so may choose clothing that is different. 2. Individuals may prefer to dress to express personal tastes and disregard current fashion/colours. 3. Individuals may not be interested in dressing fashionably. 4. Individuals may like to dress differently for effect, or to show off, or to be easily recognised. 5. Individuals may personalise uniform or work wear to stand out. 6. Clothing may be used as an expression of an individual's identity/personality.
<p>11. Self Expression</p>	<ol style="list-style-type: none"> 1. An individual may choose clothing to dress differently to stand out from the crowd. 2. An individual may wish to make a statement about a particular belief. (For example, a vegan would not wear animal fibres.) 3. Clothing can give an indication of status in society. (For example, religious status, such as a nun's habit, financial status, such as a designer suit.) 4. Peer group pressure is the need to dress in the same manner as others in order to 'belong' to a particular group/identity. 5. Clothing adopted by youth sub-cultures generally make a stand against society's values. (For example, punk/hippy/goth.)
<p>12. Self Esteem</p>	<ol style="list-style-type: none"> 1. Individuals may like to look different to their peers to achieve a sense of status so may choose clothing that is different. 2. Clothing may be used as a status symbol. 3. Individuals may choose smart rather than casual clothes to achieve a sense of self-esteem. 4. Work wear or uniforms may give an individual a sense of status.

<p>13. Hygiene/Protection</p>	<ol style="list-style-type: none"> 1. Clothing may be used for hygiene purposes as it provides a hygienic barrier. 2. Clothing can be used to keep toxins away from the body. 3. Clothing can be used to limit the transition of germs/bacteria. 4. Some clothing can be used to absorb perspiration.
<p>14. Tradition/Religion Culture</p>	<ol style="list-style-type: none"> 1. It is traditional in different cultures for men/women to dress differently. 2. Some cultures use certain clothing for particular traditions ie Scottish Wedding – kilt. 3. Clothing has always been used to identify different religious groups. 4. Clothing is traditionally used in different occupations ie Police.

b) Evaluate the use of market research to a fashion retailer.

Marking Instructions:

3 x 1 mark for **each** point of evaluation of market research linked to fashion retailer.

Total – 3 marks (EV)

Headings are not required but are provided to help the marker access the marking instructions.

1. Target market

Positive

- P 1. **Market research** provides good information to establish what would influence consumers to buy a new product, **therefore** the **fashion retailer** could establish requirements for a target market.
- P 2. **Market research** provides good information to establish if there is a need/gap in the market/for a certain product, **therefore** the **fashion retailer** can investigate further to find out what that need entails.
- P 3. **Market research** provides good information as it can evaluate existing products already available and would **therefore** enable the **fashion retailer** to establish areas of strength and weaknesses.
- P 4. **Market research** provides good information as it allows the **fashion retailer** to check what is already on the market **so** they can develop a new item/make changes to an existing item therefore make more profit.
- P 5. **Market research** provides good information for a **fashion retailer** to assess the possible competition for a new fashion product and **therefore** assess whether it is viable to continue.
- P 6. **Market research** provides good information for a **fashion retailer** to establish market trends, **therefore** finding out what fashion product the consumer wants to buy.
- P 7. **Market research** provides good information about where the fashion product is bought, so that **fashion retailers** can target correct market place **therefore** ensuring profit.
- P 8. **Market research** provides good information which can identify the target market that would be interested in buying the fashion product **so** that **fashion retailers** can produce an appropriate product.
- P 9. **Market research** provides good information for **fashion retailers** on the garments already available **therefore** allowing them to develop and change existing ideas.

Negative

- N 1. **Market research** may not provide the best information to **fashion retailers** as the consumer group participating in the research may not be honest/truthful **therefore** providing a false impression of what consumers want.

2. Price

Positive

- P 1. **Market research** provides good information for **fashion retailers** as they can gain public opinion on cost of fashion product **so** that they can see if they think it is value for money/economy.
- P 2. **Market research** provides good information on price comparison which allows **fashion retailers** to make a decision regarding a suitable price **therefore** maximising sales figures.

3. Wearer trials

Positive

- P 1. **Market research** provides useful information for **fashion retailers** in the form of wearer trials which help to determine opinion on appearance/texture of a product **therefore** gaining knowledge of consumers' wishes.
- P 2. **Market research** provides useful information that enables **fashion retailers** to gain public opinion on overall product acceptability/quality/preference, **which** helps to determine a product leader.

Negative

- N 1. **Market research** may not be appropriate to be carried out as it can be a lengthy process which would not offer the **fashion retailers** an immediate product to sell **therefore** not making any money.

4. Packaging

Positive

- P 1. **Market research** provides useful information for **fashion retailers** on the types of packaging which the consumer would prefer for the fashion product **therefore** enabling best choice for consumers.

5. Costs

Positive

- P 1. **Market research** provides good information as it gives regular feedback on the industry **so** the **fashion retailer** can rethink/readapt the marketing approach.

Negative

- N 1. **Market research** may not be ideal to carry out as it can be a costly process **which** would cut down on any profit for the **fashion retailer** as professional fees would have to be paid.

2 c) Explain **three** ways Vivienne Westwood has influenced fashion.

Marking Instructions:

3 x 1 mark linked to way Vivienne Westwood has influenced fashion.

Total – 3 marks (KU)

Headings are not required but are provided to help the marker access the marking instructions.

General

1. **Vivienne Westwood** has influenced fashion as she created some of the most inspirational/non-conformist/controversial collections of the last thirty years.
2. In **Vivienne Westwood** collections English tailoring remains to this day the foundation of her work and play a big part in fashion.
3. Throughout the years **Vivienne Westwood** continued to work with geometrical/asymmetrical cuts/ethnic inspirations/oversized/twisted garments/accessories which are still huge fashion trends.
4. Trainers first appeared on the catwalk through **Vivienne Westwood** and still remain a fashion item.
5. At the height of power dressing in the mid eighties **Vivienne Westwood** launched the “Mini Crini” collection which emphasised the feminine shape/declaring her love for feminine power which had a huge impact on women’s fashion.
6. In 1991 **Vivienne Westwood** launched the ‘Cut, Slash and Pull Collection’ which moved towards deconstruction showing clothes with exposed seams/torn fabric/garments made in reverse.
7. **Vivienne Westwood** influenced fashion by introducing wearing underwear as outerwear.
8. **Vivienne Westwood** influenced fashion by using tartans/tweeds which are still fashionable today.

Punk

1. **Vivienne Westwood** has been responsible for Punk/New Wave fashion for youth/street culture which was and still is popular.
2. The ‘punk style’ came to life when the Sex Pistols wore clothes from **Vivienne Westwood**’s shop at their first gig which was a huge trend still popular to this day.
3. The ‘punk style’ included bondage gear/safety pins/razor blades/bicycle/lavatory chains on clothing which was created by **Vivienne Westwood** and became a huge trend in the 80’s.
4. The ‘punk style’ included spiked dog collars that were used as jewellery/as well as outrageous make-up/hair which was created by **Vivienne Westwood** and became a huge trend in the 80’s.

Historic Influences

1. In 1981 **Vivienne Westwood** launched the ‘Pirates Collection’ based on gold/treasure/adventure/exploration/clothing of the 17th/18th Centuries and brought it back into fashion.
2. **Vivienne Westwood** became interested in tradition/technique and began her technical research of historical costume which influenced her designs.
3. In 1990 **Vivienne Westwood** launched her ‘Portrait Collection’ using fake fur/tweed/velvet in order to reconstruct the richness of old masters’ paintings which became key fabrics in fashion.

- 2 d) Explain **each** of the following stages in the development of a new range of jeans.
- (i) Concept Screening
 - (ii) Product Testing
 - (iii) First Production Run
 - (iv) Launch

Marking Instructions:

4 x 1 mark for explanation of **each** stage of development linked to new range of jeans.

Total – 4 marks (KU)

(i) Concept Screening

1. This stage is important as it involves developing ideas for the **new range of jeans**.
2. Development of new ideas for **new range of jeans** from market analysis of previously successful styles.
3. Manufacturers do not want to replicate existing products in the market so they will list styles of **new range of jeans** to be avoided.
4. Some ideas from concept generation kept, others discarded for the **new range of jeans**.

(ii) Product Testing

1. This is an important stage as it allows the **new range of jeans** to be tested so opinion can be obtained.
2. Allows the **new range of jeans** to be further refined or eliminated as a result of consumer opinions.
3. Allows the range of possible **new range of jeans** solutions to be further refined – the most suitable and popular jeans will be kept.
4. Trials of the **jeans** are done for fit during pre-production process.
5. Wearer trials of **jeans** are expensive/time consuming.
6. Many companies use on-line environments for testing **jeans** for this process.

(iii) First Production Run

1. Allows for the production/manufacture of the **new range of jeans** for the first time so that the assembly line can be assessed/alterd as necessary to ensure full production is successful.
2. Allows for the quality assurance team to test the **new range of jeans** for quality.
3. An important stage in the development of the **new range of jeans** as it affects many of the other stages (eg if components are changed then the labelling would be required to be changed.)

(iv) Launch

1. An important stage of the plan as the **new range of jeans** is now on sale.
2. Piloting /the launch of the **new range of jeans** may be carried out in a small area initially.
3. After piloting the advertising/marketing campaign the retailer can adjust the marketing approach for the **new range of jeans** before using it more widely.
4. The launch of the **new range of jeans** may be backed up by a high profile advertising campaign/window display/TV campaign etc which tells the public the jeans are now on sale
5. Sales figures for **new range of jeans** will be checked very carefully initially so that the retailer can continually rethink/readapt the marketing approach as quickly/economically/effectively as possible to ensure as many funds as possible are raised.
6. Market research will provide regular feedback which allows the **new range of jeans** to continue to be refined and improved.

- 2 e) Evaluate **each** of the following retail outlets when buying jeans.
- (i) High street fashion retailer
 - (ii) Supermarket
 - (iii) Charity shop
 - (iv) Designer store

Marking Instructions:

4 x 1 mark for evaluation linked to suitability of **each** outlet when choosing clothes.

Total – 4 marks (EV)

(i) **High street fashion retailer**

Positive

- P 1. **High street fashion retailer** is a good way to purchase **jeans** as they produce wearable/cheaper clothing based on latest fashion trends **therefore** fashionable jeans are available to wide range of income groups **therefore** consumers can dress fashionably.
- P 2. **High street fashion retailer** is a good way to purchase **jeans** as consumers can buy products on their store card **which** allows them to pay the bill once paid/end of month/pay over a period of time.
- P 3. **High street fashion retailer** is a good way to purchase **jeans** as consumers can buy products on their store card which provides a loyalty scheme **which** provides special offers/discount to consumers.
- P 4. **High street fashion retailer** is a good way to purchase **jeans** as they are made in mass production so garments are always available in a variety of sizes/colours/designs **therefore** the consumer has a wide variety of choice.

Negative

- N 1. **High street fashion retailer** is a bad way to purchase **jeans** as they are mass produced **therefore** clothing is not very unique/worn by a lot of people.
- N 2. **High street fashion retailer** is a bad way to purchase **jeans** as they offer discounts if you sign up for their store card **which** could get consumers into debt.

Supermarket

Positive

- P 1. The **supermarket** is good for the purchase of **jeans** as the clothing tends to be cheap **therefore** saves the consumer money.
- P 2. The **supermarket** is good for the purchase of **jeans** as they sell clothing to suit all members of a family **therefore** purchases for the whole family can be made together.
- P 3. The **supermarket** is good for the purchase of **jeans** as they produce cheaper versions of the latest styles/trends **so** consumers can still dress fashionably.

Negative

- N 1. The **supermarket** is bad for the purchase of **jeans** as their garments may be of a lower quality **therefore** will not last as long/not provide value for money.
- N 2. The **supermarket** is bad for the purchase of **jeans** as their garments are mass produced **therefore** a lot of people will have the same **jeans**.

(iii) **Charity shop**

Positive

- P 1. **Charity shops** are good for the purchase of **jeans** as they are cheap **therefore** save the consumer money.
- P 2. **Charity shops** are good for the purchase of **jeans** as they encourage recycling **therefore** is good for the environment.
- P 3. **Charity shops** are good for the purchase of **jeans** as they allow designer labels to be bought at a reduced price **therefore** consumers have access to clothing they may not normally be able to afford.
- P 4. **Charity shops** are good for the purchase of **jeans** as consumers donate clothing from previous seasons **so** consumers may find some vintage **jeans** no longer available.

Negative

- N 1. **Charity shops** are bad for the purchase of **jeans** as they are second hand **therefore** you may not get a lot of wear out of them.
- N 2. **Charity shops** are not great for the purchase of **jeans** as they rely on donations **so** consumers may not find what they are looking for in there/may not be in their size.
- N 3. **Charity shops** may not be good for some people to buy **jeans** as their peers may associate buying clothing from charity shops as uncool **therefore** can be teased for doing so.

(iv) **Designer store**

Positive

- P 1. **Designer stores** are good for the purchase of **jeans** as the quality tends to be good **therefore** they will last a long time.
- P 2. **Designer stores** are good for the purchase of **jeans** as they are exclusive **therefore** consumers have unique/less common garments.
- P 3. **Designer stores** are good for the purchase of **jeans** as they are expensive/exclusive **so** they can provide consumers with a feeling of wealth/importance.
- P 4. **Designer stores** are good for the purchase of **jeans** as they stock all the latest styles and trends direct from the catwalk **therefore** consumers can buy clothing at the height of fashion.

Negative

- N 1. **Designer stores** are bad for the purchase of **jeans** as they are expensive **therefore** not many consumers have access to such garments.
- N 2. **Designer stores** are bad for the purchase of **jeans** as they are expensive **therefore** consumers may get into debt.
- N 3. **Designer stores** are bad for the purchasing of **jeans** as they tend to be big stores staffed by fashion followers **so** some consumers may feel intimidated.

3 a) Explain **three** benefits of a mood board to a designer.

Marking Instructions:

3 x 1 mark for **each** point linked to the value of a mood board to a designer.

Total – 3 marks (KU)

1. A **mood board** can be a source of inspiration to a designer when designing items.
2. A **mood board** can act as a visual display to help the designer show ideas to the team/client.
3. A **mood board** can help a designer's ideas to be presented in an easily understandable way.
4. A **mood board** can help the designer to define the market that a product is designed for.
5. A **mood board** allows the designer to assemble ideas together/to make changes before the idea is fully developed/to prevent mistakes.
6. A **mood board** allows the designer to make a visual description of his/her thoughts about what they want to achieve in a product.
7. A **mood board** enables the designer to use many types of images to illustrate their theme/ideas.
8. A **mood board** allows the designer to use fabric swatches/yarn samples/possible trimmings at an early stage of the design process to help illustrate their ideas.
9. A **mood board** allows the designer to illustrate clearly who the product is aimed at.
10. Keywords/logos may be included to allow the designer to give a clear message which can be visualised on the **mood board**.
11. A **mood board** allows the designer to focus their thoughts on the creation of a design which meets the specification.

3 b) Identify and explain **three** factors to consider when choosing clothes for a school prom.

Marking Instructions:

3 x 1 mark for identifying factor when choosing clothes for the prom.

3 x 1 mark for explanation linked to prom.

Factors must be identified before mark is awarded. Where the factor is incorporated in the explanation this can be credited.

Total – 6 marks (KU)

Reason	Explanation
<p>1. Fashion/style</p>	<ol style="list-style-type: none"> 1. Teenagers mostly want to be fashionable so will choose styles for the prom which fit with the look of the moment. 2. Teenagers may choose a colour which fits with the season's trends for their prom outfit as it is important for them to be in fashion. 3. Teenagers will choose an outfit for the prom with an appropriate cut/fit to flatter body shape.
<p>2. Peer Group pressure/ Individuality</p>	<ol style="list-style-type: none"> 1. Teenagers often do not like to look different from their friends so may choose a prom outfit to help them blend with the group. 2. Some teenagers do not like to look like their peers and may choose a prom outfit which is completely different.
<p>3. Cost/money available</p>	<ol style="list-style-type: none"> 1. As the prom outfit may only be worn on one occasion it should not be too costly. 2. As it is a very special occasion it may be appropriate to spend extra on the prom outfit. 3. It may pay to shop around for the cheapest hire of a kilt outfit/ dinner suit for the prom. 4. If the outfit for the prom, (eg kilt outfit) may be worn on several occasions it may be more economical in the long run to buy an outfit rather than hire one. 5. It may be more economical to hire a formal dress than to buy one for the prom. 6. Outlet stores/shops may allow designer prom garments to be bought at a fraction of the original price. 7. Money available for the prom outfit will influence the amount spent/retail outlet/quality.
<p>4. Like/dislikes</p>	<ol style="list-style-type: none"> 1. It is vital the teenager likes the style of the clothes so they feel good at the prom as it is a special occasion. 2. If the teenager has a particular prejudice against a particular brand/ shop it may not be wise to buy from there as it may affect their enjoyment at the prom.
<p>5. Tradition</p>	<ol style="list-style-type: none"> 1. Schools may have particular traditions regarding what is worn to a prom. 2. Traditionally formal clothes are worn to a prom, so this should be considered when choosing an outfit.
<p>6. Beliefs/culture/ Religious influences</p>	<ol style="list-style-type: none"> 1. Some religions may require shoulders to be covered and this may influence the choice of prom outfit. 2. Some religions require the shape of the body to be hidden so this may influence the choice of prom outfit. 3. Scottish culture may make it appropriate for boys to wear a kilt to a prom.

Reason	Explanation
7. Occasion	<ol style="list-style-type: none"> 1. As a prom is a formal occasion the outfit should be formal. 2. As the prom is a formal occasion it may be appropriate for the outfit to be more embellished than normal garments. 3. As the prom is a formal occasion the garment may be made of a luxurious fabric.
8. Crease resistance	<ol style="list-style-type: none"> 1. The fabric of the prom outfit should be crease resistant to maintain a good appearance for the whole event.
9. Label/brand	<ol style="list-style-type: none"> 1. Teenagers can be very 'brand conscious' so may consider it important to have a prom outfit from the right name/brand. 2. A designer brand may allow the teenager to feel an improved sense of status for the prom.
10. Theme	<ol style="list-style-type: none"> 1. The prom may have a theme so this may affect choice of outfit to be worn.
11. Aesthetic appeal	<ol style="list-style-type: none"> 1. It is vital the outfit for the prom looks attractive as it is a special occasion. 2. This is possibly the most important factor when choosing an outfit for a prom as the teenager will want to look, and therefore feel, great.
12. Comfort/lightweight	<ol style="list-style-type: none"> 1. A prom is a special night so it is important the outfit is comfortable/soft/not irritate the skin so the event is not spoiled. 2. As the prom is for teenagers fashion may be more important than comfort when selecting an outfit.
13. Season of year/ climate/weather	<ol style="list-style-type: none"> 1. If the prom is at Christmas time a more heavily decorated garment may be chosen. 2. If the prom is in the winter darker colours may be preferred. 3. If the prom is in the winter an outfit with sleeves/a wrap may be chosen for warmth. 4. If the prom is in the summer more pastel shades may be chosen. 5. If the prom is in the summer a sleeveless/strappy style may be more appropriate.
14. Advertising/ marketing/ promotional influences	<ol style="list-style-type: none"> 1. Retail outlets may produce displays of garments/outfits suitable for a prom. 2. As the prom may be an annual event pupils may purchase their outfit during a sales period.
15. Size range	<ol style="list-style-type: none"> 1. A wide range of sizes is important to ensure a prom outfit is available for all shapes/sizes.
16. Warmth	<ol style="list-style-type: none"> 1. If the prom is to held in winter an outfit with sleeves/a wrap may be chosen for warmth.
17. Strength	<ol style="list-style-type: none"> 1. The outfit for the prom will need to be strong to withstand dancing/activities at the prom. 2. If the outfit for the prom is strong it can be worn again at future events.
18. Stretch	<ol style="list-style-type: none"> 1. If the outfit for the prom has stretch it will be more comfortable to wear/prevent tearing during activities at the prom.
19. Gender	<ol style="list-style-type: none"> 1. Type/style/colour/fashion/aesthetic qualities will influence the choice of clothing for the prom.
20. Stain resistance	<ol style="list-style-type: none"> 1. If the fabric for the prom outfit is stain resistant it will be easier to keep clean/retain appearance better.
21. Ease of care	<ol style="list-style-type: none"> 1. If the outfit for the prom is easy to care for/wash it will retain appearance for longer/be better value for money.

- 3 c) Evaluate the suitability of the following fabrics for accessories.
- (i) Woven fabrics
 - (ii) Non-woven fabrics

Marking Instructions:

1 mark for **each** point of evaluation linked to the use of woven fabrics for accessories.

1 mark for **each** point of evaluation linked to the use of non-woven fabrics for accessories.

Minimum of 1 mark from each area.

Total – 4 marks (EV)

(i) **Woven fabrics**

Positive

- P 1. **Woven fabrics** may drape well therefore this is good for some **accessories** (eg scarves) **where** drape is important.
- P 2. Close **woven fabrics** may be durable, therefore this would be good for **accessories** **which** suffer from a lot of wear/tear (eg handbags).
- P 3. Some **woven fabrics** have good dimensional stability, this would be good for **accessories** as **they would** keep their shape and/or **therefore** look smarter for longer.
- P 4. Closely **woven fabrics** can assist in the prevention of cold air penetration, **therefore** this would be good for some **accessories** as it would increase warmth/comfort.
- P 5. **Weaving** allows many different textures to be created **therefore** this allows a wide variety of colours/textures to be created which is good as it could make the **accessory** look more interesting.

Negative

- N 1. **Woven fabrics** are not such good insulators **therefore** they would not be as suitable for **accessories** where warmth is important such as winter scarves.
- N 2. **Woven fabrics** fray easily so this could be a problem when making **accessories** as unless seams are well finished/holes may form in the seam **therefore** this could affect the quality of the item.
- N 3. **Woven fabrics** do not stretch easily **therefore** this may make them unsuitable for **accessories** where a close fit is required (eg hats or gloves).

(ii) **Non-woven fabrics**

Positive

- P 1. **Non-woven** fabrics tend to be cheap to produce therefore they are suitable for **accessories** which may be used infrequently **as they** will not add much cost to an outfit.
- P 2. **Non-woven** fabrics do not fray so they are ideal for **accessories** as no seam finishes are required **therefore** they are quicker to make/may not require a lining.
- P 3. **Non-woven** fabrics have good insulating properties **therefore** they would be good for **accessories** where warmth is required such as scarves.
- P 4. **Non-woven** fabrics have good crease recovery so this would be good for **accessories** **as they** will maintain a good appearance.
- P 5. **Non-woven** fabrics do not fray so they are ideal for **accessories** **because** they give a quality finish/quicker to produce/cheaper.
- P 6. **Non-woven** fabrics are easy to care for so are ideal for **accessories** **as** they can be kept clean easily

Negative

- N 1. **Non-woven** fabrics are not very durable therefore they may not be suitable for **accessories** which require a lot of wear and tear **as** they may rip or tear if used frequently.
- N 2. **Non-woven** fabrics have very poor draping qualities so they will be unsuitable for **accessories** which require to hang nicely **therefore** this may limit their use.
- N 3. **Non-woven** fabrics have poor handling qualities **therefore** they may be unsuitable for **accessories** which require a lot of detail.

- 3 d) Explain **one** benefit of **each** of the following chemical finishes.
- (i) Antibacterial
 - (ii) Mercerisation
 - (iii) Anti-pilling
 - (iv) Waterproofing

Marking Instructions:

4 x 1 mark for **each** explanation of **each** benefit linked to **each** chemical finish.

Total – 4 marks (KU)

(i) **Anti-bacterial**

1. **Anti bacterial** checks the growth of bacteria on textiles **which** makes the textiles last longer.
2. **Anti bacterial** checks the growth of bacteria on textiles **which** make the textiles more hygienic.
3. **Anti bacterial** is good as it reduces the effect of perspiration bacteria **therefore** it does not leave lasting damage on fabrics.
4. **Anti bacterial** reduces the effect of perspiration bacteria **therefore** it does not stain the fabric.
5. **Anti bacterial** allows the effect of perspiration to be removed by washing more easily **therefore** the fabric stays fresher longer.
6. **Anti bacterial** can be used in household cleaning textiles **which** reduce the spread of bacteria around the home.
7. **Anti bacterial** can be used in textiles for use in nurseries/ primary schools **which** help prevent the transference of bacteria.
8. **Anti bacterial** can be used on medical textile products used in hospitals **which** help prevent the spread of bacteria/infections.

(ii) **Mercerisation**

1. **Mercerisation** makes cotton more lustrous which may extend its uses.
2. **Mercerisation** makes the fibres swell up and straighten out which makes it softer.
3. **Mercerisation** makes cotton stronger so more durable.
4. **Mercerisation** makes the fabric softer so more comfortable to wear.
5. **Mercerisation** makes the fabric more absorbent so it is more comfortable to wear.
6. **Mercerisation** makes the fabric more absorbent so it absorbs dyes more readily.
7. **Mercerisation** is a permanent finish so there is no need to re-apply the finish.

(iii) **Anti-pilling**

1. **Anti-pilling** uses solvents/film forming polymers which are applied to the surface of the fabric to help reduce pilling which may extend the life of a garment.
2. **Anti-pilling** prevents the formation of small balls/tangles on the surface of a fabric, which may make it look unattractive.
3. **Anti-pilling** treatments are most commonly used on wool/synthetic fibre/fabrics made of loosely twisted yarn as these fabrics are more likely to be affected by pilling.

(iv) **Waterproofing**

1. **Waterproofing** is done to prevent water penetrating the fabric and so increase the comfort of the wearer.
2. **Waterproofing** may be done by coating the fabric with rubber/plastic/linseed oil/PVC or wax so this can make the garment uncomfortable if worn for long periods of time/is ideal for furnishing fabrics eg tablecovers.
3. **Waterproofing** by nanotechnology using silicon-based chemicals may be used on the fabric and these wrap around individual fibres; the appropriateness of this method will depend on the end use.
4. **Non porous or hydrophilic finishes** may be used to make fabric waterproof which may make a more comfortable fabric for the wearer.
5. Depending on the end use, fabrics may be laminated with **micro porous polymer films** to make them waterproof.

3 e) Evaluate the usefulness to the consumer of the Citizens Advice Bureau (CAB).

Marking Instructions:

3 x 1 mark for each point of evaluation linked to the usefulness of the Citizens Advice Bureau to the consumer.

Total – 3 marks (EV)

Positive

- P 1. The **Citizens Advice Bureau** gives free advice to **consumers** in need on any subject **therefore** this is good as it is accessible to everyone as money is not required.
- P 2. The **Citizens Advice Bureau** gives confidential advice to **consumers** in need on any subject **therefore** this is good as it will be suitable for consumers who want to keep issues private.
- P 3. The **Citizens Advice Bureau** gives practical help to **consumers** in need **therefore** this is good as it may help consumers get out of difficulties.
- P 4. The **Citizens Advice Bureau** informs **consumers** in need of their rights and responsibilities **therefore** they will be better informed to make decisions, which is good.
- P 5. The **Citizens Advice Bureau** can influence social policies and services locally/nationally **therefore** this is good for the **consumer** as changes in these policies may help them in the future.
- P 6. The **Citizens Advice Bureau** can assist/sort out difficulties with benefit claims/help to fill in forms which is good for the **consumer** as these processes can be complicated and **therefore** it ensures people are receiving their full entitlement.
- P 7. The **Citizens Advice Bureau** can provide practical help (for example with drafting letters) which is good for **consumers** who may not be experienced in this field **therefore** they will have more chance of reaching a positive outcome.
- P 8. The **Citizens Advice Bureau** can help negotiation with third parties (eg creditors) **therefore** this may be very important for **consumers** who are in debt which is good as it reduces the chance of further debt.
- P 9. The **Citizens Advice Bureau** can help **consumers** draw up a budget/a realistic payment plan if they are in debt; this is good as it may help pay off debts and **therefore** save them money in the long run.
- P 10. The **Citizens Advice Bureau** can help preparation of cases for tribunals/court which may help **consumers** who need to go to court but have little experience of such matters/little money to do so **therefore** this may improve their presentation of their case.
- P 11. The **Citizens Advice Bureau** may offer free sessions with local solicitors/accountants which is good for **consumers** who cannot afford the cost of such services **therefore** it allows them access to services which they could not otherwise afford.
- P 12. **The Citizens Advice Bureau may** be accessed online; this is good for **consumers** who are working/cannot access an office easily **because** they can still receive advice to help them outwith normal working hours.
- P 13. **The Citizens Advice Bureau** provides non-bias advice to consumers **which is good** as it provides a reliable source of information.

Negative

- N 1. The **Citizens Advice Bureau** is not easily accessible to those who live in small towns or remote communities **therefore** some **consumers** may find it hard to access advice.
- N 2. The **Citizens Advice Bureau** opening hours are limited so this may not be suitable for all **consumers therefore** they may find it hard to access advice.
- N 3. Specialist volunteers may not always be on duty in the **Citizens Advice Bureau therefore** this is not good as **consumers** may find it difficult to access advice.
- N 4. The **Citizens Advice Bureau** operates a first come first served policy **therefore** this is not good for **consumers** who may have to wait for a long time.

4 a) Explain **four** benefits of eco-friendly textile products to the environment.

Marking Instructions:

4 x 1 mark for **each** explanation linked to the positive impact eco-friendly textiles may have on the environment.

Total – 4 marks (KU)

Headings are not required but are provided to help the marker access the marking instructions.

Manufacturing

1. Manufacturers can reduce pollution by changing how they produce fabric which helps the **environment**.
2. Manufacturers can reduce pollution by changing how they dye fabric which helps the **environment**.
3. Manufacturers can reduce pollution by changing how they transport fabric which helps the **environment**.
4. Lyocell, which uses renewable wood pulp in its production, can help the **environment** by using only trees grown specifically for that purpose.
5. The manufacture of lyocell helps the environment by using a non toxic solvent which is then recycled thus reducing **environmental** effluents.
6. Reducing the amount of synthetic fibres produced can help the **environment** as they are made from oil which is a non-renewable resource.
7. Reducing the amount of synthetic fibres produced can help the **environment** as the CO₂/other by products given off during their production are harmful to the environment.
8. Products which use natural dyes are more eco friendly which is good for the **environment** as chemical dyes produce chemical waste.
9. The use of organic fibres in textile products may help reduce the amount of chemicals in the **environment**.

Recycling

1. The use of recycled materials in textile products may have a beneficial effect on the **environment** as it reduces waste.
2. Buying from second hand/‘vintage’ shops helps reduce textile waste and so benefits the **environment**.
3. The use of textile banks for old/unwanted clothing helps reduce clothing waste which may contribute to landfill and so damage the **environment**.
4. Natural fibres are replicable/recyclable therefore products made from these are more likely to be eco-friendly for the **environment**.
5. Customising may extend the life of a garment by making it look more fashionable and preventing waste which may contribute to landfill and **environmental** damage.
6. Handing down garments between families/friends may reduce waste which may contribute to landfill and **environmental** damage.

- 4 b) The star profile below shows the results of testing a new fabric.
Evaluate the suitability of this fabric for a tent.

Marking Instructions:

5 x 1 mark for **each** point of evaluation linked to the suitability of the fabric for a tent.

Total – 5 marks (EV)

Waterproof (5)

Positive

- P 1. The rating for waterproof is highest; this is good as it may be wet, **therefore** the **tent** and its contents should remain dry no matter the weather.
- P 2. The rating for waterproof is highest; this is good as if it rains it should be possible to have a dry change of clothes inside the **tent**, **therefore** the time camping will be more comfortable.
- P 3. The rating for waterproof is highest; this is good as if it rains the sleeping bags in the **tent** should remain dry **therefore** it should be possible to be warm and dry at night.

Insulation (2)

Negative

- N 1. The rating for insulation is low; this is not good as it may be cold when camping **therefore** those inside the **tent** may be unable to warm up.
- N 2. The rating for insulation is low; this is not good as it may be cold and there may be very few other places to shelter **therefore** it may not be possible to warm up inside the **tent**.
- N 3. The rating for insulation is low; this is not good for the **tent** as the temperature can drop at night **therefore** it may be very uncomfortable if it is cold.

Lightweight (4)

Positive

- P 1. The rating for lightness is high; this may be good as often **tents** are carried a fair distance when hiking **therefore** it may prove comfortable to carry.
- P 2. The rating for lightness is high; this may be good if the **tent** is wet as this will add extra weight **therefore** making it uncomfortable but not impossible to carry.
- P 3. The rating for lightness is high; this may be good as other equipment will also have to be carried **therefore** a lightweight **tent** would make things less onerous.

Strength (5)

Positive

- P 1. The strength of the **tent** is highest; this is good as it may be windy **therefore** the tent will not rip.
- P 2. The strength of the **tent** is highest; this is good as to ensure it stays up all the guy ropes need to be fixed tightly **therefore** it will not tear/should stay up well.

Flame Resistant (1)

Negative

- N 1. The flame resistance of the **tent** is very low; this is not good as cooking might take place inside the tent **therefore** there could be a high risk of a fire.
- N 2. The flame resistance of the **tent** is very low; this is not good as tents are often placed close to each other at campsites **therefore** if one close by caught fire this tent may also catch fire.

Resistance to mildew (2)

Negative

- N 1. Resistance to mildew is quite low; this is not good as if the **tent** is put away damp mildew may appear **therefore** it will appear stained / smell / the next time it is used.
- N 2. Resistance to mildew is quite low; this is not good as if the weather is wet and warm then mildew may appear on the **tent therefore** its appearance will be affected.

- 4 c) Explain **each** of the following principles of design when developing a sleeping bag.
- (i) Quality
 - (ii) Function
 - (iii) Hygiene
 - (iv) Aesthetics

Marking Instructions:

4 x 1 mark for **each** explanation linked to **each** principle of design

Total – 4 marks (KU)

(i) **Quality**

1. This will affect how well it performs and as **sleeping bags** are often used in the outdoors it is important it is made well.
2. The quality of the finish of the **sleeping bag** may be important so as to ensure it does not tear when being used.
3. Security of fastenings eg zip, are very important on the **sleeping bag** as if it breaks whilst in use it could impact on the comfort and warmth of the user.
4. The quality of the fabrics used will determine the price of the **sleeping bag** so this will be important when designing such an item.

(ii) **Function**

1. This will influence the warmth of the **sleeping bag** and depending on its end use warmth will be very important.
2. The fibre content will be very important in determining how warm the **sleeping bag** is so the correct fibre should be used to ensure an appropriate tog value.
3. The methods of construction of the **sleeping bag** will be important as the outer and inner layers of the sleeping bag may be constructed differently to ensure warmth/comfort.
4. It may be appropriate to use chemical/mechanical finishes on the fabric to help with factors such as warmth and water resistance of the **sleeping bag**.
5. Membrane layers may be used in the **sleeping bag** to aid warmth, particularly for those which are to be used in very cold climates.
6. New technology may be incorporated to a **sleeping bag** to provide signalling/smart functions to act as extra protection for people using the sleeping bag in cold/dangerous conditions.
7. The **sleeping bag** must keep the user at the correct temperature/comfortable for the conditions in which it is to be used.
8. **The sleeping bag** design/zip/fastenings must allow the user easy access during use.

(iii) **Hygiene**

1. The **sleeping bag** may get dirty if used in the outdoors therefore it must be able to be washed easily.
2. Sometimes it can become very hot inside a **sleeping bag** therefore it must be able to be washed easily to keep it fresh.
3. A breathable fabric would allow the user to remain warm but for perspiration to escape, this would be very important for the hygiene of the **sleeping bag**.

(iv) **Aesthetics**

1. The colour of the **sleeping bag** may be important to the user so it goes with other outdoor gear/tent.
2. The pattern/colour may be important particularly if the **sleeping bag** is for a child as this could encourage them to choose a particular one.
3. The design detail of the **sleeping bag** may/may not be important depending on how the sleeping bag is to be used (– eg music festival young trendy look/seasoned winter climber the aesthetics may not matter.)
4. The use of a logo/design may be important to demonstrate to others the image/make/design of the **sleeping bag**.

4 d) Evaluate batch production in the manufacture of textile items.

Marking Instructions:

3 x 1 mark for **each** evaluation linked to batch production in the manufacture of textile items.

Total – 3 marks (EV)

Positive

- P 1. **Batch production** is ideal for quite small numbers of identical/similar products which is good **therefore** small production runs of **textile items** would work well using this process.
- P 2. **Batch production** allows **textile items** to be made more quickly which is good rather than if one person had made the items **therefore** it can save the manufacturer time/save on costs.
- P 3. **Batch production** uses teams of people to make **textile items** which is good as items can be made quickly as team members get very adept at their own task **therefore** this keeps costs down.
- P 4. **Batch production** is very flexible which is good and allows for changes to be made when producing **textile items** therefore this allows **manufacturers** to adapt quickly to changes in orders.
- P 5. **Batch production** is cheaper than job production which is good **therefore** allows manufacturers of **textile items** to be more competitive.
- P 6. Due to the relatively small production runs, **batch production** allows for personalisation of **textile items** which is good **therefore** making them more appealing to customers.

Negative

- N 1. Staff involved in **batch production** may only be skilled in one or two operations which may be bad **therefore** if absent this could slow down the production process/affect quality of the **textile item**.
- N 2. As **batch production** often requires one person to keep doing the same process so it can make the production of **textile items** repetitive and **therefore** quite boring.

- 4 e) Explain the protection offered to the consumer by the following.
- (i) Consumer Protection Act (1987)
 - (ii) British Standards Institution (BSI)

Marking Instructions:

2 x 1 mark for **each** explanation linked to Consumer Protection Act (1987).

2 x 1 mark for **each** explanation linked to British Standards Institution (BSI).

Total – 4 marks (KU)

(i) **Consumer Protection Act 1987**

1. **Consumer Protection Act 1987** protects the consumer by making it a criminal offence to supply goods that are not safe.
2. **Consumer Protection Act 1987** protects the consumer making it an offence to mislead customers about the true cost of good.
3. **Consumer Protection Act 1987** protects the consumer prohibits the supply of goods that are not in accordance with general safety requirements/which are unsafe.
4. **Consumer Protection Act 1987** protects the consumer enables regulations controlling the safety of consumer goods.
5. **Consumer Protection Act 1987** protects the consumer by providing for approved safety standards to enable with compliance with general safety requirements.
6. **Consumer Protection Act 1987** protects the consumer provides powers to seize/suspend the sale of suspected unsafe goods.
7. **Consumer Protection Act 1987** protects the consumer by contains provision for people who have sold unsafe goods to warn of consumers of products previously sold.
8. **Consumer Protection Act 1987** protects the consumer by providing for liability for damage caused by defective products.
9. **Consumer Protection Act 1987** protects the consumer by applying to special offers.
10. **Consumer Protection Act 1987** protects the consumer by covers both new/second hand goods.

(ii) **British Standards Institution (BSI)**

1. The **British Standards Institution** protects the consumer by interpreting international technical standards for the UK.
2. **British Standards Institution** protects the consumer by setting standards which products should reach and then award the BS standards.
3. **British Standards Institution** protects the consumer by testing products to see they conform to the standard, as a result of which the product may be given a **British Standards Institution** Kitemark.
4. The Kitemark is the symbol that gives consumers the assurance that the product they have bought really does conform to the appropriate **British Standard**.
5. Products bearing the **British Standards Institution** Kitemark are safe/reliable and protect the consumer.
6. Standards which protect the consumer are designed for voluntary use by the **British Standards Institution** and do not impose any regulations.
7. Laws/regulations may refer to certain **British Standards Institution** standards making compliance with them compulsory which then ensures the consumer is protected.

Context:

Higher Home Economics. Analysis of the 2010 Question Paper

× **Fashion and Textile Technology**

Section A

Question	Resource Management Unit		Consumer Studies Unit		Course Skills		Totals
	Course content	Mark	Course content	Mark	Knowledge	Evaluation	
1	Sources of natural and man-made fibres	1			1		1
2	Addition of colour	1			1		1
3	Sources of natural and man-made fibres	1			1		1
4	Colour	1			1		1
5	Use of CIM in design and manufacture	1			1		1
6			Statutory labelling	1	1		1
7	Product development strategy	1			1		1
Totals		6		1	7		7

Context:**Higher Home Economics. Analysis of the 2010 Question Paper**

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Fashion and Textile Technology**Section A (continued)**

Question	Resource Management Unit		Consumer Studies Unit		Course Skills		Totals
	Course content	Mark	Course content	Mark	Knowledge	Evaluation	
8	Technological developments in the production of manufacturing equipment for textile items.	1			1		1
9	Technological developments in fabrics	2			2		2
10	Product development strategy	2			2		2
11	Fabric construction	2			2		2
12	Market research	2			2		2
13			Government Agencies and Public Bodies – Office of Fair Trading	2	2		2
14			Social trends	2		2	2
Carried forward		6		1	7		7
Totals		15		5	18	2	20

Context:	
Higher Home Economics. Analysis of the 2010 Question Paper	Fashion and Textile Technology
Section B Question 1	

Question	Resource Management Unit		Consumer Studies Unit		Course Skills		Totals
	Course content	Mark	Course content	Mark	Knowledge	Evaluation	
(a)	Sources of natural and man-made fibres	6			6		6
(b)	Technological developments in fabrics	4				4	4
(c)	Properties of fibres	6				6	6
(d)	Technological developments in fabrics	4			4		4
Totals		20			10	10	20

Context:	
Higher Home Economics. Analysis of the 2010 Question Paper	Fashion and Textile Technology
Section B Question 2	

Question	Resource Management Unit		Consumer Studies Unit		Course Skills		Totals	
	Course content	Mark	Course content	Mark	Knowledge	Evaluation		
(a)	Reasons for wearing clothes	6	Social trends relating to the purchasing of clothing and textiles.	3	6	3	6	
(b)	Market research	3			3		3	
(c)	Product development strategy	4			4		4	
(d)					4		4	4
(e)					4		4	4
Totals		13		7	13	7	20	

Context:	
Higher Home Economics. Analysis of the 2010 Question Paper	Fashion and Textile Technology
Section B Question 3	

Question	Resource Management Unit		Consumer Studies Unit		Course Skills		Totals
	Course content	Mark	Course content	Mark	Knowledge	Evaluation	
(a)	Product development strategy	3			3		3
(b)			Factors influencing consumer choice of clothing/textile items	6	6		6
(c)	Fabric construction	4				4	4
(d)	Range and use of finishes to be considered when choosing fabrics	4			4		4
(e)			Roles and responsibilities of the Citizens Advice Bureau	3		3	3
Totals		11		9	13	7	20

Context:	
Higher Home Economics. Analysis of the 2010 Question Paper	Fashion and Textile Technology
Section B Question 4	

Question	Resource Management Unit		Consumer Studies Unit		Course Skills		Totals
	Course content	Mark	Course content	Mark	Knowledge	Evaluation	
(a)			Factors influencing consumer choice of clothing/textile items	4	4		4
(b)	Sensory testing	5				5	5
(c)	Principles of design	4			4		4
(d)	Types of production systems	3				3	3
(e)			Consumer Protection Act (1987)	2	2		2
			Roles and responsibilities of BSI	2	2		2
Totals		12		8	12	8	20

Context:	
Higher Home Economics. Analysis of the 2010 Question Paper	× Fashion and Textile Technology
Question Paper Summary: Mark Allocation	

Question	Unit Title		Course Skills		Totals
	Resource Management	Consumer Studies	Knowledge	Evaluation	
Section A	15	5	18	2	20
Section B					
1	20	0	10	10	20
2	13	7	13	7	20
3	11	9	13	7	20
4	12	8	12	8	20
Totals	58-60	20-22	53-54	26-27	80
Target Range	50-60 marks	20-30 marks	50-55 marks	25-30 marks	80

[END OF MARKING INSTRUCTIONS]