



2014 Lifestyle and Consumer Technology

Higher

Finalised Marking Instructions

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Part One: General Marking Principles for Lifestyle and Consumer Technology Higher

This information is provided to help you understand the general principles you must apply when marking candidate responses to questions in this Paper. These principles must be read in conjunction with the specific Marking Instructions for each question.

- (a)** Marks for each candidate response must always be assigned in line with these general marking principles and the specific Marking Instructions for the relevant question. If a specific candidate response does not seem to be covered by either the principles or detailed Marking Instructions, and you are uncertain how to assess it, you must seek guidance from your Team Leader/Principal Assessor.
- (b)** Marking should always be positive ie, marks should be awarded for what is correct and not deducted for errors or omissions.

GENERAL MARKING ADVICE: Lifestyle and Consumer Technology Higher

The marking schemes are written to assist in determining the “minimal acceptable answer” rather than listing every possible correct and incorrect answer. The following notes are offered to support Markers in making judgements on candidates’ evidence, and apply to marking both end of unit assessments and course assessments.

Part Two: Marking Instructions for each Question

Section A

Question	Expected Answer(s)	Max Mark	Additional Guidance
1	1. Nuclear family 2. Extended family 3. Single-parent family 4. Childless family 5. Multi-cultural family 6. Co-habiting family 7. Reconstituted family 8. Same sex parent family 1 mark for correct family structure	1	
2	1. Whole/semi skimmed milk 2. Meat 3. Cheese 4. Butter 5. Eggs 6. Oily fish 7. Fish liver oils 8. Margarine 9. Spinach 10. Watercress 11. Parsley 12. Cabbage 13. Broccoli 14. Tomatoes 15. Red/orange peppers 16. Apricots 17. Liver/liver pate 18. Paprika 19. Cayenne 20. Chilli powder 21. Sweet potatoes 22. Carrots 23. Butternut squash 24. Dried herbs 25. Yoghurt 26. Mango 1 mark for correct food source	1	

Question		Expected Answer(s)	Max Mark	Additional Guidance
3		<ol style="list-style-type: none"> 1. Being overweight/obesity 2. Diet high in salt/sodium/processed foods 3. Diet high in fat/calories 4. Lack of exercise 5. High intake of alcohol 6. Stress 7. Age 8. Certain drugs/medicines 9. Family history/heredity 10. Smoking 11. High cholesterol 12. High intake of caffeine <p>1 mark for correct cause</p>	1	
4		<ol style="list-style-type: none"> 1. Absorbent 2. Cool 3. Strong/stronger when wet 4. Creases easily 5. Flammable 6. Easy to wash 7. Poor elasticity 8. Durable 9. Poor insulator 10. Poor resistance to mildew <p>1 mark for correct property</p>	1	
5		<ol style="list-style-type: none"> 1. When more food is eaten than is required 2. More food/energy consumed than is needed 3. Extra food/energy consumed and stored as fat 4. Eating too much which can lead to obesity <p>1 mark for correct explanation</p>	1	

Question		Expected Answer(s)	Max Mark	Additional Guidance
6		1. Office of Fair Trading	1	
7		1. Provide practical solutions to housing issues 2. Provide help to the homeless/badly housed people 3. Provide advice/information on housing issues 4. Provides free advice on housing issues through helpline/online 5. Campaign against/raise awareness of inadequate housing 6. Research/develop new ways to solve housing issues. Accept appropriate answers 1 mark for correct function.	1	
8		1. 82°C 1 mark for correct temperature	1	
9		1. (Customer) discounts/special offers/coffees 2. (Customer) loyalty points 3. (Customer) access to special events/preview evenings 4. Can spread repayments for goods 5. Buy now pay later 6. Safer than carrying cash around 7. Cannot spend over credit limit 8. Can be accepted within various stores in the chain 2x1 mark for each benefit	2	

Question			Expected Answer(s)	Max Mark	Additional Guidance
10			<ol style="list-style-type: none"> 1. Steaming 2. Microwaving 3. Baking 4. Grilling 5. Stir-frying 6. Poaching 7. Pressure cooking <p>2x1 mark for each cooking method.</p>	2	
11			<ol style="list-style-type: none"> 1. Do not add sugar to food (tea/coffee/cereal) 2. Check food labels for sugar before buying 3. Eat less cakes/biscuits/sweets (any other hidden sugars) 4. Eat wholegrain/high-fibre breakfast cereals that are low in sugar. 5. Eat fresh fruit/vegetables as snacks 6. Do not give sweets as a reward to children 7. Use of sugar substitutes/artificial sweeteners 8. Any other correct practical way to reduce sugar in the diet <p>2x1 mark for each practical way</p>	2	
12			<ol style="list-style-type: none"> 1. Covers the whole food chain from the farm/factory to the plate 2. Ensures safe food for the consumer 3. Prevents the sale of food which is of inferior/poor quality 4. Ensures (all) food businesses must be registered (with local authority) 5. Ensures good hygiene standards for consumers 	2	

Question	Expected Answer(s)	Max Mark	Additional Guidance
12	<p>(cont)</p> <ol style="list-style-type: none"> 6. Ensures food handlers have food-hygiene training 7. Ensures food handlers wear appropriate clothing 8. Makes it an offence to produce/sell food which can cause food poisoning/injurious to health 9. Ensures food labelling is accurate/meet legal requirements 10. Ensures accurate labelling allows for informed choice (by the consumer) 11. Ensures foods cannot have false claims/misleading descriptions 12. Covers (food) labelling 13. Covers (food) additives/contaminants 14. Covers food composition (cont) 15. Protects public health in relation to food industry/Environmental Health Department <p>2x1 mark for each area covered</p>		
13	<ol style="list-style-type: none"> 1. Wearer does not feel sweaty/clammy/no condensation 2. They are comfortable to wear 3. They are waterproof 4. Suitable for (sporting) activities where 'breathable' properties are required 5. Breathable membranes can have an extended guarantee 6. Breathable membranes are lightweight 7. Breathable membranes are hardwearing 8. Allows perspiration to pass through <p>2x1 mark for each correct advantage</p>	2	

Question	Expected Answer(s)	Max Mark	Additional Guidance
14	<p>Advantages</p> <ol style="list-style-type: none"> 1. Increases the range of food stuffs available 2. Adds variety in colour/texture/flavour in the diet 3. Unpalatable protein can be converted into an acceptable product (soya beans) 4. Makes starch more digestible 5. Can be high in NSP/helps digestive system 6. May be cheaper depending on ingredients used. 7. Long shelf life (at room temperature) so fewer shopping trips <p>Disadvantages</p> <ol style="list-style-type: none"> 1. Food products can be fried so higher in fat 2. Higher fat products can cause weight gain/obesity 3. May be more expensive to produce. <p>1x1 mark for correct advantage 1x1 mark for correct disadvantage</p>	2	

Section B

Question		Expected Answer(s)	Max Mark	Additional Guidance
1	(a)	<p>3x1 mark for each identified factor 3x1 mark for each explanation linked to family lifestyle</p> <p>Factor has to be identified before mark is awarded for explanation</p> <p>Where the factor is incorporated in the explanation this can be credited</p> <p>1. Employment/increased income</p> <ol style="list-style-type: none"> 1. Employment can increase income which can affect the family's lifestyle by widening their choice of goods/services 2. Shift work can affect the family's lifestyle as meals may be taken at different times so less family time together 3. Relocation for work may affect a family's lifestyle as the extended family may have more/less contact with grandchildren/family members 4. Relocation for work may affect a family's lifestyle by disrupting family routines (eg child-minding, changed working patterns) 5. Relocation for work may be a positive benefit in affecting a family's lifestyle as they may have a better environment/surroundings 	6 KU	

Question		Expected Answer(s)	Max Mark	Additional Guidance
1	(a)	<p>(cont)</p> <p>2. Unemployment/decreased/reduced/ loss of income</p> <ol style="list-style-type: none"> 1. Unemployment can decrease income which can affect the family's lifestyle (by restricting their choice of goods/services) 2. Unemployment causes the family to spend more time in the home together which can affect a family's lifestyle as they will not be socialising/working therefore more likely to have lack of motivation/increased stress 3. Unemployment can affect a family's lifestyle as their income may be more dependent on (state) benefits so reducing the choice of goods and services 4. Unemployment can increase stress/financial worries that can affect a family's lifestyle by leading to disagreements/unhappiness 5. Unemployment can affect a family's lifestyle as it can increase health problems for a family member including depression/loss of self-esteem 6. Unemployment can affect a family's lifestyle as leisure time is increased resulting in more time being spent with family members 		

Question		Expected Answer(s)	Max Mark	Additional Guidance
1	(a)	<p>(cont)</p> <p>3. Divorce/separation/conflict/lone parent</p> <ol style="list-style-type: none"> 1. Divorce can decrease income which can affect the family's lifestyle by restricting their choice of goods/services 2. Divorce is emotionally upsetting for the whole family and can affect a family's lifestyle by the need to include the support of social services in family life 3. Divorce can have an effect on children as they are living between two parents and have two homes which can be disruptive to a family's lifestyle 4. Divorce can affect a family's lifestyle by resulting in the loss of contact with extended family members/grandparents 5. Divorce can affect a family's lifestyle by reducing the stress/suffering for children if there are less arguments in the home 6. Divorce can affect family's lifestyles as children may have to move home/school which could disrupt/upset them <p>4. Changing roles of family members/working women</p> <ol style="list-style-type: none"> 1. More women working can lead to increased income and therefore improvement in living standards for family 2. More women working may mean less time is spent with children so causing behaviour issues for the family 3. Women are now returning to work quickly after the baby is born meaning that they have to rely on childcare so less involvement in child development/family relationships 		

Question		Expected Answer(s)	Max Mark	Additional Guidance
1	(a)	<p>(cont)</p> <p>4. There may be an increased reliance on convenience-type foods for family meals so health of family may suffer</p> <p>5. There may be an increased need for employment of personnel to help out in the family (eg cleaner/gardener/help with laundry) so income is used</p> <p>6. There may be an increased need for childcare facilities if both parents are out working so family income is affected</p> <p>5. Birth of a baby</p> <p>1. The birth of a baby may affect a family's lifestyle as there may be less leisure time/social life</p> <p>2. The birth of a baby may affect a family's lifestyle as there may be less disposable income available</p> <p>3. The birth of a baby may affect a family's lifestyle as the family routine may have to change to revolve around the baby's needs</p> <p>4. The birth of a baby may affect a family's lifestyle as there is an increase in stress/tiredness of parents</p> <p>5. The birth of a baby may affect a family's lifestyle as there is an increase of expense which may lead to financial worries</p> <p>6. Increased/decreased leisure time</p> <p>1. Increased leisure time can result in members of the family having more individual interests which can affect a family's lifestyle as there will be less family together time.</p> <p>2. Leisure activities may be at different times for individuals and this can affect a family's lifestyle resulting in meals not being taken together/have to be made several times a day.</p> <p>3. Increased leisure time may affect a family's lifestyle as there is more available time to sit down together for meals as a family unit</p> <p>4. Increased leisure time may affect a family's lifestyle as there is more available time to pursue activities/spend time together as a family unit</p>		

Question		Expected Answer(s)	Max Mark	Additional Guidance
1	(a)	<p>(cont)</p> <p>5. Decreased leisure time could affect a family's lifestyle as they have less time to eat together/participate in family activities/sports</p> <p>6. Decreased leisure time could affect the time family members have to develop relationships with each other so affect the family's lifestyle</p> <p>7. Death of a family member/bereavement</p> <p>1. Bereavement can decrease income which can affect the family's lifestyle by restricting income/their choice of goods/services</p> <p>2. Bereavement is emotionally upsetting for the whole family and can affect a family's lifestyle by increasing the need to include the support of other people</p> <p>3. Bereavement may result in a house move which may affect the family's lifestyle and would be destructive at a difficult time.</p> <p>8. Illness/health/disability of a family member</p> <p>1. Disability can affect a family's lifestyle by increasing the need to make physical/structural changes in the home</p> <p>2. Disability can affect a family's lifestyle as they may need to move house to meet all members needs</p> <p>3. Disability may affect a family's lifestyle as family members may need to move/share a bedroom to accommodate the disabled person</p> <p>4. Disability may affect a family's lifestyle as a family member may have to give up work to care for the disabled person</p> <p>5. Disability may affect a family's lifestyle as another family member may have to give up work which could reduce household income</p> <p>6. Disability may affect a family's lifestyle as the family members may develop better empathy/understanding of other people's needs</p>		

Question		Expected Answer(s)	Max Mark	Additional Guidance
1	(a)	<p>(cont)</p> <p>7. Disability may affect a family's lifestyle as family's holidays/activities may need to take into account the needs of the disabled person</p> <p>8. Disability may affect a family's lifestyle as some members may become jealous of time given/needed for the disabled member</p> <p>9. Disability may affect a family's lifestyle as family members may have to spend time travelling/visiting the person in hospital which gives less time for other family activities</p> <p>9. Family member moving in</p> <p>1. A family member moving into the home may affect a family's lifestyle as there may be less space/privacy available in the house</p> <p>2. A family member moving into the home may affect a family's lifestyle as there may be increased stress on family members</p> <p>3. A family member moving into the home may affect a family's lifestyle as there may be more available money/childcare</p> <p>4. A family member moving into the home may affect a family's lifestyle as there may be less available money for luxuries</p> <p>10. Family member moving out/working away from home</p> <p>1. A family member moving out of the home may affect a family's lifestyle as there may be more space/privacy available in the house</p> <p>2. A family member moving out of the home may affect a family's lifestyle as there may be less stress on family members</p> <p>3. A family member moving out of the home may affect a family's lifestyle as there may be less available money/childcare</p> <p>4. A family member moving out of the home may affect a family's lifestyle as there may be more available money for luxuries</p>		

Question		Expected Answer(s)	Max Mark	Additional Guidance
1	(a)	<p>(cont)</p> <p>11. Technology</p> <ol style="list-style-type: none"> 1. An increased range of convenience foods can affect a family's lifestyle as it frees women from the traditional role of spending hours preparing food 2. An increased range of white goods can affect a family's lifestyle as it frees time for family members in spending hours on household tasks 3. Technological advances may affect a family's lifestyle as there is an increased range and quality of goods/services available to the family to suit their needs 4. Technological advances may affect a family's lifestyle as the use of the internet can provide goods/services that will make shopping easier for the family 5. Increased use of mobile phones can affect a family's lifestyle as it enables parents to keep in touch with their children/gives a sense of security if children are out on their own/with friends 6. Increased use of web cameras/Skype/facetime can affect a family's lifestyle as it enables parents to have visual contact with distant family members 		

Question		Expected Answer(s)	Max Mark	Additional Guidance
1	(a)	<p>(cont)</p> <p>12. Moving home/relocation</p> <ol style="list-style-type: none"> 1. Relocation may affect a family's lifestyle as the extended family may have more or less contact with grandchildren/other family members 2. Relocation may affect a family's lifestyle by disrupting family routines/child-minding/changed working patterns/education 3. Relocation may be a positive benefit in affecting a family's lifestyle as there may have a better environment in which to live 4. Relocation may affect a family's lifestyle as they may need to establish new friendships/relationships <p>13. Use of computer games</p> <ol style="list-style-type: none"> 1. Increased used of PC games can affect a family's lifestyle as overuse/constant/late night use can cause tiredness in children leading to family stress/arguments 		

Question		Expected Answer(s)	Max Mark	Additional Guidance						
1	(b)	<table border="1"> <tr> <td>Fact</td> <td>Fact about savings account/credit union</td> </tr> <tr> <td>Opinion</td> <td>Positive/negative</td> </tr> <tr> <td>Consequence</td> <td>Consequence for a family of the fact related to savings account/credit union</td> </tr> </table> <p>2x1 mark for each evaluate point linked to savings account for a family 2x1 mark for each evaluate point linked to credit union for a family</p>	Fact	Fact about savings account/credit union	Opinion	Positive/negative	Consequence	Consequence for a family of the fact related to savings account/credit union	2 EV 2 EV	
Fact	Fact about savings account/credit union									
Opinion	Positive/negative									
Consequence	Consequence for a family of the fact related to savings account/credit union									
1	(b) (i)	<p>Savings Account</p> <p>Positive</p> <p>P 1. A savings account encourages families to save their money/manage their budget and save any left over money, this is good as it can help prevent families getting into debt</p> <p>P 2. A savings account offers interest, this is good as it can increase a family savings</p> <p>P 3. Some savings accounts offer high interest rates which is good as families can make more money</p> <p>P 4. Savings accounts allow families to save for bigger purchases/repairs, this is good as it can reduce the family need to take out loans/get into debt</p> <p>P 5. A savings account is a secure method of saving (as you are covered legally if the bank suffers problems), this is good as your money is secure preventing the family losing money</p> <p>P 6. A savings account will allow family to save for unexpected circumstances, this is good as it can prevent a family getting into debt</p> <p>P 7. A savings account can be linked to your bank account, this is good as it would allow you to set up direct debits to make saving easier for the family</p>								

Question		Expected Answer(s)	Max Mark	Additional Guidance
1	(b)	<p>(cont)</p> <p>P 8. Savings accounts can be accessed through online banking, this is good as it makes the family's finances easier to manage</p> <p>P 9. A savings account will allow a family to save for the future, this is good as it can provide financial security in the long-term</p> <p>Negative</p> <p>N 1. A savings account means that your money is stored within the bank, this is bad as it means the family do not have instant access to their funds</p> <p>N 2. A savings account may not offer high rates of interest, this is bad as the family may have to commit to keeping your money in the account for a long time to receive good rates of interest</p> <p>N 3. Some accounts may require notice to lift large sums of money, this is bad for the family as they will not have instant access</p> <p>N 4. Some saving accounts offer high rates of interest as an introductory offer, this is bad as once the offer is over, families will be moved down to a lower interest rate and not gain as much extra</p>		
1	(b) (ii)	<p>Credit Union</p> <p>Positive</p> <p>P 1. A credit union encourages its members to save money, this is good as families would be more likely to put money away</p> <p>P 2. A credit union can take payments straight from your salary, this is good as it makes saving easy/convenient for families</p>		

Question		Expected Answer(s)	Max Mark	Additional Guidance
1	(b)	<p>(cont)</p> <p>P 3. Credit unions are registered by the Financial Services Authority (FSA) this is good as they are checked regularly making savings safe for families</p> <p>P 4. Credit union savings for a common pool of money within a community which is used for loans, this is good as it helps revitalise a community/keeps money within the community that a family lives</p> <p>P 5. As a credit union saver you are entitled to apply for a loan, this is good as it can be given with low interest rates to help prevent families getting into further debt/using payday loans</p> <p>P 6. Credit unions can offer their members good mortgage rates, this is good as it can save families money</p> <p>P 7. Most credit unions enter members into a lottery/raffle this is good as families can win extra money/prizes</p> <p>8. Most credit unions allow you to pay back loans/put money into savings directly from your salary, this is good for families as it prevents missed payments/saves time</p> <p>Negative</p> <p>N 1. To save with a credit union you must be a member, this is bad as families may not be aware of how to join the credit union</p> <p>N 2. A credit union does not have the same facilities as a bank/branches/online banking, which is bad as access for the family can be difficult</p> <p>N 3. Some families may not be aware of what a credit union is, which is bad as they are unable to benefit from their services</p>		

Question		Expected Answer(s)	Max Mark	Additional Guidance
1	(c)	<p>3x1 mark for each identified factor 3x1 mark for each explanation linked to a choice of food/low income/elderly</p> <p>Factor has to be identified before mark is awarded for explanation</p> <p>Where the factor is incorporated in the explanation this can be credited</p> <p>1. Variety</p> <p>1. Elderly on a low income will not have such a wide choice when shopping for food as less money available</p> <p>2. Elderly on a low income will not have money to spend on expensive food products therefore will select cheaper alternatives</p> <p>3. Elderly on a low income may choose to purchase food they can afford therefore avoiding more expensive foods that they cannot afford</p> <p>2. Brands</p> <p>1. Elderly on low income may buy the supermarket's own food items to make a saving</p> <p>3. New products</p> <p>1. Elderly on a low income may be less likely to purchase new food products to prevent wastage if not liked</p> <p>2. Elderly on a low income may purchase the same food products they have always bought so reducing variety in diet.</p> <p>4. Discount stores</p> <p>1. Elderly on a low income may choose to shop in stores that supply discounted food items/alternative brand food items</p>	6 KU	

Question		Expected Answer(s)	Max Mark	Additional Guidance
1	(c)	<p>(cont)</p> <p>5. Marketing/promotional influences/special offers</p> <ol style="list-style-type: none"> Elderly on a low income will look for foods on special offer to allow them to make a saving on food products Elderly on a low income may make use of “buy one get one free” offers, this will save them money but will influence their choice of food Elderly on low income may make use of money off coupons received which will direct them to particular food products Elderly on a low income may look for food products that offer free gifts/extra quantity for free to provide more value for money Elderly on a low income may buy food that they have been able to try/in store sampling so they know they like it/prevents wasting food/money <p>6. Equipment</p> <ol style="list-style-type: none"> Basic equipment may only be available to the elderly on a low income therefore limiting choice of ingredients/recipes/dishes that can be prepared <p>7. Season</p> <ol style="list-style-type: none"> Sticking to food that is in season will allow elderly to make cheaper purchases Choosing food in season may allow elderly to purchase good quality food at lower prices <p>8. Food processing</p> <ol style="list-style-type: none"> Processes such as canning/freezing allow foods to be kept longer therefore prevents any food wastage for the elderly so saving money <p>9. Buying local</p> <ol style="list-style-type: none"> Buying food from local manufacturers prevents paying more to cover transport costs 		

Question		Expected Answer(s)	Max Mark	Additional Guidance
1	(c)	<p>(cont)</p> <p>10. Time of shopping</p> <p>1. Elderly on a low income may choose to shop near closing time/late in the day so they have access to a large number of discounted items</p> <p>11. Bulk buying</p> <p>1. Elderly on a low income may buy in bulk which can be a way to make savings</p> <p>12. Geographical location</p> <p>1. Elderly on a low income may be restricted to local shops if they are unable to afford public transport/car</p> <p>2. Elderly on a low income may not be able to afford the higher prices of local shops</p> <p>13. Health</p> <p>1. Elderly on a low income may have to buy ready-made meals as they may not be fit enough to cook from scratch/go shopping regularly</p>		

Question		Expected Answer(s)	Max Mark	Additional Guidance						
1	(d)	<table border="1"> <tr> <td>Fact</td> <td>Fact about NHS/Education</td> </tr> <tr> <td>Opinion</td> <td>Positive/negative</td> </tr> <tr> <td>Consequence</td> <td>Consequence for a family of the fact relating to NHS/Education</td> </tr> </table> <p>4x1 mark for each evaluate point linked to support for a family Maximum of 1 mark from each section</p> <p>National Health Service (NHS)</p> <p>Positive</p> <p>P 1. The NHS provides services that are free to everyone, which is good for a family as it ensures they have a medical service regardless of financial circumstances</p> <p>P 2. The NHS provides a range of services which is good for a family as it ensures that all health needs can be attended to</p> <p>P 3. The family are entitled to receive most health treatments free of charge from the NHS which is good as it is a means of saving costs/money</p> <p>P 4. The NHS provides a choice of centres to go to receive treatment, which is good for the family as it may mean that they do not have to travel far/save transport costs</p> <p>P 5. The NHS provides a 'Cradle to the Grave' service which is good as it ensures that all members of the family can be treated no matter what their age</p> <p>P 6. The NHS works to prevent illness so is good for a family as it ensures that illness can be detected at an early stage</p>	Fact	Fact about NHS/Education	Opinion	Positive/negative	Consequence	Consequence for a family of the fact relating to NHS/Education	4 EV	
Fact	Fact about NHS/Education									
Opinion	Positive/negative									
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Question		Expected Answer(s)	Max Mark	Additional Guidance
1	(d)	<p>(cont)</p> <p>P 7. The NHS uses campaigns to target groups of people which is good as it may prevent illness for particular members of the family (eg anti-smoking/drink awareness campaigns)</p> <p>P 8. The NHS provides dentists for treatment/prevention of dental disease which is good as it ensures good dental health to members of the family</p> <p>P 9. The NHS provides an ambulance service which is good for the family as it ensures required medical attention is given quickly/during the journey to hospital</p> <p>P 10. The NHS provides pharmacists to dispense medicines freely as prescribed by a doctor which is good as it can reduce unnecessary financial strain on a family budget</p> <p>P 11. The NHS provides General Practitioners/practice nurses to provide free health care for the family which is good as it can reduce unnecessary financial strain on a family budget</p> <p>P 12. The NHS provides hospitals which give free treatment in the event of an illness/accident which is good as reduces unnecessary financial strain on a family budget</p> <p>P 13. The NHS provides health visitors to visit the family home which is good to support and therefore giving reassurance to vulnerable family members</p> <p>P 14. The NHS provides school medical services to school age family members which is good as it helps prevent illness/provides advice/support</p> <p>P 15. The NHS provides free eye tests which is good as it helps to ensure that glasses would be provided for family members if necessary/ensures eye health/may detect other disease/illness</p>		

Question		Expected Answer(s)	Max Mark	Additional Guidance
1	(d)	<p>(cont)</p> <p>P 16. The NHS provides free health treatment/medicines/milk/vitamins for family members who are under 16/pregnant/OAPs/low income/in fulltime education/unemployed which is good as it reduces the strain on a family budget</p> <p>P 17. The NHS provides services of mental health workers/psychiatrists which is good as it supports the family member with a mental illness/reduces stress for the family</p> <p>P 18. The NHS provides free services of physiotherapists which is good as it can support family members recovering from an accident</p> <p>P 19. The NHS provides free services of occupational therapists which is good as it can support family members recovering from an illness</p> <p>P 20. The NHS provides free services of speech therapists which is good as it can support family members with speech impairment</p> <p>P 21. The NHS provides free services of midwives which is good as it can support family members during pregnancy/birth</p> <p>P 22. The NHS provides free services of chiropodists/podiatry which is good as it can support family members requiring foot treatment</p> <p>Negative</p> <p>N 1. Although the NHS is free at point of use, it is paid for through taxation so is bad for a family as their income is reduced due to taxation</p> <p>N 2. In some cases the NHS cannot treat a condition quickly enough therefore a family may have to pay to use private provision which is bad as they will have to pay for this</p> <p>N 3. There are waiting lists for some NHS services which is bad for a family who need to see a medical professional quickly</p> <p>N 4. Not all treatments are available through the NHS so this is bad as a family may therefore have to spend a lot of money purchasing services privately</p>		

Question		Expected Answer(s)	Max Mark	Additional Guidance
1	(d)	<p>(cont) Education services</p> <p>Positive</p> <p>P 1. Education provides free education to all children (between the ages of 3-18) this is good for family as it ensures the same learning opportunities for all children/provides life skills for the future/increases job opportunities/saves fees/saves money</p> <p>P 2. Education provides free nursery places to all 3/4 year old children, this is good for family as it encourages good social skills/prepares the children for school</p> <p>P 3. Education provides free school meals to families who qualify/may be on a limited budget, this is good as it ensures that their children should receive a nourishing meal/gives support to low income families</p> <p>P 4. Education provides a safe environment for children during term time/5 days per week, this is good for family as parents can relax that their children are safe during the school day</p> <p>P 5. Education provides after school clubs during term time, this is good for family as it helps support the child in their learning/allow children to meet new friends/learn new skills</p> <p>P 6. Education provides sports facilities/encouraging a healthy lifestyle, this good as family members may establish a pattern of exercise/makes the child take part in exercise/helps control body weight</p> <p>P 7. Education provides access to psychological services, this is good as any problems identified with certain children can be addressed before they leave school</p> <p>P 8. Education may run a breakfast club so that is good as the family can rely on the child accessing the facility/breakfast which ensures the child has breakfast on these days/not have to provide breakfast at home/saves money</p>		

Question		Expected Answer(s)	Max Mark	Additional Guidance
1	(d)	<p>(cont)</p> <p>P 9. Education provide access to a hot meal each day which is good for the children in the family as the parents know the children are consuming the food each day</p> <p>P 10. Education have implemented healthier options/nutritional guidelines/the Schools (Nutrition & Health Promotion) Act which is good for the children in the family as they can access healthier foods/avoid diet related diseases</p> <p>P 11. Education provide support for children in the family with a specific learning need as the school will provide assistance to experts to assist in diagnosis of the learning problem/provide special supports</p> <p>P 12. Education provides support in class for children in the family with a specific learning need which is good as this helps them access the curriculum/learn in school/gain qualifications</p> <p>P 13. In order for children in family to stay at school and get an education senior pupils may be able to access an Education Maintenance Allowance (EMA) which is good as they can afford to stay at school</p> <p>P 14. Education allow the children in the family to access the careers service which is good as it gives them help in choosing a career/course that best suits their needs when they leave school</p>		

Question		Expected Answer(s)	Max Mark	Additional Guidance
1	(d)	<p>(cont)</p> <p>Negative</p> <p>N 1. Education may be limited due to geographical location which is bad for the family as the children may need to travel long distances each day</p> <p>N 2. Education may be limited due to geographical location which is bad for the family as the children may need to stay in a hostel away from the family Monday to Friday</p> <p>N 3. Education may be limited in communities with smaller schools, this is bad for a family as the school may only be able to offer a limited range of subjects</p> <p>N 4. Access to education in popular schools may be limited due to the number of placing requests this is bad for family as classes will be at maximum size and so children in the family will get less attention</p> <p>N 5. Education may offer further education once past school leaving age, however, this may be bad as travelling expenses may result in a financial burden to the family</p> <p>N 6. Education provide access to a hot meal each day however the children may choose not to eat the hot meal and choose healthier options which is bad as the family may not be aware of poor eating habits</p> <p>N 7. Even although children in the family might have an identified learning need and they may not obtain full time individual support from education which is bad as it restricts their ability to access the curriculum</p> <p>N 8. Funding restrictions in education may restrict the range of subjects offered/access to field trips/school visits which is bad so it is less stimulating/enjoyable/interesting for the children in the family</p>		

Question		Expected Answer(s)	Max Mark	Additional Guidance						
2	(a)	<table border="1"> <tr> <td>Opinion</td> <td>Nutrient high/low and good/bad for pregnant woman</td> </tr> <tr> <td>Fact</td> <td>Function of nutrient</td> </tr> <tr> <td>Consequence</td> <td>Impact on health/wellbeing of too much/too little of the nutrient for the pregnant woman</td> </tr> </table> <p>5x1 mark for each point of evaluation linked to a pregnant woman</p> <p>Energy (higher)</p> <p>Positive</p> <p>P 1. Energy intake is high which may be good as the pregnant woman may be physically active and therefore burn off the excess intake</p> <p>Negative</p> <p>N 1. Energy intake is high which may be bad as the pregnant woman may not be physically active therefore gain weight during pregnancy/make delivery of baby difficult/overweight baby</p> <p>N 2. Energy intake is high which may be bad as the pregnant woman may not be physically active therefore gain weight/become obese</p> <p>3. Energy intake is high which may be bad as the pregnant woman may suffer weight gain therefore may suffer from hypertension/varicose veins</p>	Opinion	Nutrient high/low and good/bad for pregnant woman	Fact	Function of nutrient	Consequence	Impact on health/wellbeing of too much/too little of the nutrient for the pregnant woman	5 EV	
Opinion	Nutrient high/low and good/bad for pregnant woman									
Fact	Function of nutrient									
Consequence	Impact on health/wellbeing of too much/too little of the nutrient for the pregnant woman									

Question		Expected Answer(s)	Max Mark	Additional Guidance
2	(a)	<p>(cont)</p> <p>Protein (lower)</p> <p>Positive</p> <p>P 1. Protein intake is low which may be good as the pregnant woman will not use protein as a secondary source of energy therefore will not contribute to weight gain</p> <p>Negative</p> <p>N 1. Protein intake is low which may be bad as the pregnant woman needs protein for growth/cell development of the foetus therefore the baby's growth may be inhibited</p> <p>N 2. Protein intake is low which may be bad as the pregnant woman needs protein for repair/maintenance of body cells/tissue therefore wounds/injuries would take longer to heal</p> <p>N 3. Protein intake is low which may be bad as the pregnant woman needs protein for absorption of calcium therefore will affect foetal bone development</p> <p>N 4. Protein intake is low which may be bad as the pregnant woman needs protein for the development of bones/teeth therefore it could cause bone depletion of the mother</p> <p>Saturated Fat (higher)</p> <p>Positive</p> <p>P 1. Saturated fat is high which may be good as the pregnant woman will have access to fat soluble vitamins (examples acceptable) therefore the foetus will not be deficient in them</p>		

Question		Expected Answer(s)	Max Mark	Additional Guidance
2	(a)	<p>(cont)</p> <p>Negative</p> <p>N 1. Saturated fat is high which may be bad as the pregnant woman will have a high cholesterol intake therefore more likely to suffer from CHD</p> <p>N 2. Saturated fat is high which may be bad as the pregnant woman may store the saturated fat in the body which can make childbirth harder</p> <p>N 3. Saturated fat is high which may be bad as the pregnant woman may become obese and therefore suffer from hypertension/varicose veins during pregnancy</p> <p>N 4. Saturated fat is high which may be bad as the pregnant woman may gain additional weight and therefore find it more difficult to lose weight after childbirth</p> <p>Calcium (lower)</p> <p>Negative</p> <p>N 1. Calcium is low which may be bad as the pregnant woman needs calcium for the development of the foetus's skeleton/bones therefore a lack can cause calcium to be taken from the mother's bones and teeth</p> <p>N 2. Calcium is low which may be bad as the pregnant woman needs calcium for the development of the foetus's skeleton/bones/repair and maintenance of pregnant woman's bones/teeth therefore a lack can cause osteoporosis for the mother (in later life)</p> <p>N 3. Calcium is low which may be bad as the pregnant woman needs calcium for clotting of blood therefore this could be a problem if there is blood loss during birth</p> <p>N 4. Calcium is low which may be bad as the pregnant woman needs calcium for correct functioning nerves/muscles therefore she may suffer from nervous/muscle problems in the future</p>		

Question		Expected Answer(s)	Max Mark	Additional Guidance
2	(a)	<p>(cont)</p> <p>Vitamin C (lower)</p> <p>Negative</p> <p>N 1. Vitamin C is low which may be bad as the pregnant woman needs vitamin C to help absorb iron therefore the mother may become anaemic</p> <p>N 2. Vitamin C is low which may be bad as the pregnant woman needs vitamin C as an antioxidant therefore may suffer from CHD/cancer (in later life)</p> <p>N 3. Vitamin C is low which may be bad as the pregnant woman needs vitamin C for the manufacture of blood therefore she may become anaemic</p> <p>N 4. Vitamin C is low which may be bad as the pregnant woman needs vitamin C to help cuts heal therefore she will find cuts/grazes could take longer to heal</p> <p>Folic Acid (higher)</p> <p>Positive</p> <p>P 1. Folic acid is high which may be good for the pregnant woman as it cannot be stored by the body/required for formation of red blood cells therefore will help prevent anaemia</p> <p>P 2. Folic acid is high which may be good for the pregnant woman as it is required for the prevention of neural tube defects/needed in early stages (especially during first 12 weeks) therefore reducing the foetal risk of spina bifida</p> <p>P 3. Folic acid is high which may be good for the pregnant woman as it is required for brain development/nervous system therefore a fully developed baby will be born</p> <p>P 4. Folic acid is high which may be good for the pregnant woman as it is required for prevention of neural tube defects/prevention of spina bifida therefore the woman will not need to take a supplement tablet</p>		

Question		Expected Answer(s)	Max Mark	Additional Guidance
2	(b)	<p>3x1 mark for each correctly identified factor 3x1 mark for each explanation of factor linked to pregnancy</p> <p>Factor has to be identified before mark is awarded for explanation Where the factor is incorporated in the explanation, this can be credited</p> <p>1. Exercise</p> <ol style="list-style-type: none"> 1. Exercise throughout pregnancy will help continue exercise regime/ensure good muscle tone so help return to original shape/weight after the birth 2. Exercise throughout pregnancy will help ensure effective digestive system so prevent heartburn/digestion disorders/constipation 3. Exercise throughout pregnancy will help reduce risk of excessive weight gain/obesity so help reduce complications during child birth 4. Care should be taken when exercising during pregnancy so that no harm comes to baby/mother <p>2. Smoking</p> <ol style="list-style-type: none"> 1. Smoking during pregnancy should be avoided as cigarettes contain harmful chemicals which can cause a low birth weight <p>3. Alcohol</p> <ol style="list-style-type: none"> 1. Consuming alcohol during pregnancy should be avoided as this will be passed onto the unborn baby who could be alcohol dependant at birth 2. Consuming alcohol during pregnancy should be avoided as this could result in foetal alcohol syndrome 3. Consuming alcohol during pregnancy should be avoided as the baby could have a low birth weight/poor development 	6 KU	

Question		Expected Answer(s)	Max Mark	Additional Guidance
2	(b)	<p>(cont)</p> <p>4. Sleep/rest</p> <ol style="list-style-type: none"> 1. Adequate sleep during pregnancy will reduce risk of high blood pressure so reduce risk of problems during pregnancy/labour 2. During pregnancy the metabolic rate increases so sufficient sleep/rest is required <p>5. Stress</p> <ol style="list-style-type: none"> 1. Stress can cause high blood pressure during pregnancy so should be avoided as it can cause harm to both mother and baby (eclampsia) <p>6. Substance abuse/non-prescription drugs</p> <ol style="list-style-type: none"> 1. Illegal drugs (or examples)/certain prescription drugs can be harmful during pregnancy as they are passed to the foetus so could cause harm to the foetus/low birth weight 2. Illegal drugs (or examples)/certain prescription drugs can be harmful during pregnancy as they are passed to the foetus so the baby can be addicted at birth <p>7. Contact with pet faeces/sheep which are lambing</p> <ol style="list-style-type: none"> 1. Toxoplasmosis is carried in pet faeces/lambing sheep and can cause a miscarriage so should be avoided by pregnant women <p>8. Attend antenatal appointments</p> <ol style="list-style-type: none"> 1. During pregnancy regular check-ups are important as it can monitor/detect any problems 2. During pregnancy regular check-ups are important as it prepares parents for the birth <p>9. Steam rooms/sauna</p> <ol style="list-style-type: none"> 1. During pregnancy the hot temperatures can be too high so be detrimental to the mother's health 		

Question		Expected Answer(s)	Max Mark	Additional Guidance
2	(b)	<p>(cont)</p> <p>10. Suitable footwear/clothing</p> <ol style="list-style-type: none"> 1. Low heeled shoes should be worn during pregnancy due to increased weight so the mother does not get swollen ankles/trip/fall 2. Loose clothing with elasticated waistbands is good during pregnancy as it allows for an increasing waistline <p>11. Contact with contagious diseases</p> <ol style="list-style-type: none"> 1. Contact with people with contagious diseases/chickenpox/measles should be avoided during pregnancy as they can be harmful to the unborn baby <p>12. Vaccinations</p> <ol style="list-style-type: none"> 1. During pregnancy mothers should have recommended vaccinations/vaccinations for flu/vaccinations for whooping cough as this prevents harm to the unborn baby <p>13. Prescription drugs</p> <ol style="list-style-type: none"> 1. Drugs should only be taken during pregnancy which have been prescribed by a doctor/pharmacist so the mother can be confident that she is causing no harm to the unborn baby 		

Question		Expected Answer(s)	Max Mark	Additional Guidance						
2	(c)	<table border="1"> <tr> <td>Fact</td> <td>About internet shopping</td> </tr> <tr> <td>Opinion</td> <td>Good/bad</td> </tr> <tr> <td>Consequence</td> <td>Consequence of fact for purchasing of a car seat for a baby</td> </tr> </table> <p>3x1 mark for each point of evaluation linked to a car seat</p> <p>Positive</p> <p>P 1. On the internet you can 'window shop'/compare brands, this is good as you can compare car seat prices in your own home</p> <p>P 2. On the internet you can shop at any time, this is good as you can look at car seats a time to suit you</p> <p>P 3. Internet purchases are delivered to your home, this is good as you can get the car seat without travelling/leaving the house</p> <p>P 4. Internet purchases can be delivered at a selected time/date, this is good as the car seat can be delivered at a time which is suitable</p> <p>P 5. There is no crowds/queues when purchasing on the internet, this is good as you may not want to go to busy shops to buy a car seat when (heavily) pregnant/have a baby</p> <p>P 6. There may be special internet discounts, this is good as car seats are expensive and can save the family money</p> <p>P 7. Secure payments can be made on the internet, this is good as car seats are expensive and it saves carrying cash/order is processed as soon as payment is made</p> <p>P 8. There are reviews that can be read online, this is good as it will help make an informed choice for car seat/help in making decision/help as the car seat cannot be seen</p>	Fact	About internet shopping	Opinion	Good/bad	Consequence	Consequence of fact for purchasing of a car seat for a baby	3 EV	
Fact	About internet shopping									
Opinion	Good/bad									
Consequence	Consequence of fact for purchasing of a car seat for a baby									

Question		Expected Answer(s)	Max Mark	Additional Guidance
2	(c)	<p>(cont)</p> <p>P 9. Internet purchases are delivered to your home this is good as the car seat may be bulky/heavy so will save carrying it/transporting it home</p> <p>Negative</p> <p>N 1. There can be delivery charges when buying on the internet, this is bad as the car seat can end up costing more money</p> <p>N 2. You cannot see/handle the purchase in advance, this is bad as you may not like the car seat once it is delivered</p> <p>N 3. It can be a problem returning unwanted goods, this is bad as a car seat can be heavy and bulky to return</p> <p>N 4. There may be concerns on the security of certain websites/fraud, this is bad as a car seat can be expensive to buy and you do not want to lose the money</p> <p>N 5. The parent/person purchasing the car seat may not have internet access, this is bad as they cannot use this method of purchase</p> <p>N 6. The parent/person purchasing the car seat may not have the skills to use the internet, this is bad as they cannot use/access this method of purchase</p> <p>N 7. The parent/person purchasing the car seat may not know if the car seat meets safety standards, this is bad as the car seat may not be safe/protect the child in the case of an accident</p> <p>N 8. The parent/person purchasing the car seat may not know if they are using a reputable retailer/purchasing from abroad, this is bad as the product may not arrive/card details could be stolen/not be of standard</p> <p>N 9. The car seat may be an iso fix car seat, this could be bad as the parent will need to get it fitted so this may incur an additional cost/may be difficult to organise</p> <p>N 10. The car seat might be damaged if purchased from an on-line bidding site, this is bad as second hand goods do not come with the same guarantees</p>		

Question			Expected Answer(s)	Max Mark	Additional Guidance
2	(d)		<p>2x1 mark for each explanation of benefits of care labels for the consumer</p> <p>2x1 mark for each explanation of benefits of nutritional information for the consumer</p>	<p>2 KU 2 KU</p>	
2	(d)	(i)	<p>Care labels</p> <ol style="list-style-type: none"> Care labels are an international labelling system so makes care of imported fabrics easy to understand/maintains appearance of the textile item Care labels give information on how to wash the textile item so the size/colour is not affected (by the washing process) Care labels give information on how to dry the textile item so the item doesn't shrink/lose shape Care labels give information on how to iron the textile item so the item isn't scorched/burnt/creases are removed Care labels give information on how to bleach the textile item so the item does not lose its colour Care labels give information on how to dry clean the textile item so the correct chemicals are used/handle of item is not affected Care labels give information on how to look after/care for clothing so the consumer can make an informed choice 		
2	(d)	(ii)	<p>Nutritional information</p> <ol style="list-style-type: none"> Nutritional information shows the values of energy (kcal/kj)/fat/sugar/salt so allows to make a healthier choice Nutritional information shows the values of the nutrients present so allows an informed choice/avoid certain products 		

Question		Expected Answer(s)	Max Mark	Additional Guidance
2	(d)	<p>(cont)</p> <p>3. Nutritional information shows the breakdown of the type of carbohydrates (sugar and starch) so allows consumers to cut down on the amount of sugar they consume/useful for consumers worried about tooth decay/weight gain/useful for diabetic consumers</p> <p>4. Nutritional information shows the breakdown of the different fats (saturated/unsaturated/polyunsaturated) present in the food so allows the consumer to cut down their saturated fat/worried about weight gain/CHD</p> <p>5. Nutritional information shows the values of a variety of vitamins and minerals present so offers advice for a consumer with a deficiency</p> <p>6. Nutritional information shows the amount of sodium present in the food so helps consumer worried about HBP/having suffered a stroke</p> <p>7. Nutritional information shows the value of dietary fibre present in the food so helps those worried about any disease linked to the bowel</p> <p>8. Nutritional information backs up any health claims made by the manufacturer so helps from being falsely led by claims</p>		

Question		Expected Answer(s)	Max Mark	Additional Guidance
2	(e)	<p>2x1 mark for each point of explanation linked to British Standards Institution (BSI)</p> <ol style="list-style-type: none"> 1. BSI sets standards which products should reach/test products to see that they conform to BS standard so it is recognised to be safe/reliable 2. BSI awards the kitemark to products which conform to their standards so reassuring the consumer on its safety/reliability 3. BSI interprets international technical standards for the UK so helping making a national standard for consumers 4. BSI gives minimum safety requirements to manufacturers which assures the consumer such products are safe 5. BSI produces specification for testing goods so assures the consumer the product carrying the label has met the specification/is safe 6. BSI produces specification for testing goods for quality, so the consumer is assured that the product is of good quality 7. BSI provides standard sizing for certain items so assures the consumer the product carrying the label has met the specification for size 8. BSI represents the UK on European and International standards committees encouraging a high standard of safety on items from other countries which would reassure the customer 9. BSI provides training/conferences so help consumers understand how standards can be used and applied every day 10. BSI protects the consumer as interpret international technical standards for the UK so they are easier to understand 11. BSI sets standards a product should reach therefore protecting the consumer against unsafe products 	2 KU	

Question		Expected Answer(s)	Max Mark	Additional Guidance
3	(a)	<p>3x1 mark for each identified stage 3x1 mark for each explanation linked to development of school trousers</p> <p>Stage has to be identified before mark is awarded for explanation.</p> <p>Where the stage is incorporated in the explanation this can be credited</p> <p>1. Concept Generation</p> <ol style="list-style-type: none"> 1. This stage involves developing ideas for new school trousers 2. This is the thinking stage where a gap in the market may be identified for school trousers <p>2. Concept Screening</p> <ol style="list-style-type: none"> 1. All ideas are considered for the school trousers, some are kept some are discarded 2. This stage moves away from initial ideas to actual development issues for the school trousers 3. The best idea for the school trousers are taken forward and a specification written for the final solution <p>3. Prototype Production</p> <ol style="list-style-type: none"> 1. The prototype/example school trousers is developed 2. An example of the school trousers is measured against the specification 3. An example of the school trousers is tested for appeal and may be modified or rejected <p>4. Product Testing</p> <ol style="list-style-type: none"> 1. This is an important stage as it allows the school trousers to be tested by the target market so opinions can be obtained 2. This allows the school trousers to be further refined depending on consumer opinion 	6 KU	

Question		Expected Answer(s)	Max Mark	Additional Guidance
3	(a)	<p>(cont)</p> <p>5. Information and advertising materials designed for packaging</p> <ol style="list-style-type: none"> 1. The legal and advertising team will begin to develop materials/plan for selling the school trousers 2. Labels will be designed and produced for the school trousers 3. Suitable packaging will be developed/investigated/costed and produced for selling trousers 4. Packaging is created that will appeal to customers purchasing school trousers <p>6. First Production Run</p> <ol style="list-style-type: none"> 1. This is an important stage in the development of school trousers as it may affect other stages (eg a change in the fibre mix would require a change in the labelling) 2. This allows a full production run of the school trousers for the first time so the production run can be assessed 3. This allows the quality/uniformity during the manufacturing process <p>7. Marketing Plan</p> <ol style="list-style-type: none"> 1. This plans the promotion of the school trousers, (eg in what shop, the positioning of the promotion in the shop and any introductory offer) 2. The initial price of the school trousers can be determined by the potential marketing mix 3. Any packaging required for the school trousers can be finalised taking into account the marketing plans <p>8. Launch</p> <ol style="list-style-type: none"> 1. Piloting of the school trousers may be carried out to gauge the success of the product/monitor sales initially 2. Market research will be carried out to check sales figures of the school trousers 3. At this stage market research provides regular feedback allowing the school trousers to be further refined/improved. 4. An important stage of the plan as school trousers are now on sale 		

Question		Expected Answer(s)	Max Mark	Additional Guidance						
3	(b)	<p>4x1 mark for each point of evaluation which must link to school trousers</p> <p>Only 1 mark for each descriptor, evaluative answer must be linked to the school trousers</p> <table border="1"> <tr> <td>Fact</td> <td>Rating from star profile/showing understanding of the rating</td> </tr> <tr> <td>Opinion</td> <td>Positive/negative</td> </tr> <tr> <td>Consequence</td> <td>Of the rating for school trousers</td> </tr> </table> <p>Durability (5) very high</p> <ol style="list-style-type: none"> The rating for durability is very high which is good because the school trousers fabric will be strong so should wear well/not tear The rating for durability is very high which is good because the school trousers fabric will be strong so would last a long time/saves money The rating for durability is very high which is good because the school trousers fabric will be strong so can withstand frequent use <p>Flammability (4) high</p> <ol style="list-style-type: none"> The rating for the flammability is high which is bad as the school trousers could catch fire so endangering the child The rating for the flammability is high which is bad as the school trousers could catch fire when the child is wearing them/cause burns The rating for the flammability is high which is bad as the school trousers could catch fire if there is a smoker in the house, this could endanger the wearer 	Fact	Rating from star profile/showing understanding of the rating	Opinion	Positive/negative	Consequence	Of the rating for school trousers	4 EV	
Fact	Rating from star profile/showing understanding of the rating									
Opinion	Positive/negative									
Consequence	Of the rating for school trousers									

Question		Expected Answer(s)	Max Mark	Additional Guidance
3	(b)	<p>(cont)</p> <p>Ease of care (1) very low</p> <ol style="list-style-type: none"> 1. The rating for ease of care is very low which is bad for the school trousers as they will have to be washed regularly therefore is time/energy consuming 2. The rating for ease of care is very low which is bad for the school trousers as this means that the fabric will require ironing therefore creating more work/time <p>Elasticity (4) high</p> <ol style="list-style-type: none"> 1. The fabric has high elasticity which is good for school trousers as it will retain its shape so keep a smart appearance 2. The fabric has high elasticity which is good for school trousers as it will shed creases easily/crease easily so maintain a smart appearance 3. The fabric has high elasticity which is good for school trousers as it will allow body movements therefore will be comfortable to wear 4. The fabric has high elasticity which is good for school trousers as it will be able to withstand a lot of stress/pulling/tugging so will last a long time 5. The fabric has high elasticity which is good for school trousers as children will be playing in their school clothes so will allow ease of movement <p>Crease Resistant (2) low</p> <ol style="list-style-type: none"> 1. The fabric has a low crease resistance which is bad for school trousers as it will crease easily therefore not keep a smart appearance 2. The fabric has low crease resistance which is bad for school trousers as it will require to be ironed after every wash/wear therefore is energy/time consuming 		

Question			Expected Answer(s)	Max Mark	Additional Guidance
3	(c)	(i)	<p>4x1 mark for each evaluative point linked to the consumer A minimum of one point must come from each label</p> <p>Fairtrade products</p> <p>Positive</p> <p>P 1. (In some cases) the quality of the food may be higher because Fairtraders consider the environment/use less chemicals when producing Fairtrade products which is good because the consumer may receive a better quality product</p> <p>P 2. The Fairtrade label is clearly marked on products, this is good as consumers can easily identify these products when shopping so will save time</p> <p>P 3. There is an increasing range of Fairtrade products which is good so consumers now have a wider choice of produce</p> <p>P 4. Most Fairtrade products generally do not cost more than other products which is good so the consumer is not out of pocket if they wish to choose Fairtrade</p> <p>P 5. Fairtrade promotes purchase through stores/supermarkets/catalogues/websites which is good as products are available for the consumer from a variety of sources</p> <p>P 6. Fairtrade products guarantee a decent income for the producer which is good because this reassures ethical consumers (they are helping support low income workers/developing countries)</p> <p>P 7. Fairtrade cotton is available to the consumer which is good as this increases the range of products/does not limit consumer choice</p> <p>P 8. Fairtrade products consider the environment when producing which is good as the consumer can feel they are helping the environment</p>	4 EV	

Question		Expected Answer(s)	Max Mark	Additional Guidance
3	(c)	<p>(cont) Negative</p> <p>N 1. In some cases (eg coffee) the producers receive a high price (per kilo) this is not good as the consumer would then have to pay a higher price for Fairtrade (coffees) products</p> <p>N 2. Some shops may not stock Fairtrade products which is not good as it will make it difficult for the consumer to source Fairtrade produce</p> <p>N 3. Many Fairtrade products are flown in from far away countries which may not be good as some consumers may find this unacceptable because of the carbon footprint concerns/environmental impact</p> <p>N 4. There is a limited range of Fairtrade products available which is not good as there is less choice for consumers</p>		
3	(c) (ii)	<p>Organic foods</p> <p>Positive</p> <p>P 1. The organic label shows the consumer that the product has been produced using fewer fertiliser/chemicals, this is good as it is better for health</p> <p>P 2. The organic label shows the consumer that the product has used fewer fertilisers which is good as some of these are linked to cancer</p> <p>P 3. The organic label shows the consumer that the product has been produced using fewer fertiliser/chemicals, this is good as they have less side effects/less likely to cause allergies</p> <p>P 4. The organic label shows the consumer that the product has been produced using fewer fertiliser/chemicals this is good as they are causing less harm to the environment</p> <p>P 5. Organic foods are produced using fewer chemicals which is good as this market is growing and producing more choice for consumers/price reductions</p>		

Question		Expected Answer(s)	Max Mark	Additional Guidance
3	(c)	<p>(cont) Negative</p> <p>N 1. The organic label shows the consumer that the food has been produced with few chemicals this is bad for consumers as they tend to be expensive/not available to all consumers/low income consumers</p> <p>N 2. As organic food is produced using fewer chemicals they will not all grow the same this is bad as consumers may be put off by less uniform products/less attractive products</p> <p>N 3. As organic food is produced using fewer chemicals they will not have as long a shelf life, this is bad for the consumer as they will have to be purchased more regularly/lead to wastage</p> <p>N 4. Some food products labelled organic will be hard to ensure they are truly organic as they have numerous ingredients, this is bad for the consumer as they are not guaranteed a true organic product</p> <p>N 5. There is no evidence to suggest organic foods have a higher nutritional value, this is bad for the consumer as there is no added health benefit</p>		

Question		Expected Answer(s)	Max Mark	Additional Guidance
3	(d)	<p>4x1 mark for each explanation linked to the role of the Which? and Food Standards Agency</p> <p>Minimum of one mark must come from each organisation</p>	4 KU	
3	(d) (i)	<p>Which?</p> <ol style="list-style-type: none"> 1. Which? Independently tests products and publishes unbiased results therefore helps consumers make informed choices 2. Which? Investigates a range of products/services and awards them the BEST BUY/RECOMMENDED PROVIDER which helps companies promote their brand/helps consumer make informed choices 3. Which? Campaigns on a range of issues (food/health/finance/energy) which helps make consumers lives fairer/simpler/safer 4. Which? Regularly consults with consumers on what issues matter to them and campaigns on their behalf therefore making consumers lives fairer/simpler/safer 5. Which? Offers advice such as mortgage advice/money and legal advice/mobile contracts/energy switching which helps consumers get better value 6. Consumers can obtain a trial subscription for £1 to Which? so they can access the best buy reports on all products at an initial low cost 7. Consumers can buy Which? Publications so do not have to rely on the internet to source information 8. Which? Is divided into section/home and garden/technology/money/baby and child, so this makes it easier for consumers to find the information they are looking for 		

Question			Expected Answer(s)	Max Mark	Additional Guidance
3	(d)		(cont)		
3	(d)	(ii)	<p>Food Standards Agency</p> <ol style="list-style-type: none"> 1. Food Standards Agency (FSA) are responsible for the licensing of meat processing companies so ensures hygiene controls on meat/meat products 2. Food Standards Agency (FSA) provides information via website/leaflets on a range of topics/nutritional information/nutritional needs of individuals so helps educate the public 3. Food Standards Agency (FSA) promotes accurate/meaningful food labelling/issue leaflets/posters therefore helping consumers make an informed choice 4. Food Standards Agency (FSA) develops food labelling/labels to give more accurate information which helps with safe storage of food/prevent food safety risks/outbreaks of food poisoning 5. Food Standards Agency (FSA) commission research into food related matters so the industry/public are kept up to date with food safety issues 6. Food Standards Agency (FSA) represents the consumers in matters of food safety/standards so the voice of the consumer is heard 7. Food Standards Agency (FSA) monitoring of the composition of food/food labelling/additives to ensure consumers are not misled 		

Question		Expected Answer(s)	Max Mark	Additional Guidance
3	(e)	<p>2x1 mark for each point linked to the protection offered to the consumer by the Consumer Protection from Unfair Trading Regulations 2008 (CPRs)</p> <p>Consumer Protection</p> <ol style="list-style-type: none"> Consumer Protection from Unfair Trading Regulations 2008 (CPRs) ensures consumers are protected as it makes it an offence for traders to treat consumers unfairly by misleading actions/misleading omissions/aggressive practices Consumer Protection from Unfair Trading Regulations 2008 (CPRs) protects the consumer by banning 31 specific practices that were considered to be unfair to the consumer Consumer Protection from Unfair Trading Regulations 2008 (CPRs) protects the consumer by prohibiting any unfair commercial practice (which may deliberately influence a consumer's decision) so the consumer knows that information given is genuine/can therefore make an informed choice <p>Misleading actions</p> <ol style="list-style-type: none"> Consumer Protection from Unfair Trading Regulations 2008 (CPRs) protects the consumer from false information about a product/trader so insuring the consumer is not deceived Consumer Protection from Unfair Trading Regulations 2008 (CPRs) makes it illegal to give misleading information about the characteristics/origin of a product so consumers will be reassured that the product is genuine Consumer Protection from Unfair Trading Regulations 2008 (CPRs) makes it illegal for a trader to give false information about himself (such as qualifications/awards) so the consumer can be reassured that claims are credible 	2 KU	

Question		Expected Answer(s)	Max Mark	Additional Guidance
3	(e)	<p>(cont)</p> <p>4. Consumer Protection from Unfair Trading Regulations 2008 (CPRs) makes it illegal to mislead consumers about the availability of a product (offering only a few items at a particular price with no hope of meeting demand) therefore consumers will know that offers are genuine</p> <p>5. Consumer Protection from Unfair Trading Regulations 2008 (CPRs) prevents the marketing of products in a way that confuses it with a competitor's product (similar brand/name/logo) so protects consumer from being misled</p> <p>6. Consumer Protection from Unfair Trading Regulations 2008 (CPRs) ensures that if a company displays a membership logo to a code of practice then they must/be committed to this/follow it so that the consumer is not misled when making choices</p> <p>Misleading Omissions</p> <p>1. Consumer Protection from Unfair Trading Regulations 2008 (CPRs) ensures that traders must give clear information/not ambiguous (labelling on a food product) so that the consumer can make informed decisions</p> <p>2. Consumer Protection from Unfair Trading Regulations 2008 (CPRs) ensures that sufficient information is given about a product/trader must not be economical with the truth so that consumers can make informed choices when purchasing goods and services</p> <p>Aggressive Practices</p> <p>1. Consumer Protection from Unfair Trading Regulations 2008 (CPRs) protects the consumer from aggressive sales tactics which consumers may find intimidating/cause them to make unwise decisions</p>		

Question		Expected Answer(s)	Max Mark	Additional Guidance
3	(e)	<p>(cont)</p> <p>2. Consumer Protection from Unfair Trading Regulations 2008 (CPRs) ensures that traders cannot influence a consumer's decision by applying pressures which may affect a consumer's ability to make an informed choice</p> <p>3. Consumer Protection from Unfair Trading Regulations 2008 (CPRs) ensures vulnerable consumers are not exploited by traders (who may try to influence their decision based on their needs) so protecting consumers whose judgement may be impaired</p>		

Question			Expected Answer(s)	Max Mark	Additional Guidance
4	(a)		<p>3x1 mark for each point of explanation which links to the family</p> <p>Maximum of 1 mark for each factor</p>	3 KU	
4	(a)	(i)	<p>Care and mutual support</p> <ol style="list-style-type: none"> 1. The family must ensure that everyone is fed/has a healthy diet so ensure they have good health/wellbeing 2. The family must ensure that everyone is educated so ensure they have the basic skills to read/write/go onto further education/be employable 3. The family must ensure that everyone has shelter so ensure they can be warm/be protected from the elements/prevent hypothermia 4. The family must ensure that everyone is loved/cared for so ensure they have good self-esteem/feel wanted/feel secure 5. The family must ensure that brothers/sisters look after each other so they are safe/cared for 6. The family must ensure that everyone supports each other so they feel safe/supported at times of stress/upset 7. The family must ensure that everyone has adequate shelter/a home so that family members have good health 		
4	(a)	(ii)	<p>Socialisation</p> <ol style="list-style-type: none"> 1. The family must ensure that all members are familiar with their beliefs/values/customs so they carry on their family's traditions 2. The family must ensure that everyone knows right from wrong so they can live within social expectations/behave at school 3. The family should encourage the use of certain foods/goods so carry on cultural beliefs/traditions 		

Question		Expected Answer(s)	Max Mark	Additional Guidance
4	(a)	<p>(cont)</p> <p>4. The family should teach children to accept authority from parents/adults so they can live within acceptable behaviour at home/school/society</p> <p>5. The family should start the lifelong process of socialisation as this starts in the home</p> <p>6. The family should teach children about their culture as this is passed one generation to the next</p>		
4	(a) (iii)	<p>Economic support</p> <p>1. The family must support their children by purchasing food/clothing while they are in full time education/at school as they will not/may not have an income to buy these</p> <p>2. The family may have benefits to help support purchases/food/clothes for their children as they may be on a low income</p> <p>3. The family have to make responsible choices so ensuring they can support the family (rather than choosing to spend their money on drugs/gambling/alcohol)</p> <p>4. The family has to be able to support the children after school as they may be in full time education/at college/at university and not working</p>		

Question		Expected Answer(s)	Max Mark	Additional Guidance
4	(b)	<p>2x1 mark for each correctly identified factor to prevent food poisoning</p> <p>2x1 mark for each explanation of factor linked to a picnic</p> <p>Factor has to be identified before mark is awarded for explanation.</p> <p>Where the factor is incorporated in the explanation, this can be credited</p> <p>1 Personal hygiene</p> <ol style="list-style-type: none"> 1. Hands need to be washed after using the toilet/handling raw food/prior to making the picnic to prevent cross-contamination of bacteria which could cause food poisoning 2. Do not smoke while making the picnic as ash may contaminate the food/if touching lips bacteria could spread onto food and cause food poisoning 3. Mouth should be covered when coughing when preparing the picnic as this could spread bacteria to food which could cause food poisoning 4. Picnic food should not be prepared by someone who is suffering from a stomach upset/diarrhoea/bad cold as bacteria contamination could cause food poisoning 5. Ensure all cuts/boils/sores/skin infections are covered when preparing food for the picnic as this could spread bacteria causing food poisoning 6. Wear protective clothing/apron when preparing food for the picnic as it will avoid bacteria on clothes being transferred to food causing food poisoning 7. Avoid wearing jewellery when preparing food for the picnic as it could harbour bacteria which could cause food poisoning 	4 KU	

Question		Expected Answer(s)	Max Mark	Additional Guidance
4	(b)	<p>(cont)</p> <p>2 Kitchen hygiene</p> <ol style="list-style-type: none"> 1. Clean all work surfaces/equipment/fittings before making the food for the picnic to ensure food poisoning bacteria are not present 2. Do not allow pets in the kitchen when preparing food for the picnic as they may spread bacteria which cause food poisoning 3. When preparing food for the picnic ensure all waste is placed in covered bins/well away from food preparation area so prevent the spread of food poisoning bacteria 4. When preparing food for the picnic, kitchen cloths should preferably be disposable/bleached to avoid the spread of bacteria which could cause food poisoning 5. Separate equipment should be used for raw and cooked picnic foods to prevent cross contamination and possible food poisoning <p>3 Food storage</p> <ol style="list-style-type: none"> 1. Once picnic is prepared it should be left in the fridge until ready to go to keep foods out-with the danger zone to prevent food poisoning 2. High risk/perishable picnic foods should be kept in the fridge until leaving to prevent food poisoning 3. Picnic foods should be kept above raw foods in the fridge to prevent cross contamination of bacteria and food poisoning 4. The fridge should never be over filled when putting picnic food in as this prevents the circulation of cold food air and there is an increased risk of food poisoning 5. Hot food prepared for the picnic should not be put into the fridge as this can increase the fridge temperature/allow for bacterial growth which could cause food poisoning 		

Question		Expected Answer(s)	Max Mark	Additional Guidance
4	(b)	<p>(cont)</p> <p>4 Food preparation</p> <ol style="list-style-type: none"> 1. When preparing food for the picnic, food poisoning can occur when equipment is dirty (examples acceptable) have not been washed and bacteria can spread 2. High risk/raw foods must be kept separate from picnic food to prevent cross contamination of bacteria and food poisoning 3. Picnic foods should be wrapped to prevent cross contamination and food poisoning <p>5 Physical contamination</p> <ol style="list-style-type: none"> 1. When having the picnic, food should not be exposed to insects/pests/animal faeces as food can be contaminated with bacteria and cause food poisoning <p>6 Temperature control</p> <ol style="list-style-type: none"> 1. When preparing food for the picnic, try and make kitchen as cool as possible (summer) as this can increase the risk of the food not cooling rapidly and food poisoning bacteria having an opportunity to multiply 2. When preparing food in the home for the picnic, ensure any poultry has been thawed thoroughly prior to cooking to reduce risk of food poisoning 3. If heating food for the picnic using a portable gas stove, ensure you heat enough to kill bacteria and prevent food poisoning 4. Do not re-heat food for the picnic more than once as this can increase the risk of food poisoning 5. When preparing food in the home for the picnic lunch ensure adequate cooking/microwaving to 75°C has taken place to prevent food poisoning 6. Remember that food for the picnic can only be re-heated once to avoid food poisoning 		

Question		Expected Answer(s)	Max Mark	Additional Guidance
4	(b)	<p>(cont)</p> <p>7 Transportation of food/packaging</p> <ol style="list-style-type: none"> 1. Insulated bags should be used to transport picnic foods as this will ensure they remain outwith the danger zone for as long as possible and prevent food poisoning 2. All packaged food bought for the picnic should be in date/undamaged to prevent an increased risk of food poisoning 3. Food for the picnic should be covered to prevent drying out/cross contamination and reduce the risk of food poisoning <p>8 High risk foods</p> <ol style="list-style-type: none"> 1. Avoid high risk foods such as meat/poultry/fish for the picnic as these provide a food source for bacteria which may lead to food poisoning 2. If using high risk foods for the picnic, ensure that the conditions for bacterial growth are minimised to prevent the risk of food poisoning <p>9 Food purchases</p> <ol style="list-style-type: none"> 1. When buying for the picnic chilled/frozen food, which has not been stored or taken home in a cool box, is at risk of causing food poisoning 2. When buying food for the picnic, food which is not kept cold/or purchased at outdoor markets could become contaminated with bacteria, which could lead to food poisoning 3. Check date mark on the picnic food to minimise bacterial growth and prevent food poisoning 		

Question		Expected Answer(s)	Max Mark	Additional Guidance						
4	(c)	<p>4x1 mark for each point of evaluation linked to a family</p> <p>Minimum of 1 mark for each community service</p> <table border="1"> <tr> <td>Fact</td> <td>About community service</td> </tr> <tr> <td>Opinion</td> <td>Good/bad</td> </tr> <tr> <td>Consequence</td> <td>Consequence of fact to a family</td> </tr> </table>	Fact	About community service	Opinion	Good/bad	Consequence	Consequence of fact to a family	4 EV	
Fact	About community service									
Opinion	Good/bad									
Consequence	Consequence of fact to a family									
4	(c) (i)	<p>Nursery meals</p> <p>Positive</p> <p>P 1. Nursery meals can promote current dietary advice/good nutrition (target acceptable), this is good as it will develop good eating habits/promote health/promote wellbeing/prevent ill health for the children in later life</p> <p>P 2. Nursery meals can promote eating with cutlery, this is good as children may only be used to finger foods at home/promotes good socialisation with the family</p> <p>P 3. Nursery meals can encourage extending food choices/introducing new foods which is good as it can support food choices in the family home/allow for a variety of foods if not happening at home</p> <p>P 4. Nursery meals can support parents who do not have time to prepare food which is good as the mother may just be returning to work/may not have time to make food</p>								

Question		Expected Answer(s)	Max Mark	Additional Guidance
4	(c)	<p>(cont)</p> <p>P 5. Nursery meals may reduce the families spending which is good as they may be on a limited budget</p> <p>P 6. Nursery meals provide meals instead of the family making them, this is good as they may not have much time in the mornings/before nursery</p> <p>Negative</p> <p>N 1. Nursery meals may not be of a high standard/quality, which is bad as the child may not eat it and the family have not provided an alternative</p> <p>N 2. Nursery meals may be expensive, this is bad as the family may not be able to pay for this additional cost</p>		
4	(c) (ii)	<p>Meals on wheels</p> <p>Positive</p> <p>P 1. Hot/frozen meals are delivered by meals on wheels, this is good as it reassures the family that the (elderly/disabled) relative is receiving a meal/prevents malnutrition/prevents snacking</p> <p>P 2. Meals on wheels offers a wide range of menu choices, this is good as the family know that preferences/special dietary needs can be met</p> <p>P 3. Meals on wheels offers (daily) social contact, this is good as it can reassure the family that the relative is well</p> <p>P 4. Meals on wheels offers a 1/3 of the daily nutrient needs, this is good as it reassures the family that malnutrition is less likely</p> <p>P 5. Meals on wheels offer hot meals, this is good as it reassures the family as hypothermia is less likely</p> <p>P 6. Meals on wheels allow (elderly/disabled) family members to live in their own homes, this is good as it allows for independent living/helps mental health/prevents bills for a care home</p>		

Question		Expected Answer(s)	Max Mark	Additional Guidance
4	(c)	<p>(cont)</p> <p>P 7. Meals on wheels are good as this service is provided for family members who are unable to cook their own meals in their own homes which makes sure (the elderly/disabled) get at least one hot meal per day.</p> <p>P 8. Meals on wheels are good as they are suitable for family members who are not fit to cook but can feed themselves so still allows them to live independently in their home</p> <p>Negative</p> <p>N 1. Meals on wheels have a charge, this is bad as the family member may not use the service because they can't afford it</p> <p>N 2. Meals on wheels may not make food that the family member likes, this is bad as the family member will not use the service/become malnourished</p> <p>N 3. As the meals on wheels are prepared in bulk usually at a school kitchen/community centre etc they may not be very hot by the time they reach the (elderly) person and therefore be less appealing to the family member</p> <p>P 4. There may be no fresh fruit/vegetables which is bad as the (elderly) person/family member could suffer from a vitamin C deficiency if they do not consume any fresh fruit/vegetables each day</p> <p>N 5. Although the food is delivered to the family member they may not consume the food which is bad as they will not benefit from the service</p>		

Question		Expected Answer(s)	Max Mark	Additional Guidance
4	(d)	<p>3x1 mark for each correctly identified type of additive 3x1 mark for each explanation of factor linked to food</p> <p>Factor has to be identified before mark is awarded for explanation</p> <p>Where factor is incorporated in the explanation, this can be credited</p> <p>1 Preservatives</p> <ol style="list-style-type: none"> Helps to keep food safer for longer by protecting it from micro-organisms so reducing risk of food poisoning Helps to extend the shelf life of the food so it doesn't need to be purchased as frequently They allow manufacturers to transport food in bulk so it is cheaper/keeps costs down Prevents wastage of foods for retailers/consumers as shelf life is extended Can be added to some foods eg fruits (eg apples to prevent browning) so they are more appealing to consumers <p>2 Sweeteners</p> <ol style="list-style-type: none"> Are added to food to sweeten the food so less sugar can be added/meet current dietary advice When added to food to sweeten it reduces sugar content so allowing health claims/reduced-calorie intake When used as an alternative to sugar in food as it can help people to reduce their weight when following a low-calorie diet When added to food it can reduce sugar content so producing a food which can be safer for teeth/reduce tooth decay/reduce dental caries When added to food the sugar content can be low so making the food more suitable for diabetics 	6 KU	

Question		Expected Answer(s)	Max Mark	Additional Guidance
4	(d)	<p>(cont)</p> <p>3 Colourings</p> <ol style="list-style-type: none"> 1. Restores the colour lost during processing so making the food look more appealing 2. Can enhance the colour of certain foods so making them more attractive/appealing <p>4 Flavouring</p> <ol style="list-style-type: none"> 1. Makes the flavours in some foods stronger so making them more appealing 2. Can be added to foods in small amounts this can be good as it improves the taste 3. Can be used to add flavour to foods when processed as a natural flavour cannot be replicated 4. Used to produce artificial flavours in foods as 'real' flavours may add to cost (eg yoghurt) <p>5 Antioxidants</p> <ol style="list-style-type: none"> 1. Prolongs the shelf life of foods by protecting against exposure to air so it does not need to be purchased as often 2. Prevents fatty foods becoming rancid so extending shelf life/preventing waste/preventing unpleasant flavours 3. Prevents colour changes in certain foods so maintains their aesthetic appeal 		

Question		Expected Answer(s)	Max Mark	Additional Guidance
4	(d)	<p>(cont)</p> <p>6 Emulsifier/stabilisers</p> <ol style="list-style-type: none"> 1. Stabilisers prevent the ingredients separating again, so maintaining a good food product 2. Allows the manufacturer to produce a food product which can remain stable so aiding shop shelf life/transportation/distribution 3. Improve the consistency of the food so it is more appealing 4. Produce special characteristics required in certain food products ie viscosity of the product (thickness or thinness), smoothness and stability so helping appeal 5. Help produce 'healthy' food products eg low-fat spread and so contribute to consumer's health <p>7 Thickness</p> <ol style="list-style-type: none"> 1. Can be used to form a gel in some foods so can thicken it (eg sauces) 		

Question		Expected Answer(s)	Max Mark	Additional Guidance						
4	(e)	<p>3x1 mark for each point of evaluation linked to product development</p> <table border="1"> <tr> <td>Fact</td> <td>About market research</td> </tr> <tr> <td>Opinion</td> <td>Good/bad</td> </tr> <tr> <td>Consequence</td> <td>Consequence of fact to product development</td> </tr> </table> <p>Positive</p> <p>P 1. Market research allows manufacturers evaluate existing products, this is good as they can see if there is a gap in the market when developing a product</p> <p>P 2. Market research allows manufacturers to find out market trends, this is good as they can see what is in fashion when developing a product</p> <p>P 3. Market research allows manufacturers see if there is a gap in the market, this is good as they can see if what they could make when developing a product</p> <p>P 4. Market research allows manufacturers to identify a target group, this is good as they can meet their needs when developing a product</p> <p>P 5. Market research allows manufacturers to investigate trends/habits, this is good as they can see reflect this when developing a product so it sells better</p> <p>P 6. Market research allows manufacturers to identify competitors, this is good as they can use this to inform their marketing plan when developing a product</p> <p>P 7. Market research allows manufacturers identify likes/dislikes of prototype, this is good as they can review this before first production run when developing a product</p> <p>P 8. Market research allows manufacturers to see how much people will pay, this is good as they can use this information for pricing strategy before the launch when developing a product</p>	Fact	About market research	Opinion	Good/bad	Consequence	Consequence of fact to product development	3 EV	
Fact	About market research									
Opinion	Good/bad									
Consequence	Consequence of fact to product development									

Question		Expected Answer(s)	Max Mark	Additional Guidance
4	(e)	<p>(cont)</p> <p>P 9. Market research allows manufacturers to see how to promote the product, this is good as they can use this when creating the advertising when developing a product</p> <p>Negative</p> <p>N 1. Market research can be expensive, this is bad as it adds to the cost of developing a product</p> <p>N 2. It can be difficult to access consumers who will complete market research, this is bad as they may not gain a sufficient sample number to get feedback when developing a product</p> <p>N 3. There may be insufficient time to complete market research, this is bad as the company may not get enough information for the next stage when developing a product</p> <p>N 4. The quality of the market research may not be good/satisfactory, this is bad as the company may not have valid/sufficient information for the next stage when developing a product</p> <p>N 5. The reliability of the market research may be questionable, this is bad as the information gained may result in unreliable/poor/wrong decision being made when developing a product</p>		

Context:	x	Lifestyle and Consumer Technology
Higher Home Economics. Analysis of the 2014 Question Paper		
Section A		

Question	Resource Management Unit		Consumer Studies Unit		Course Skills		Totals
	Course content	Mark	Course content	Mark	Knowledge	Evaluation	
1			Family structures	1	1		1
2	Functions and sources of nutrients.	1			1		1
3	Prevention of dietary diseases	1			1		1
4	Properties of fibres used for clothing/textile item	1			1		1
5	Impact of affluence of health	1			1		1
6			Role and responsibility of Office of Fair Trading (OFT)	1	1		1
7			Voluntary services available to community: Shelter	1	1		1
Totals		4		3	7	0	7

Context:	x	Lifestyle and Consumer Technology
Higher Home Economics. Analysis of the 2014 Question Paper		
Section A (continued)		

Question	Resource Management Unit		Consumer Studies Unit		Course Skills		Totals
	Course content	Mark	Course content	Mark	Knowledge	Evaluation	
8	Causes of contamination and cross contamination	1			1		1
9			Methods of paying for goods and services	2	2		2
10	Current Dietary Advice – The Scottish Dietary Targets	2			2		2
11	Current Dietary Advice – The Scottish Dietary Targets	2			2		2
12			Food Safety Act 1990	2	2		2
13			The impact of Technological Developments on consumer choice of food, clothing and consumer goods, services	2	2		2
14			The impact of Technological Developments on consumer choice of food, clothing and consumer goods, services	2		2	2
Carried forward		4		3	7	0	7
Totals		9		11	18	2	20

Context:	x	Lifestyle and Consumer Technology
Higher Home Economics. Analysis of the 2014 Question Paper		
Section B Question 1		

Question	Resource Management Unit		Consumer Studies Unit		Course Skills		Totals
	Course content	Mark	Course content	Mark	Knowledge	Evaluation	
a)			Factors affecting changes in family lifestyles	6	6		6
b)			Money Management	4		4	4
c)			Factors which influence consumer choice of: food items	6	6		6
d)			Statutory services available to the community	4		4	4
Totals				20	12	8	20

Context:	x	Lifestyle and Consumer Technology
Higher Home Economics. Analysis of the 2014 Question Paper		
Section B Question 2		

Question	Resource Management Unit		Consumer Studies Unit		Course Skills		Totals
	Course content	Mark	Course content	Mark	Knowledge	Evaluation	
a)	The use of Dietary Reference Values and an awareness of their dietary needs	5				5	5
b)	Needs of individuals for food and clothing linked to specified groups	6			6		6
c)			The impact of technological developments on consumer choice of food, clothing and consumer goods and services	4	4		4
d)			Current statutory/voluntary labelling requirements for food products, textile items and consumer goods	3		3	3
e)			Roles and Responsibilities of British Standards Institution (BSI)	2	2		2
Totals		11		9	12	8	20

Context	x	Lifestyle and Consumer Technology
Higher Home Economics. Analysis of the 2014 Question Paper		
Section B Question 3		

Question	Resource Management Unit		Consumer Studies Unit		Course Skills		Totals
	Course content	Mark	Course content	Mark	Knowledge	Evaluation	
a)	Product development strategy, identifying needs and developing concepts for products	6			6		6
b)	Properties of fibres used for clothing/textile items	4				4	4
c)			Food politics	4		4	4
d)			Role and responsibilities of Food Standards Agency / Which	4	4		4
e)			Consumer Protection from Unfair Trading Regulations 2008 (CPRs)	2	2		2
Totals		10		10	12	8	20

Context	x	Lifestyle and Consumer Technology
Higher Home Economics. Analysis of the 2014 Question Paper		
Section B Question 4		

Question	Resource Management Unit		Consumer Studies Unit		Course Skills		Totals	
	Course content	Mark	Course content	Mark	Knowledge	Evaluation		
a)	Causes of food poisoning/causes of contamination and cross contamination	4	Functions of a family	3	3		3	
b)			Provision of community meals services	4		4	4	
c)			Food politics	6	6			6
d)			Market Research	3		3		3
e)								
Totals		7		13	13	7	20	

Context:	x	Lifestyle and Consumer Technology
Higher Home Economics. Analysis of the 2014 Question Paper		
Question Paper Summary: Mark Allocation		

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

[END OF MARKING INSTRUCTIONS]