FOR OFFICIAL USE

N5

National Qualifications SPECIMEN ONLY

Mark

SQ22/N5/01

Health and Food Technology

Date — Not applicable

Duration — 1 hour and 30 minutes

SQ22N501

Fill in these boxes and read what is printed below.

Full name of centre

Town

Forename(s)

Surname

Number of seat

Date of birth

Day	Month	Year
DD	MM	YY

Scottish candidate number

Total marks — 50

Attempt ALL questions.

Use **blue** or **black** ink.

Before leaving the examination room you must give this booklet to the Invigilator.
If you do not, you may lose all the marks for this paper.

SQA ©

MARKS | DO NOT WRITE IN THIS MARGIN

Question 1

A school canteen supervisor wants to increase the amount of fruit and vegetables the pupils eat.

(a) Name **two** nutrients which can be found in fruit and vegetables and explain at least **one** function of **each** in the diet. **4**

Nutrient 1 _____

Explanation(s) _____

_____

_____

_____

_____

Nutrient 2 _____

Explanation(s) _____

_____

_____

_____

_____

Question 1 (continued)

Many school children do not like eating whole fruit and vegetables.

(b) State **two** practical ways the canteen supervisor could include fruit or vegetables in the menu to encourage pupils to eat them. **2**

Practical way 1 _____

_____

_____

Practical way 2 _____

_____

_____

(c) Describe **one** step the canteen supervisor should take when preparing or cooking vegetables and explain why this would make sure they keep as much of their nutritional content as possible. **2**

Step _____

_____

_____

Explanation _____

_____

_____

Question 1 (continued)

(d) Describe **two** duties of the Environmental Health Department in relation to food premises. **2**

1 _____

_____

_____

2 _____

_____

_____

Total marks 10

MARKS | DO NOT WRITE IN THIS MARGIN

Question 2

A food manufacturer wants to extend their range of baked products to include fruit cakes.

(a) State **two** reasons for carrying out market research for the new product. **2**

Reason 1 _____

Reason 2 _____

The results of prototype production show the following problems with the cakes.

Results of prototype production

i. Cakes are too crisp around the edges when baked.

ii. The fruit has sunk to the bottom of the cakes.

iii. Cakes have not risen enough.

(b) Explain why **each** of these problems may have happened. **3**

(i) _____

(ii) _____

(iii) _____

Question 2 (continued)

A consumer wants to buy a birthday cake for a child who will be three on 25th July and is having a birthday party on that date where there will be 10 guests.

(c) Identify the most suitable cake for the consumer to buy from the three shown below.

Features	Cake A	Cake B	Cake C
Sizes available	10–12 portions	18-20 portions	8-10 portions
Type of cake	Sponge	Sponge	Fruit and nut
Fillings	Buttercream and jam	Buttercream	No filling
Decoration	Large range of children's themes available	Range of cartoon characters available	Can be personalised by the consumer
Shelf life	Best before 27 July	Best before 25 July	Best before 26 July
Cost	££	£££	££

Key:

£ → ££££

Inexpensive → Expensive

(i) State **the most suitable** cake for the consumer to buy for the birthday party. **1**

_____

Question 2 (c) (continued)

(ii) Considering all of the features described in the table above, give **three** reasons for your choice of cake. **3**

(d) Describe **one** way the cake could be stored to keep it in good condition. **1**

Total Marks 10

MARKS | DO NOT WRITE IN THIS MARGIN

Question 3

A young business woman has little time to shop for food and eats too many takeaway meals. She would like to shop for food online and make healthier dishes at home.

(a) Evaluate the suitability of this method of shopping for her using the features listed below. **4**

Online shopping

- **Food items are arranged in virtual 'aisles'**
- **Your last order is displayed automatically**
- **Special offers displayed on the website home page**
- **Delivery is available 8am - 6pm, seven days a week**
- **You can choose a two hour delivery slot**
- **Substitute items will be sent automatically**
- **Free delivery if your order is over £100**

Evaluation

Question 3 (a) (continued)

She would like to make a healthier version of her favourite takeaway baguette at home.

(b) Describe **three** changes she could make and explain how **each** change helps to meet a different piece of current dietary advice. **6**

Change 1

Explanation

Question 3 (b) (continued)

MARKS DO NOT WRITE IN THIS MARGIN

Change 2 _____

_____

_____

Explanation _____

_____

_____

Change 3 _____

_____

_____

Explanation _____

_____

_____

Change 4 _____

_____

_____

Explanation _____

_____

_____

Total marks 10

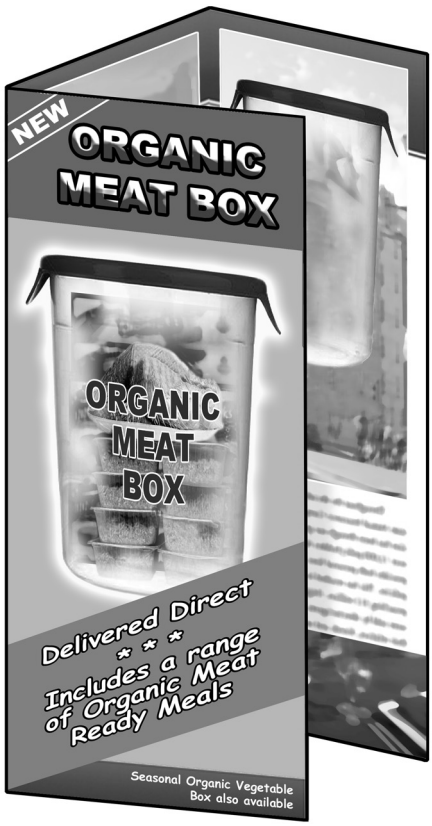
Question 4

A company which specialises in organic produce currently sells organic meat and vegetables. They plan to expand their business to include:

- organic meat boxes which are delivered direct to the consumer;
- a range of ready meals which use their produce.

As part of their market research the company have developed an organic meat box which they plan to trial with consumers.

(a) Make **four** evaluative comments about the suitability of the organic meat box. **4**



Organic Meat Box

Contents:

- minced beef
- a whole chicken
- a variable selection of ready meals which use our organic meat and vegetables
- all produce is certified organic standard
- all meat is produced within 20 miles
- recipes are available on our website
- delivered weekly
- a seasonal organic vegetable box can be bought for half price if ordered with meat

Question 4 (continued)

Evaluation

Point 1 _____

_____

_____

_____

Point 2 _____

_____

_____

_____

Point 3 _____

_____

_____

_____

Point 4 _____

_____

_____

_____

Question 4 (continued)

The company wants to develop a range of ready meals which include their organic meat and vegetables.

(b) Identify **two** steps they might carry out in the product development process and explain how these could help the company make a successful food product. **4**

Step _____

Explanation(s) _____

_____

_____

Step _____

Explanation(s) _____

_____

_____

Question 4 (continued)

The company has put the following labels on two of the ready meals.

(c) Explain what the information on **each** of these labels tells the consumer.

(i) Food product – Frozen organic beef burgers

(ii) Food product – Chilled organic vegetable lasagne

(i) _____

_____

_____

(ii) _____

_____

_____ **2**

Total marks 10

Question 5

A 51 year old office worker works long hours. He is overweight and has high blood pressure and wants to improve his diet.

Dietary Reference Values for Males aged 50+ years					
Estimated average requirements	**Reference Nutrient intakes**				**Guideline daily amount**
Energy (MJ)	**Protein (g)**	**Vitamin B complex (mg)**	**Iron (mg)**	**Sodium (g)**	**Fibre (g)**
10·60	53·3	1·4	8·7	1·6	18

The table below shows the dietary analysis of a typical day's meals for the man.

Dietary analysis of his typical day's meals					
Energy (MJ)	**Protein (g)**	**Vitamin B complex (mg)**	**Iron (mg)**	**Sodium (g)**	**Fibre (g)**
13·20	55·0	1·6	4·8	2·1	12

(a) Taking account of the Dietary Reference Values (DRVs) for males aged 50 plus, evaluate the suitability of his typical day's meals. **6**

Evaluation _____

Question 5 (continued)

(b) Explain **two** ways in which the man's long working hours could influence his choice of foods. **2**

1

2

Question 5 (continued)

(c) Explain **two** ways in which the man could use the information on food labels to help him make healthier food choices. **2**

1 _____

_____

_____

_____

2 _____

_____

_____

_____

Total marks 10

[END OF SPECIMEN QUESTION PAPER]

National Qualifications
SPECIMEN ONLY

SQ10/N5/01

Health and Food Technology

Marking Instructions

These Marking Instructions have been provided to show how SQA would mark this Specimen Question Paper.

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General Marking Principles for National 5 Health and Food Technology

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. The marking schemes are written to assist in determining the 'minimal acceptable answer' rather than listing every possible correct and incorrect answer.

(a) Marks for each candidate response must always be assigned in line with these general marking principles and Marking Instructions for the relevant question.

(b) Marking should always be positive, ie marks should be awarded for what is correct and not deducted for errors or omissions.

(c) (i) For marks to be awarded, responses must relate to the question asked. Where candidates give points of knowledge without specifying the context these should be awarded marks unless it is clear that they do not relate to the context of the question.

(ii) There are five types of question used in this question paper. Each assesses a particular skill, namely:

A: State/give/name/identify
B: Describe
C: Explain
D: Make adaptations to…
E: Evaluate the suitability of…

(iii) For each question type, the following provides an overview of the marking principles and an example of their application for each type.

Questions that ask candidates to state/give/name/identify
Candidates should list a number of relevant items or facts. These should relate to the context of the question and do not need to be in any particular order up to the total mark allocation.

Questions that ask candidates to describe…
Candidates must define or give an account of points which should relate to the question. They need not be in any particular order. Candidates may provide a number of straightforward points or a smaller number of developed points, or a combination of these.

Up to the total mark allocation for this question:

- 1 mark should be awarded for each accurate relevant point of knowledge linked to the context of the question.

Question: Describe **one** way the cake could be stored to keep it in good condition.

Example: ***Store in an airtight container/wrap in foil/cling film.*** (1 mark for correct description of method of storage.)

Questions that ask candidates to explain
Candidates should make the relationship between things clear, for example by giving accurate relevant points showing connections between these and the context of the question. Candidates may provide a number of straightforward explanations or a smaller number of developed explanations, or a combination of these.

Up to the total mark allocation for this question:

- 1 mark should be awarded for each accurate relevant point.

Question: Explain **two** ways in which the man could use the information on food labels to help him make healthier food choices.

Example: ***He could check to see how much fat/sugar/salt/fruit/vegetables is in the product so he can choose/avoid these***. (1 mark for accurate relevant point linked to the context of the question.)

Questions that ask the candidate to make adaptations to…
Candidates should make a number of adjustments to improve the dish/recipe given in the question. Candidates may provide a number of adaptations to meet given requirements and would normally be expected to explain the purpose of each.

Up to the mark allocation for this question:

- 1 mark should be awarded for each relevant adaptation.
- A second mark should be awarded for any adaptation that is explained in relation to the requirements of the question as in the following example.

Question: What adaptations could be made (to a given recipe) to help meet current dietary advice?

Example: ***The bacon could be grilled instead of fried*** (1 mark for adaptation). ***This would meet current dietary advice to eat less fat*** (a second mark for detail linked to the relevant current dietary advice).

Questions that ask the candidate to evaluate the suitability of…
Candidates should make a number of evaluative comments which make a judgment based on the information provided, related to the context of the question. Candidates may provide a number of straightforward observations or a smaller number of developed observations, or a combination of these.

Up to the mark allocation for this question:

- 1 mark should be awarded for each relevant evaluative comment linked to the context of the question.
- A second mark should be awarded for any evaluative comment that is developed, as in the following example:

Question: Taking account of the Dietary Reference Values (DRVs) for males aged 50 plus, comment on the suitability of his day's meals.

Example: His intake of sodium is too high and this will make his high blood pressure worse. (1 mark for comment) ***This will increase his risk of a stroke***. (A further mark for the development of the comment.)

Specific Marking Instructions

Question			General Marking Instructions for this type of question	Max mark	Specific Marking Instructions for this question
1	**a**		Candidates should list a number of relevant facts and provide further explanation related to the facts listed. Candidates may provide a number of facts, or a smaller number of developed points or a combination of these Up to the total mark allocation for this question: • **1 mark** should be given for each accurate relevant point of knowledge. • **A further mark** should be given for any point that is developed.	**4**	*Candidates can be credited in a variety of ways **up to a maximum of 4 marks**.* Candidates should list up to two nutrients found in fruit and/or vegetables. Candidates should explain the function in the diet of the nutrient specified. 1 mark should be given for each correct response made, up to a maximum of **4 marks** in total: • a maximum of **2 marks** may be awarded for correctly identified nutrients • a maximum of **2 marks** may be awarded for correct explanation linked to any one of the identified nutrients For example, candidate could provide *either*: • **two** nutrients, **each with one** correctly explained function *or* • **two** nutrients, with **two correctly explained functions for one** nutrient *(up to a maximum of four marks)*

1	**a**				

Nutrients	Function in the diet
Vitamin A/ carotene/ retinol	• promotes good night vision • maintains healthy membranes • helps to resist infection • helps with bone and tooth development
Vitamin B complex	• release of energy from food • required for cell reproduction • required for function of the nervous system
Vitamin C	• helps to absorb iron from food • helps prevent infection • helps heal cuts and wounds
Iron	• required for making red blood cells • prevents anaemia
Carbohydrate	• source of energy • warmth • excess is stored as fat • can act as a protein sparer
Protein	• growth and repair • maintenance of body tissues • secondary source of energy
Note: Other acceptable nutrients and their functions can be awarded marks.	

1	**b**		Candidates should make a number of relevant points. These should relate to the question Up to the total mark allocation for this question: • **1 mark** should be given for each accurate relevant point of knowledge	**2**	*Candidates can be credited in a number of ways* ***up to a maximum of 2 marks****.* Candidates should describe a number of practical ways to include fruit and vegetables in the menu. 1 mark should be given for each correct response made, up to a maximum of **2 marks in total:** • a maximum of **2 marks** may be awarded for correct practical ways of including fruit in the menu • a maximum of **2 marks** may be awarded for correct practical ways of including vegetables in the menu For example, candidate could provide *either*: • 2 responses linked for fruit *or* • 2 responses linked to vegetables *or* • 1 response linked to fruit and 1 response linked to vegetables *(up to a maximum of 2 marks)* Vegetables • make vegetable soup • add to stew/casseroles/curry/pizza/pasta dishes • add a side salad to main meals/salad pots • add to baked products (eg carrot cake) Fruit • make smoothies • add to baked products (eg apple cake, banana loaf) • offer fresh fruit juice • add to desserts (eg yoghurt)

<table>
<tr>
<td>1</td>
<td>c</td>
<td></td>
<td>Candidates should give a detailed account of relevant points. These should relate to the question.

Up to the total mark allocation for this question:

• 1 mark should be given for an accurate description
• A second mark should be given for explanation relevant to the point described.</td>
<td>2</td>
<td>Candidates can be credited up to a maximum of 2 marks.

Candidates must describe a relevant method of retaining nutrients when preparing/cooking vegetables.

• Maximum of 1 mark may be awarded for correct description of method of preparation/cooking to retain nutrients.
• Maximum of 1 mark may be awarded for correct explanation relating to the described method of preparation/cooking.

<table>
<tr><th>Step when preparation/cooking</th><th>Explanation</th></tr>
<tr><td>• buy as fresh as possible
• do not store for long periods
• peel thinly/do not peel
• do not chop finely</td><td>Vitamin C is lost through oxidation/to the air.</td></tr>
<tr><td>• cook in a minimum amount of water
• steam or microwave
• keep the lid on the pan</td><td>Vitamins B complex and C are water soluble.</td></tr>
<tr><td>• cook for the minimum amount of time
• serve immediately
• do not keep warm</td><td>Vitamin C is destroyed by heat.</td></tr>
</table>
</td>
</tr>
</table>

<table>
<tr>
<td>1</td>
<td>d</td>
<td></td>
<td>Candidates should make a number of factual relevant points. These should relate to the question.

Up to the total mark allocation for this question:

• 1 mark should be given for each accurate relevant interpretation of point of knowledge</td>
<td>2</td>
<td>Candidates can be credited up to a maximum of 2 marks.

Candidates should describe the duties of the EHD in relation to food premises.

1 mark should be given for each correct response made up to a maximum of 2 marks in total:

• a maximum of 2 marks may be awarded for correct interpretation of the duties of the EHD in relation to food premises

<table>
<tr><th>Duties of Environmental Health Department</th></tr>
<tr><td>• to enforce the Food Safety Act 1990
• to carry out a routine check of premises/practices
• to investigate complaints about standard of hygiene from the public
• to inspect food in the premises
• to take away suspect food for testing
• to carry out a risk assessment
• to give advice to the owner/manager
• to check that food for sale is fit for consumption
• to find the source of an outbreak of food poisoning
• to help avoid an outbreak of food poisoning</td></tr>
</table>
</td>
</tr>
</table>

<table>
<tr>
<td>2</td>
<td>a</td>
<td></td>
<td>Candidates should make a number of points that make the issue plain or clear, for example by showing connections between reason and the context of the question.

Up to the total mark allocation for this question:

• 1 mark should be given for each accurate relevant reason</td>
<td>2</td>
<td>Candidates can be credited up to a maximum of 2 marks.

Candidates must describe a number of relevant reasons for using market research.

1 mark should be given for each correct reason up to a maximum of 2 marks in total:

• a maximum of 2 marks may be awarded for correct reason for the use of market research

Market research
• to identify if there is a gap in the market for the product
• to identify market trends for this type of product
• to find if the product is likely to sell
• to find out the kind of people who might buy the product
• to help establish the price of the product
• in response to consumer/suggestions
• to match a competitor’s product
• to increase market share
• to evaluate a current product’s performance
• so the product is more likely to be successful
• to increase sales/profit
• to avoid making a product which does not sell</td>
</tr>
</table>

2	**b**		Candidates should make a number of points that make the issue plain or clear, for example by showing connections between the reason and the context of the question. Up to the total mark allocation for this question: **1 mark** should be given for each accurate relevant reason	**3**	*Candidates can be credited **up to a maximum of 3 marks**.* Candidates should give a number of relevant explanations for the outcomes in the question. 1 mark should be given for each accurate explanation up to a maximum of **3 marks in total.** **Too crisp round the edges when baked** • oven temperature too high • cake too close to the side of the oven • cake too high in oven • cake baked for too long • too much sugar **Fruit has sunk to the bottom** • mixture too soft • too much liquid added • fruit wet when added • fruit not coated with flour before adding to mixture • oven temperature too low **Has not risen enough** • plain flour used • not enough raising agent • raising agent out of date/damp • mixture not beaten enough • oven temperature too low

2	**c**		Candidates should list a number of relevant facts and provide further justification related to the facts listed. Candidates may provide a number of explanations for the identified fact, or a smaller number of developed points, or a combination of these. Up to the total mark allocation for this question: • **1 mark** should be awarded for an accurate relevant point of knowledge • **1 mark** should be awarded for any reason to justify the fact • **A further mark** should be awarded for any further reason linked to the same fact	**4**	*Candidates can be credited in a number of ways* ***up to a maximum of 4 marks****.* Candidates should identify the most suitable cake. Candidates could provide a number of accurate explanations to justify their choice. 1 mark should be given for each accurate response up to a maximum of **4 marks in total**: • **1 mark** should be awarded for correct choice of cake — Cake A. • **1 mark** should be awarded for each relevant reason offered in support of the candidate's choice of cake, up to the total mark allocation. Some examples of valid reasons are given below. Where all reasons relate to one feature (eg size), a maximum of 2 marks should be awarded for reasons offered. For example, in respect of the correctly identified cake, candidates could provide *either*: • **three** reasons each linked to a different aspect of the cake *or* • **two** reasons linked to one aspect of the cake plus one reason linked to a different aspect of the cake *(up to a maximum of four marks)* Where a candidate identifies an incorrect cake: • no marks should be awarded for choice • one mark should be awarded for each relevant reason offered in support of the choice provided: o the aspect identified is the best or equal best reason o the link to the case study is relevant *(up to a maximum of 2 marks)*

2	**c**				**Most suitable cake is cake A** **Cake size: 10–12 portions** • there will be enough cake to suit the number of people at the party • there will be little/no waste as there are 10 guests • there will be a little left over in case there is an extra guest **Type of cake: Sponge** • most children like sponge cake, so they are likely to enjoy this cake • there is no fruit/nuts which children may not like • there are no nuts to which children may be allergic • the cake will most likely be eaten preventing waste/saving the parent money **Filling: buttercream and jam** • most children will like the filling, so will enjoy the cake • most children will like filling, so there is less likely to be waste/save consumer money **Decoration: large range of children's themes available** • the cake will likely appeal to the child • the consumer will be more likely to be able to choose a theme that appeals to the child **Shelf life—best before 27th July** • the cake will keep fresh until the party • the consumer will not have to return to the store to buy the cake closer to the day of the party • any cake left over from the party will be able to be kept for a few more days • any leftover cake is less likely to be wasted • any leftover cake will still safe to eat **££—one of the least expensive cakes** • consumer may see this as good value for money • less likely to be too expensive for the consumer/more likely to be within the consumer's budget

2	**d**		Candidates should list a relevant fact related to the question • **1 mark** should be allocated for an accurate point of knowledge	**1**	*Candidates can be credited up to a **maximum of 1 mark**.* Candidates should provide an accurate description of one aspect of storage related to the cake. • **1 mark** should be awarded for correct description. **Storing cake** • store in an airtight container/wrap in foil/cling film • store in a cool dry place • do not keep beyond the best before date

3	**a**		Candidates should make a number of evaluative comments related to the context of the question. Candidates may provide a number of straightforward evaluations or a smaller number of developed evaluations, or a combination of these. Up to the mark allocation for this question: • **1 mark** should be awarded for each relevant evaluative comment linked to the context of the question • **A further mark** should be awarded for any evaluation that is developed	**4**	*Candidates can be credited in a number of ways* ***up to a maximum of 4 marks****.* Candidates should make evaluative comments on the suitability of the given aspects of online shopping related to the individual in the case study. 1 mark should be given for each accurate response up to a maximum of **4 marks in total**: • a maximum of **four marks** may be awarded for valid evaluative comments relating to the given aspects of online shopping • a maximum of **two marks** may be awarded for developed evaluations relating to the same identified aspects of online shopping For example, the candidate could provide *either*: • **four** evaluative comments **each** linked to a **different aspect** of online shopping *or* • **two** evaluative comments linked to **each of two different aspects** of online shopping *or* • **two** evaluative comments **each linked to a different aspect** of online shopping **+ two** evaluative comments **linked to a third aspect** of online shopping *(up to a maximum of four marks)*

3	**a**				**Online food shopping** Food items are arranged in virtual 'aisles': • +ve—suitable as foods should be easier/quicker for her to find as foods of the same type will be together • +ve—suitable as will save her time because foods are grouped together • +ve—suitable as will be easier/quicker for her to find foods because foods are arranged like a supermarket Your last order is displayed automatically: • +ve—suitable as might save her time because she may buy the same things each time • +ve—suitable as it may make her less likely to forget items as this may remind her • -ve—not suitable as she might not save time if these are not products she wants this time Special offers displayed on the website homepage: • +ve—suitable as these might save her money if she wants the products offered • -ve—not suitable as she might not want the products • -ve—not suitable as she may be tempted to overspend/buy foods she does not need/cannot use before they go 'off' Delivery available 8am–6pm seven days a week: • +ve—suitable as she could arrange a time to suit her lifestyle as delivery is seven days a week • +ve—suitable as she could have her food delivered on her day off as delivery is seven days a week • -ve—not suitable as delivery 8am–6pm so she might not be in during the day You can choose a two-hour delivery slot: • +ve—suitable as she could choose a two-hour delivery slot so she would not have to wait in too long for it to arrive • -ve—not suitable as she has a busy lifestyle so she might not have time to wait in for two hours during the day

3	**a**				Substitute items will be sent automatically: • +ve—suitable as substitute items are sent automatically so she will have a replacement for any items that are out of stock • +ve—suitable as substitute item may save her time going to buy a replacement • +ve—not suitable as the replacement items might not be appropriate Free delivery if your order is over £100: • +ve—suitable as free delivery on orders over £100 might save her money • -ve—not suitable as her order might not be more than £100 so this will not be helpful • -ve—not suitable as she may be tempted to buy more than she needs to trigger the free delivery

<table>
<tr>
<td>3</td>
<td>b</td>
<td></td>
<td>Candidates should make a number of adjustments to improve the dish/recipe given in the question. Candidates should show connections between changes made and the context of the question.

Up to the mark allocation for this question:

• 1 mark should be awarded for each relevant change
• A second mark should be awarded for any change that is developed</td>
<td></td>
<td>Candidates can be credited up to a maximum of 6 marks.

The candidate should make relevant changes to the recipe in the question. The candidate could link the change to the appropriate current dietary advice.

1 mark should be given for each accurate response up to a maximum of 6 marks in total:

• a maximum of three marks may be awarded for correct changes to the recipe
• a maximum of three marks may be awarded for correct link of identified change to current dietary advice

<table>
<tr><th>Adaptation</th><th>Current dietary advice met</th></tr>
<tr><td>• change streaky bacon for back bacon
• trim excess fat off bacon
• grill bacon instead of frying
• replace cheddar cheese with edam/low fat cheddar
• replace the mayonnaise with reduced fat mayonnaise</td><td>• eat less fat
• reduce intake of fat
• reduce intake of fat to no more than 35% of total energy
• reduce intake of saturated fat
• reduce intake of saturated fat to no more than 11% of total energy</td></tr>
<tr><td>• replace the white baguette with wholemeal/granary
• increase the size of the baguette</td><td>• increase intake of fibre
• eat more Total Complex Carbohydrates
• eat more bread</td></tr>
<tr><td>• omit/reduce the salt</td><td>• eat less salt
• reduce intake of salt</td></tr>
<tr><td>• increase amount of onion
• add tomato/mushrooms</td><td>• eat more fruit and vegetables
• increase intake of fruit and vegetables to 400g/day/5 portions/day</td></tr>
</table>
</td>
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4	**a**		Candidates should make a number of evaluative statements related to the context of the question. Candidates may provide a number of straightforward evaluations or a smaller number of developed evaluations, or a combination of these. Up to the mark allocation for this question: • **1 mark** should be awarded for each relevant evaluation • **A second mark** should be awarded for any evaluation that is developed		*Candidates can be credited in a number of ways **up to a maximum of 4 marks**.* Candidates should make comments on the suitability of aspects of the organic meat box in relation to the case study. 1 mark should be given for each accurate response up to a maximum of **4 marks in total**: • a maximum of **four marks** may be awarded for accurate evaluations relating to four aspects of the organic meat box • a maximum of **two marks** may be awarded for developed evaluations relating to the same identified aspect of the organic meat box For example, candidate could provide *either*: • **four** evaluative comments **each** linked to a **different aspect** of the organic meat box *or* • **two** evaluative comments linked to **each of two different aspects** of the organic meat box *or* • **two** evaluative comments **each linked to a different aspect** of the organic meat box **+ two** evaluative comments **linked to a third aspect** of the organic meat box *(up to a maximum of four marks)* **Organic meat box** Contents: • +ve - suitable as they get mince and chicken in each box so that will help them plan meals • +ve - suitable as they get a variety of ready meals and they may like the idea of planning meals around them each time • +ve - suitable as they may enjoy the variety of the items

4	**a**				• -ve - not suitable as they might not want to have the mince/chicken every time/may be wasted • -ve - not suitable as they might not want to buy the variety of ready meals sent • -ve - not suitable as they might not like the ready meals sent • -ve - not suitable as they might not know how to prepare/cook some of the items • -ve - not suitable as they might want to buy specific items which are not in the box/would need to order these separately All produce is certified organic standard: • +ve - suitable as they can be reassured of the organic origin of the meat • -ve - not suitable as organic meat may be more expensive and they may not want the extra cost All meat is produced within a radius of 20 miles: • +ve - suitable as this will guarantee all items are produced locally/will support local producers • +ve - suitable as they might be keen to save food miles/reduce carbon footprint • +ve - suitable as they will know where the meat comes from Recipes are available on company website: • +ve - suitable as this may give them ideas for cooking the meat in the box • +ve - suitable as this may help them prepare/cook any unfamiliar cuts/items • -ve - not suitable as they may have to search for the recipes

4	**a**				Delivered weekly: • +ve - suitable as it may contain enough meat for two people for one week • -ve - not suitable as it may not contain enough meat for two people for one week • -ve - not suitable as it may contain too much meat for two people for one week/meat may be wasted • -ve - not suitable as it may contain too much meat for two people for one week/they may not have a freezer Half-price seasonal organic vegetable box if ordered with meat: • +ve - suitable as they may be keen to use organic vegetables • +ve - suitable as this will save them money on vegetables • +ve - suitable as this will save them time going elsewhere for vegetables • -ve –not suitable if they do not wish to take advantage of the offer

4	**b**		Candidates should list a number of relevant facts and provide further justification related to the facts listed. Up to the total mark allocation for this question: • **1 mark** should be given for each accurate relevant point of knowledge • **A further mark** should be given for explanation linked to the fact identified.		*Candidates can be credited in a number of ways **up to a maximum of 4 marks**.* Candidates should identify **two** steps in the product development process and explain their contribution to the potential success of the new product. 1 mark should be given for each correct response made up to a maximum of **4 marks** in total: • a maximum of **2 marks** may be awarded for correctly identified steps in the product development process • a maximum of **2 further marks** may be awarded for valid explanations relating to each of the identified steps 1 mark should be given for each correct response made, up to a maximum of **4 marks** in total: • a maximum of **2 marks** may be awarded for correctly identified steps in the product development process • a maximum of **2 marks** may be awarded for correct explanation linked to any one of the identified steps in the product development process For example, candidate could provide *either*: • **two** steps, **each with one** correct explanation *or* • **two** steps, with **two correctly explained functions for one** step *(up to a maximum of four marks)*

4	**b**				

Steps	**Developed points**
Concept generation	• provide initial ideas for the new product • helps to establish if there is a gap in the market for the product
Concept screening	• best ideas are taken forward/less appropriate ideas are discarded so the product is more likely to be successful
Prototype production	• to test the production line to see if the product can be made successfully • to find out if the new product can be made at a cost at which it will sell/make a profit • to allow improvements to be made to the product so that it will sell better • to decide on the viability of the product
Product testing	• helps manufacturer to test for appeal • allows manufacturer to gain opinion of product • helps manufacturer to further refine product to improve
First production run	• manufacturer can see how popular the product is likely to be • the manufacturer can withdraw an unsuccessful product (if sales are not good) • the manufacturer can use sales figures to draw up a marketing plan to increase sales

4	**b**				

Marketing plan	• decisions will be taken on how the product will be promoted to maximise sales • decisions will be taken on the price of the product so that is priced to sell well • decisions will be taken on the advertising of the product to increase sales • decisions will be taken on the packaging of the product to increase sales • decisions will be taken on the positioning of the product (for sale) so that it may sell more
Product launch	• product is promoted to the market to maximize sales • allows the manufacturer to judge consumer response and amend aspects of the product to increase sales

4	**c**		Candidates must make a number of factual relevant points. These should relate to the question. Up to the total mark allocation for this question: • **1 mark** should be given for each accurate relevant point of knowledge • **A further mark** should be given for any point of explanation linked to the identified point of knowledge.	**2**	*Candidates can be credited **up to a maximum of 2 marks**.* Candidates should provide an accurate explanation of implications of the labels. 1 mark should be given for each correct reason up to a maximum of **2 marks in total**: • a maximum of **1 mark** may be awarded for correct explanation of implication of each label **Best before date** • products eaten after this date may have deteriorated but will still be safe to eat • product will have a medium/long shelf life • indicates the time within which the product is at its best in terms of taste/texture **Use by date** • products eaten after this time will cause food poisoning • indicates the product has a short shelf life/requires refrigeration • indicates time within which the product is safe to eat/will not cause food poisoning

5	**a**		Candidates should make a number of evaluative comments related to the context of the question. Candidates may provide a number of straightforward evaluations or a smaller number of developed evaluations, or a combination of these. Up to the mark allocation for this question: • **1 mark** should be awarded for each relevant evaluation • **A further mark** should be awarded for any evaluation that is developed	**6**	*Candidates can be credited in a number of ways* ***up to a maximum of 6 marks****.* Candidates should make comments on the suitability of aspects of the day's meals related to the individual in the case study. • a maximum of **four marks** may be awarded for accurate evaluative comments relating to four different aspects of the day's meals related to the individual in the case study • a maximum of **two marks** may be awarded for developed evaluations linked to the same identified aspect of the day's meals For example, candidate could provide *either*: • **four** evaluative comments **each** linked to a **different aspect** of the man's meals (**maximum of four marks**) *or* • **two** evaluative comments linked to **each of three different aspects** of the man's meals *or* • **two** evaluative comments **each linked to two different aspects** of the man's meals **+ two** evaluative comments **linked to two further aspects** of the man's meals *(up to a maximum of six marks)* **Energy —13·20MJ** • -ve—this has more energy than he needs so any extra will be converted to fat • -ve -this has more energy than he needs so making him more overweight • -ve - more energy than he needs will increase his weight and so increase his blood pressure • -ve - more energy than he needs will increase his weight and so increase his risk of CHD/stroke • -ve - he is unlikely to burn off the excess energy as he has a sedentary occupation

5	**a**				**Protein—55·0g** • +ve - he will get enough protein for repair and maintenance of body tissues • -ve - extra protein will be converted to fat and contribute to his weight gain **Vitamin B complex— 1·6mg** • +ve - there is enough for the release of energy from food to allow him to work **Iron— 6·8mg** • -ve - this is less than he needs so he may feel tired • -ve - this is less than he needs so he may feel tired and be unlikely to exercise • -ve - this is less than he needs so he may suffer from anaemia **Sodium— 2·1g** • -ve - this is high so will further increase his blood pressure • -ve - this is high so will further increase his risk of CHD/stroke **Fibre—12g** • -ve - this is low so he may feel hungry and snack on foods which will increase his weight • -ve - this is low so he may increase his risk of CHD/constipation/bowel disease

5	**b**		Candidates should make a number of points that make the issue plain or clear, for example by showing connections between factors and the context of the question. These could show justification for the factor. Up to the total mark allocation for this question: • **1 mark** should be given for each accurate explanation	**2**	*Candidates can be credited **up to a maximum of 2 marks**.* Candidates must explain a number of factors relating to his long working hours on his food choices. 1 mark should be given for each correct explanation made up to a maximum of **2 marks in total**: • a maximum of **1 mark** may be awarded for each accurate explanation relating to influence on his food choice **Long working hours** • he works long hours so he may choose convenience foods • he may choose convenience foods which are often high in fat so he may put on more weight • he may choose convenience foods which are often high in salt which will contribute to his high blood pressure • he works long hours so may snack frequently on high fat/high sugar foods • frequent snacking may contribute to his weight gain • he may choose convenience foods which may be low in fruit and vegetables

5	**c**		Candidates must make a number of factual relevant points. These should relate to the question. Candidates may provide a number of facts, or a smaller number of developed points or a combination of these. Up to the total mark allocation for this question: **1 mark** should be given for each accurate explanation	**2**	*Candidates can be credited **up to a maximum of 2 marks**.* Candidates must make a number of factual points of information found on food labels. **1 mark** should be given for each correct response made up to a maximum of **2 marks in total**: • a maximum of **2 marks** may be awarded for accurate explanation of points of information linked to better food choices **Ingredients list** • he could check to see how much fat/sugar/salt/fruit/vegetables is in the product so he can choose/avoid these • he could take account of the amount of an ingredient in a product **Net quantity/weight/volume of product** • he could check the amount of the product to help portion control • he could check so that he buys just enough for his needs so he may be less likely to overeat **Date mark** • so he can calculate the shelf life of the food so he will not be tempted to eat food which he needs to be consumed before it goes out-of-date **Nutritional information** • he could check the energy/fat/sugar content and choose the lowest versions **Nutritional/health claims** • he could check these and choose products which would help improve his health

[END OF SPECIMEN MARKING INSTRUCTIONS]