



2013 Fashion and Textile Technology

Higher

Finalised Marking Instructions

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Part One: General Marking Principles for Fashion and Textile 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: Fashion and Textile 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		<ol style="list-style-type: none"> 1. Wool 2. Silk 3. Cashmere 4. Angora 5. Mohair 6. Alpaca 7. Vicuna 8. Cashgora 9. Camel <p>And any other relevant answer</p> <p>1 mark for correct fibre.</p>	1	
2		<ol style="list-style-type: none"> 1. Screen printing 2. Transfer/sublimation printing 3. Digital printing <p>1 mark for correct method.</p>	1	
3		<ol style="list-style-type: none"> 1. Function 2. Aesthetics 3. Safety 4. Hygiene 5. Quality 6. Durability <p>1 mark for correct principle of design.</p>	1	
4		<ol style="list-style-type: none"> 1. Crepe 2. Bouclé 3. Slub 4. Chenille 5. Flock 6. Novelty <p>1 mark for correct textured yarn.</p>	1	
5		<ol style="list-style-type: none"> 1. Direct 2. Indirect 3. Qualitative 4. Quantitative <p>1 mark for correct type of market research.</p>	1	

Question		Expected Answer/s	Max Mark	Additional Guidance
6		1. Citizens' Advice Bureau 1 mark for correct term.	1	
7		1. Colours which are (directly) opposite each other on the colour wheel 1 mark for correct explanation.	1	
8		1. Novelty items (eg fun t-shirts/children's garments/bottle covers) 2. Oven gloves 3. Fire fighters clothing 4. Medical use/wound dressings 5. Toys 6. Bedding/sleeping bag And any other relevant answers 1 mark for correct use.	1	
9		1. Insulation/warmth 2. Lustrous appearance/sheen 3. Aesthetically pleasing 4. Soft 5. Luxurious 2 x 1 mark for each correct property	2	
10		1. Identifies potential problems. 2. Identifies stages of manufacture where problems may occur. 3. Identifies procedures which may reduce/eliminate problems. 4. Identifies (individual) components where potential problems may occur. 5. Ensures that products are free of defects 6. Gives consistency of product. 7. Saves money/saves waste. 8. Prevents faulty garments reaching consumer. 9. Maintains company reputation. 2 x 1 mark for each advantage	2	

Question	Expected Answer/s	Max Mark	Additional Guidance
11	<ol style="list-style-type: none"> 1. Built-in automated process saves time. 2. Lower risk of accidents due to automation. 3. Reduce cost of staffing. 4. Lower wage bill. 5. One employee can operate various machines at one time. 6. Reduced risk of (human) error. 7. Saves manufacturer money on wasted materials. 8. Saves manufacturer money on wasted time. 9. Cost of manufacture is reduced as fewer overheads. 10. Output/profit is much greater as goods can be produced quicker. 11. Exact standards can be repeated for whole batch. 12. Grater consistent quality. 13. Exact standards can be repeated to help enhance/ensure business reputation. 14. Exact standards can be repeated to ensure consistency of product. 15. Amendments can be made quickly/easily. <p>2 x 1 mark for each correctly identified benefit</p>	2	
12	<ol style="list-style-type: none"> 1. Provides advice for consumers on how to care for the product. 2. Provides advice for consumers on how to wash/laundry the product. 3. Provides care instructions to keep product at its best/help it last longer. 4. Gives advice on dry cleaning/ washing/ironing temperatures/drying methods. 5. Helps consumers make informed choices when purchasing items (eg cost implications of dry cleaning). <p>2 x 1 mark for each advantage</p>	2	

Question	Expected Answer/s	Max Mark	Additional Guidance
13	<ol style="list-style-type: none"> 1. Polyamide/Nylon is not absorbent/is naturally shower proof/will dry quickly. 2. Polyamide/Nylon will repel stains/will maintain its appearance. 3. Polyamide/Nylon is crease resistant/will stay looking good. 4. Polyamide/Nylon will require minimal care. 5. Polyamide/Nylon has excellent durability/will last well/will withstand wear and tear/be value for money. 6. Polyamide/Nylon is easy to care for/will be easy to wash/dry. 7. Polyamide/Nylon is not very elastic/will not stretch out of shape/will keep its shape. 8. Polyamide/Nylon has very good resistance to mildew/will not be damaged if it gets damp. 9. Polyamide/Nylon has excellent strength/will be good for carrying heavy items. 10. Polyamide/Nylon is lightweight <p>2 x 1 mark for each correctly identified reason</p>	2	
14	<p>Advantages:</p> <ol style="list-style-type: none"> 1. Can be produced quickly and/or cheaply. 2. Absorbent/comfortable to wear. 3. Absorbent (eg useful for mopping up liquids.) 4. Good crease recovery. 5. Easy to care for. 6. Holds shape well/wears well. 7. Does not lint/shed fibres (eg useful in medical situations.) 8. Good insulator. 9. Does not fray/run/ladder. 10. Non-allergenic. <p>Disadvantages:</p> <ol style="list-style-type: none"> 1. Not-durable so may have limited use. 2. Not very strong. 3. Poor shape recovery 4. Poor stretch. 5. Does not drape well. 6. Poor handling qualities. <p>1 mark for advantage. 1 mark for disadvantage</p>	2	

Section B

Question		Expected Answer/s	Max Mark	Additional Guidance
1	a	<p>3 x 1 mark for each correct stage in the production of cotton identified.</p> <p>3 x 1 mark for each correct explanation. If stage not identified, mark cannot be awarded for explanation. Where stage is incorporated in the explanation, this can be credited.</p> <p>1 Stage : Harvesting Explanation The 'bolls' are picked by hand or machine.</p> <p>2 Stage: Ginning Explanation The fibres are separated from the seeds.</p> <p>3 Stage: Baling Explanation The fibres are compressed in large bales and sent to the cotton mill.</p> <p>4 Stage: Opening Explanation Sand, grit and other impurities are removed by a beating mechanism then blown against a perforated drum.</p> <p>5 Stage: Scutching Explanation Further beating continues cleaning the fibre before rolling it into sheets (laps).</p> <p>6 Stage: Carding Explanation The fibre is combed to separate and form a sliver.</p> <p>7 Stage: Drawing/Drafting Explanation Sliver thickness is reduced, ready for spinning</p> <p>8 Stage: Spinning Explanation (The final process of yarn production takes place.) A cotton spinning system which produces evenly wound twisted yarn is used some may be given a high twist for strength. This process is called ring spinning.</p>	6KU	

Question		Expected Answer/s	Max Mark	Additional Guidance						
1	a	<p>(cont)</p> <p>9 Stage: Yarn Explanation The cotton is then woven or knitted into fabric</p>								
1	b	<p>6 x 1 mark for each correct point of evaluation linking wool/acrylic to a winter coat.</p> <table border="0"> <tr> <td>Fact</td> <td>Fact about the property of wool/acrylic</td> </tr> <tr> <td>Opinion</td> <td>Positive/negative</td> </tr> <tr> <td>Consequence</td> <td>Consequence of the fact for a winter coat</td> </tr> </table> <p>Candidate must demonstrate an understanding of the fibre property Minimum of one mark from each fibre property.</p> <p>i Wool</p> <p>1 Absorbency(****)</p> <ol style="list-style-type: none"> 1. Wool has good absorbency, this is bad for a winter coat as if it rains the coat will absorb the rain so become heavy/uncomfortable to wear. 2. Wool has good absorbency, this is good for a winter coat as it will absorb sweat so keep the wearer more comfortable. 3. Wool has good absorbency, this is good for a winter coat as it will accept dyes well so a wide colour range may be available. <p>2 Warmth (*****)</p> <ol style="list-style-type: none"> 1. Wool has an excellent warmth rating, this is good for a winter coat as it will protect the wearer from the cold therefore making them more comfortable. 2. Wool has an excellent warmth rating, this is good for a winter coat as it will keep the wearer warm in cold conditions and therefore more comfortable. 3. Wool has an excellent warmth rating, this is good for a winter coat as it will mean the wearer will not need to wear lots of layers underneath so they stay warm/be comfortable. 	Fact	Fact about the property of wool/acrylic	Opinion	Positive/negative	Consequence	Consequence of the fact for a winter coat	6 EV	
Fact	Fact about the property of wool/acrylic									
Opinion	Positive/negative									
Consequence	Consequence of the fact for a winter coat									

Question		Expected Answer/s	Max Mark	Additional Guidance
1	b	<p>(cont)</p> <p>3 Ease of Care (*)</p> <ol style="list-style-type: none"> 1. Wool has poor ease of care this is bad for a winter coat as it means it may have to be dry cleaned so it could be expensive to keep clean/retain good appearance. 2. Wool has poor ease of care this is not a problem for a winter coat as it is an outer garment so does not have to be cleaned frequently. 3. Wool has poor ease of care this is bad for a winter coat as care needs to be taken when washing so may be time consuming/extra effort. <p>4 Crease resistant (****)</p> <ol style="list-style-type: none"> 1. Wool has excellent crease resistance, this is good for a winter coat as it will not need to be ironed frequently therefore saving time. 2. Wool has a good crease resistance, this is good for a winter coat as it will not crush easily so it will look smart/retain a good appearance. <p>5 Elasticity (****)</p> <ol style="list-style-type: none"> 1. Wool has good elasticity this is good for a winter coat as it will make movement easier and therefore it will be comfortable to wear. 2. Wool has good elasticity this is good for a winter coat as it may shed creases easily so look smart. 3. Wool has good elasticity this is good for a winter coat as it may shed creases easily so require less ironing/saves time. 		

Question			Expected Answer/s	Max Mark	Additional Guidance
1	b	ii	<p>Acrylic</p> <p>1 Absorbency(**)</p> <ol style="list-style-type: none"> 1. Acrylic has poor absorbency, this is good for a winter coat as it will not absorb the rain so will be more comfortable to wear in wet weather. 2. Acrylic has poor absorbency, this is bad for a winter coat as it will not absorb sweat so may be uncomfortable to wear. 3. Acrylic has poor absorbency, this is bad for a winter coat as it will not absorb dyes well which may limit the colour range available. 4. Acrylic has poor absorbency this is good for a winter coat as it will dry quickly when laundered so can be worn again quickly. 		
1	b	ii	<p>(cont)</p> <p>2 Warmth (**)</p> <ol style="list-style-type: none"> 1. Acrylic has a poor warmth rating, this is bad for a winter coat as it will not protect the wearer from the cold so making them more uncomfortable/not warm. 2. Acrylic has a poor warmth rating, this is bad for a winter coat as it will mean the wearer will need to wear lots of layers underneath. <p>3 Ease of Care (***)</p> <ol style="list-style-type: none"> 1. Acrylic has medium ease of care rating, this is not good for a winter coat as it may be more difficult to launder so could be time consuming to clean. 2. Acrylic has a medium ease of care rating, this is not good for a winter coat as it may be fairly easy to launder so it only requires some care when washing. 		

Question	Expected Answer/s	Max Mark	Additional Guidance
	<p>4 Crease resistant (****)</p> <ol style="list-style-type: none"> 1. Acrylic has good crease resistance, this is good for a winter coat as it will not need to be ironed frequently therefore saving time. 2. Acrylic has a good crease resistance, this is good for a winter coat as it means it will not crush easily therefore will retain a smart appearance. <p>5 Elasticity (***)</p> <ol style="list-style-type: none"> 1. Acrylic has medium elasticity this is good for a winter coat as it will stretch slightly/will allow the body to move during wear so will be comfortable. 2. Acrylic has medium elasticity this is bad for a winter coat as it may crease more easily so not look smart. 3. Acrylic has medium elasticity this is bad for a winter coat as it may crease easily so require some ironing/which may be time consuming. 		

Question		Expected Answer/s	Max Mark	Additional Guidance
1	c	<p>2 x 1 mark for each correct fabric finished identified</p> <p>2 x 1 mark for each correct explanation linked to a winter coat</p> <p>If stage not identified, mark cannot be awarded for explanation. Where the stage is incorporated in the explanation, this can be credited.</p> <p>1 Fabric Finishes – Brushing Explanation</p> <ol style="list-style-type: none"> 1. Fabrics with a brushed surface trap more air so the winter coat will keep the wearer warm in winter. 2. Fabrics with a brushed surface create a soft surface making the winter coat comfortable next to the skin. 3. Fabrics with a brushed surface have a raised pile which may give the winter coat a more luxurious look. 4. Fabrics with a brushed surface have a raised pile which may give the winter coat a more luxurious feel. 5. Fabrics with a brushed surface may hide the fabric weave giving the winter coat a more interesting appearance. <p>2 Fabric finishes – Water Repellency / Water Resistance Explanation</p> <ol style="list-style-type: none"> 1. A water repellency finish will help prevent the winter coat absorbing water so will keep the wearer dry. 2. A water repellency finish will help prevent the winter coat absorbing water so will make the wearer more comfortable. 3. A water repellency finish will help prevent the winter coat absorbing water/rain so will prevent the coat becoming heavy to wear. 4. A water repellency finish will help prevent the winter coat absorbing liquid so will reduce the risk of the coat becoming stained/retain good appearance. 	4 KU	

Question		Expected Answer/s	Max Mark	Additional Guidance
1	c	<p>3 Fabric finishes – Water Proofing Explanation</p> <ol style="list-style-type: none"> 1. A waterproof finish will prevent the winter coat from absorbing water so will keep the wearer dry. 2. A waterproof finish will prevent the winter coat absorbing water so will make the wearer more comfortable. <p>4 Fabric finishes – Anti-pilling Explanation</p> <ol style="list-style-type: none"> 1. This reduces the formation of tiny fibre pills appearing on the fabric surface therefore the appearance of the winter coat will be maintained for longer. 2. The appearance of the winter coat will be maintained for longer so it will provide better value for money. <p>5 Fabric finishes – Easy care / Crease resistance Explanation</p> <ol style="list-style-type: none"> 1. The finish makes laundering the winter coat easier so it will be less time consuming to keep it look good. 2. If the winter coat can be laundered at home this will make it cheaper to maintain. 3. The finish will mean the winter coat sheds creases easily so it will look smarter. 4. The finish will mean the winter coat sheds creases easily so it saves time as less need to iron. <p>6 Fabric finishes – Stain resistance Explanation</p> <ol style="list-style-type: none"> 1. This will help prevent grease and dirt clinging to the fibres therefore will help maintain the appearance of the winter coat. 2. It would help repel stains and so would reduce the amount of laundering required for the winter coat. 3. This finish will help the winter coat keep a good appearance for longer and so will give better value for money. 		

Question			Expected Answer/s	Max Mark	Additional Guidance
		7	Fabric finishes – Shrink resistance Explanation 1. This finish would allow the winter coat to be laundered more easily so it will be less time consuming to keep it looking good. 2. This finish would allow the winter coat to be laundered at home so it will save money as dry cleaning is expensive.		
1	c	8	Fabric finishes – Anti static Explanation 1. This will mean the winter coat is less likely to attract dirt so will make it easier to keep clean. 2. This will mean that the winter coat will not attract static electricity so will be more comfortable to put on/take off.		

Question		Expected Answer/s	Max Mark	Additional Guidance
1	d	<p>4 x 1 mark for each point of evaluation linking the use of woven fabrics to school clothing</p> <p>Fact about woven fabrics Opinion positive/negative Consequence consequence of the fact for school clothing</p> <p>Positive</p> <p>P 1. Woven fabrics drape beautifully this is good for school clothing as it could help the pupil look smart.</p> <p>P 2. Woven fabrics are not good insulators this is good for school clothing as the pupil will remain cool.</p> <p>P 3. Woven fabrics are not good insulators this is good for school clothing as it would allow the pupil to remain comfortable.</p> <p>P 4. (Close) woven fabrics tend to be durable this is good for school clothing as it would stay looking smart for a long time.</p> <p>P 5. (Close) woven fabrics tend to be durable this is good for school clothing as it would last a long time.</p> <p>P 6. (Close) woven fabrics tend to be durable this is good for school clothing as it would provide value for money.</p> <p>P 7. (Closely) woven fabrics can assist in the prevention of cold air penetration this is good for school clothing as they would keep the pupil warm.</p> <p>P 8. (Closely) woven fabrics can assist in the prevention of cold air penetration this is good for school clothing as they would keep the pupil comfortable.</p> <p>P 9. (Closely) woven fabrics have good dimensional stability this is good for school clothing as they will keep their shape so look smart.</p>	4EV	

Question		Expected Answer/s	Max Mark	Additional Guidance
1	d	<p>(cont)</p> <p>Negative</p> <p>N 1. Woven fabrics are not good insulators this is bad for school clothing as pupil may get uncomfortable.</p> <p>N 2. Woven fabrics are not good insulators this is bad for school clothing as pupils may get cold.</p> <p>N 3. Woven fabrics do not stretch well this is bad for school clothing as they may be uncomfortable to wear.</p> <p>N 4. Woven fabrics do not stretch well this is good for school clothing as they may restrict movement in practical subjects.</p> <p>N 5. Woven fabrics may fray easily which is bad for school clothing as seams may lose strength after frequent washing/tear.</p> <p>N 6. Woven fabrics may fray easily which is bad for school clothing as they may not maintain their appearance.</p> <p>N 7. Woven fabrics may fray easily which is bad for school clothing as they may not last well.</p> <p>N 8. Woven fabrics may fray easily which is bad for school clothing as they may not provide value for money.</p>		
2	a	<p>3 x 1 mark for identifying reason for wearing uniform in the workplace. 3 x 1 mark for explanation</p> <p>Reason must be identified before mark can be awarded for explanation. Where the reason is incorporated in the explanation this can be credited.</p> <p>1 Reason – Status Explanation</p> <p>1. Uniforms may give an individual a sense of status.</p> <p>2. Individuals may wear uniform rather than casual clothes therefore may improve self-esteem.</p> <p>3. Designer label uniforms may be chosen which give a heightened sense of status.</p> <p>4. Uniforms may be used to denote rank/ role in the workplace.</p> <p>5. Uniforms may be used as an indicator of job status.</p>	6KU	

Question		Expected Answer/s	Max Mark	Additional Guidance
2	a	<p>(cont)</p> <p>2 Reason – Identification Explanation</p> <ol style="list-style-type: none"> Uniforms identify occupation/job. For example, a white coat identifies a doctor; a dark business suit identifies an office worker. Uniforms raise public awareness/promote service/company/school. Individuals may choose uniform to suit/reflect their lifestyle/sense of belonging. <p>3 Reason – Corporate Identity Explanation</p> <ol style="list-style-type: none"> Uniforms may raise public awareness/ promote service/company/school. Some companies/workplaces may insist that their employees wear a particular uniform to promote their brand/company image/corporate identity. <p>4 Reason – Protection/Hygiene Explanation</p> <ol style="list-style-type: none"> Uniforms may protect the wearer’s own clothes from being damaged. Uniforms may prevent a wearers own clothes from causing contamination. <p>5 Reason – Protection/safety Explanation</p> <ol style="list-style-type: none"> Uniforms may protect the wearer from chemical contamination (eg doctor). Uniforms may provide chemical protection from gases (eg Fire Brigade, Armed Forces). Uniforms may provide physical protection from injury (eg extreme sports). Uniforms may provide physical protection from weather/extreme conditions (eg mountain rescue, coast guard). Hospital uniforms may protect patients/ staff from infection/contamination. In some industries/workplaces uniform safety clothing is required by law such as hard hats, steel toe boots, hi-visibility jackets etc. Uniforms may help create trust in professional (eg plumber coming to the home). 		

Question		Expected Answer/s	Max Mark	Additional Guidance
2	a	<p>(cont)</p> <p>6 Reason – Cost/Finance Explanation</p> <ol style="list-style-type: none"> Uniforms may be supplied by company/workplace therefore less expensive than buying own clothing. There may be tax benefits for workers who launder their own corporate uniforms so saving them money. <p>7 Reason – Care Explanation</p> <ol style="list-style-type: none"> Uniform may be laundered/dry cleaned by employer/company/workplace therefore saving time/effort to individual. Uniform may be laundered/dry cleaned by the employer/company/workplace therefore saving cost to the employee. <p>8 Reason - Appearance Explanation</p> <ol style="list-style-type: none"> A smart uniform may raise company profile. A smart uniform may improve the work ethic of the employee/improve company performance. Some companies/workplaces may insist that their employees wear a particular uniform to promote their brand/ company image/corporate identity. <p>9 Reason – Equality Explanation</p> <ol style="list-style-type: none"> Uniform may be a way of making a group of people equal. Uniform may be a way of preventing bullying at in the work place. <p>10 Reason – Convenience Experience</p> <ol style="list-style-type: none"> Uniform may be convenient as it saves the consumer having to plan what to wear in the workplace. <p>11 Reason – Peer group pressure Explanation</p> <ol style="list-style-type: none"> Individuals may wear uniform to help them blend in/join new group. Individuals may wear uniform to dress in the same manner as others in order to 'belong' to the particular group. 		

Question			Expected Answer/s	Max Mark	Additional Guidance
2	c	12	<p>Reason – Sales promotion</p> <p>Explanation</p> <p>1. Some retailers will have employees wear their store’s garments as a uniform in order to promote sales.</p>		
2	b		<p>4 x 1 mark for each correct point of evaluation linking line/texture to clothing.</p> <p>Opinion good/bad</p> <p>Fact about the visual effects of line/texture</p> <p>Consequence consequence of the fact for clothing</p> <p>Candidates must demonstrate an understanding of the visual effects. Minimum of one mark from each area.</p> <p>Line</p> <p>Positive</p> <p>P 1. Vertical lines on clothing are good as they will help lengthen and so make the wearer appear slimmer.</p> <p>P 2. Wide vertical lines could be good on clothing worn by a very thin person as they will have a broadening effect and so make a person appear slightly heavier/bigger.</p> <p>P 3. Vertical lines on clothing are good as they carry the eye up and down and therefore will make the wearer appear taller/slimmer more slender.</p> <p>P 4. Slim lines on clothing are good as they give the illusion of appearing taller/ slimmer which is good if the wearer is smaller/slightly overweight.</p> <p>P 5. The repetition of line on clothing could be good as this will accentuate the part of the body they surround which the wearer may want to highlight</p> <p>P 6. A diagonal line on the clothing can be good as this will have a lengthening effect so will make the person appear slimmer.</p> <p>P 7. Curved lines on clothing may be good as they may be used to disguise an angular figure which may give the impression of a softer body shape.</p>	4EV	

Question		Expected Answer/s	Max Mark	Additional Guidance
2	b	<p>(cont)</p> <p>Negative</p> <p>N 1. Wide vertical lines will be bad on clothing as they will have a broadening effect so make the wearer appear heavier.</p> <p>N 2. Horizontal lines could be bad on clothing as they will help shorten the wearer and so make them look broader.</p> <p>N 3. Horizontal lines on clothing could be bad as they will draw the eye across the body which may make the wearer appear shorter / broader.</p> <p>N 4. The repetition of line on clothing could be bad as this will accentuate the part of the body they surround which may be an area that the wearer would like to draw attention away from.</p> <p>N 5. Curved lines on clothing could be bad as they will follow the contours of the body and so add weight to the wearer.</p> <p>Texture</p> <p>Positive</p> <p>P 1. Velvet's deep pile can be good for clothing as it has the effect of absorbing light so it may have a slimming effect on the wearer.</p> <p>P 2. Light, crisp textured fabrics can be good for clothing as they do not cling to the body so can have the effect of disguising body shape/slimming effect.</p> <p>P 3. Smooth, lightweight fabrics could be good for clothing as they do not add bulk so will not add weight to the wearer's size.</p> <p>P 4. Transparent fabrics can be good for clothing as they appear light and weightless so interesting effects can be achieved by layering them with other fabrics.</p> <p>P 5. Quilted/padded fabrics can be good for clothing as they can soften lines so soften angular contours of the body.</p> <p>P 6. Textured fabrics may be good for clothing as they create interest which may be aesthetically pleasing.</p> <p>P 7. Textured fabrics may be good for clothing as they create focal points which may draw the eye to/away from a particular area.</p>		

Question		Expected Answer/s	Max Mark	Additional Guidance
2	b	<p>(cont)</p> <p>Texture</p> <p>Negative</p> <p>N 1. Shiny fabrics can be bad for clothing as they reflect light so can make the wearer look larger/heavier.</p> <p>N 2. Heavy/textured fabrics can be bad for clothing as they add bulk so can make the wearer look larger/heavier.</p> <p>N 3. Pile fabrics can be bad for clothing as they add bulk so can make the wearer look larger/heavier.</p> <p>N 4. Quilted/padded fabric can be bad for clothing as it can add bulk so can have the effect of increased size.</p> <p>N 5. Textured fabrics may be bad for clothing as they create focal points which may draw the eye to/away from a particular area</p>		
2	c	<p>3 x 1 mark for each correct explanation of the ways in which Vivienne Westwood influenced fashion in the 1970's.</p> <p>1. Vivienne Westwood has influenced fashion as she created some of the most inspirational/non-conformist/controversial collections in the 1970's.</p> <p>2. Vivienne Westwood was responsible for Punk/New Wave fashion for youth/street culture in the 1970's which is still popular.</p> <p>3. Vivienne Westwood opened a shop with Malcolm McLaren in the early 1970's and so became a designer with the most influence on punk.</p> <p>4. Vivienne Westwood was the designer with the most influence on punk and therefore was the creator of the (Sex Pistols) punk street wear look.</p> <p>5. The 'punk style' came to life when the Sex Pistols wore clothes from Vivienne Westwood's shop at their first gig which was a huge trend/is still popular to this day.</p> <p>6. The 'punk style' included bondage gear on clothing which was created by Vivienne Westwood.</p>	3 KU	

Question		Expected Answer/s	Max Mark	Additional Guidance
2	d	<p>(cont)</p> <p>Positive</p> <p>P 4. Online shopping for clothes allows consumers to view clothes in the comfort of their own home this is good as people can access clothing that may not be available in local shops</p> <p>P 5. Online shopping for clothes gives greater choice of clothing ranges this is good as it allows consumers to compare clothing items across different shops.</p> <p>P 6. Consumers using online shopping to buy clothes, have access to a much wider range of sizes/styles of clothing, this is good as consumers will be able to choose their clothes from a wide selection</p> <p>P 7. Online shopping for Designer label clothes are often available online not on the high street this is good as consumers who wish to wear designer clothes will have greater access/choice.</p> <p>P 8. Online shopping for discounted clothes are often available online not on the high street therefore which is good as consumers will have greater access/choice/may save money.</p> <p>P 9. Most fashion retailers have Online shopping for buying clothes which is good as consumers can get access to fashionable clothes/favourite shop easily without having to go into busy retailers.</p> <p>P 10. Most fashion retailers have Online shopping for buying clothes this is good as consumers can get easy access to favourite shop without having to leave home so saves time/hassle</p> <p>P 11. Some online shopping retailers allow consumers to preview sale items prior to the event, this is good as consumers may be able to make savings on their clothes.</p> <p>P 12. Some online shopping retailers offer promotions when buying clothes, this can be good as it can save the consumer money on their item(s).</p> <p>P 13. Online shopping for clothes is more environmentally friendly as only one van to deliver items, this is good as saves fuel/congestion/allows consumer to take a more environmental approach.</p>		

Question		Expected Answer/s	Max Mark	Additional Guidance
2	d	<p>(cont)</p> <p>P 14. Online shopping for clothes saves the consumer the hassle of parking/getting in/out of the car with prams/other equipment, this is good as shopping is less stressful.</p> <p>P 15. Online shopping for clothes can be returned easily if faulty/unsuitable, this is good as a full refund can be obtained.</p> <p>P 16. Online shopping may suit consumers with children as clothes can be tried on at home, this is good as saves parents from the hassle of shopping/changing rooms.</p> <p>P 17. Consumers who use Online shopping for clothes have access to worldwide retailers which is good as choice is increased/purchase clothes to meet their needs.</p> <p>P 18. Online shopping for clothes can be delivered the next day/convenient time to the consumer, this is good as the consumer will receive their clothes quickly/ be at home.</p> <p>P 19. Online-shopping outlets for clothes offer a collect at store option, this is good as it is more convenient to the consumer/does not have to wait in for delivery.</p> <p>Negative</p> <p>N 1. Online shopping (in rural communities) may have longer delivery times, this is bad as the consumers may need to wait longer for the arrival of their clothes.</p> <p>N 2. Online shopping ranges of clothes available can be limited in choice of clothes/sizes/colours, this is bad as not beneficial to the consumer/lack of choice/variety.</p> <p>N 3. Consumers who use Online shopping to buy clothes cannot try them on before buying, this is bad as they cannot be sure the clothes will fit/drape correctly.</p> <p>N 4. Some online shopping sites will incur a delivery charge, this is bad as it may increase the overall cost of the purchase of clothes.</p> <p>N 5. Computer fraud with credit card purchase does occur with Online shopping, this bad as some consumers may be reluctant to purchase clothes online.</p>		

Question		Expected Answer/s	Max Mark	Additional Guidance
2	d	<p>(cont)</p> <p>Negative</p> <p>N 6. Returning clothes from online shopping may be difficult to arrange, this is bad as this is less convenient for consumer/ may have to take time off work.</p> <p>N 7. Online shopping (in some rural/highland/ island communities) may incur bigger delivery charges, this is bad as the consumers may need to pay more for their clothes/overall order more expensive.</p> <p>N 8. Consumers who buy clothes through online shopping sites cannot touch/feel the clothes, this is bad as the clothes may not be of the quality/feel expected.</p> <p>N 9. Consumers who buy clothes through online shopping may have to arrange to wait in for delivery, this is bad as it can be inconvenient to the consumer/waste time.</p> <p>N 10. Some companies require a signature on delivery from buying clothes from online shopping sites, this is bad as it means having to wait in for the delivery/go and collect deliveries from a depot/which could be far away/inconvenient.</p>		
2	e	<p>3 x 1 mark for each point of explanation linked to the consumer.</p> <p>1 The British Standards Institution sets performance/design standards for product/ services so achieve reliable levels of safety for the consumer.</p> <p>2 The British Standards Institution sets performance/design standards for product/ services so achieve reliable levels of durability for the consumer.</p> <p>3 The British Standards Institution sets performance/design standards for product/ services therefore achieving reliable levels of efficiency for the consumer.</p>	3KU	

Question		Expected Answer/s	Max Mark	Additional Guidance
2	e	<p>(cont)</p> <p>4 The British Standards Institution sets performance/design standards for product/ services so achieving reliable standards for the consumer.</p> <p>5 The British Standards Institution standards are often developed in partnership with overseas organisations in order to ensure that they have a high level of international acceptance for all consumers.</p> <p>6 The British Standards Institution test products to assess whether they conform to a particular standard, the product may be entitled to display the BSI Kitemark reassuring the consumer.</p> <p>7 The British Standards Institution Kitemark is the symbol that gives consumers the assurance that the product they have bought has been independently assessed/conforms to the appropriate British Standard.</p> <p>8 British Standards Institution standards are used to demonstrate good practice/ compliance with certain European Directives so providing a set standard for consumers.</p>		

Question			Expected Answer/s	Max Mark	Additional Guidance
3	a	i ii iii	<p>Introduction Maturity Obsolescence</p> <p>3 x 1 mark for each correctly explained stage of the fashion cycle</p> <p>1 Stage – Introduction Explanation</p> <ol style="list-style-type: none"> 1. This is when fashion designers show their work during fashion weeks. 2. This is at the very beginning of the style when prices are highest/fashion active consumers start to wear the new style. 3. Items at this stage are often quite extreme so unacceptable to many consumers. 4. People who have a lot of money to spend on clothes/who are ‘fashion leaders’ will be the first to pick up on a style. 5. The style at this stage will be quite exclusive/prices are at their highest. 6. Early trend setters adopt this style as it is still quite exclusive. <p>2 Stage – Maturity Explanation</p> <ol style="list-style-type: none"> 1. The style is at its most popular at this stage with most high street stores selling the style. 2. There is now a lack of exclusivity as more consumers are wearing it. 3. The style will be in a modified form that has been accepted by most customers. 4. The fashion leaders will no longer be wearing the style as it is no longer seen as cutting edge. 5. Prices are lower so it can now be afforded by the majority of consumers. <p>3 Stage – Obsolescence Explanation</p> <ol style="list-style-type: none"> 1. At this stage the style is often from the original version as key design features have been watered down. 2. It is no longer considered fashionable so the majority are no longer wearing it. 3. The style is often vulgar, cheap and poorly made so is only available in low end outlets. 	3KU	

Question		Expected Answer/s	Max Mark	Additional Guidance
3	b	<p>5 x 1 marks for each point of evaluation point linked to party wear</p> <p>Fact about the fabric property/rating from the profile (not number alone)</p> <p>Opinion positive/negative</p> <p>Consequence consequence of the fact about the fabric for party wear.</p> <p>(Candidates must demonstrate an understanding of the fabric property)</p> <p>Colourfastness (2)</p> <ol style="list-style-type: none"> 1. The fabric has low colour fastness which is not good for party wear as it may lose its smart appearance therefore not providing value for money. 2. The fabric has low colour fastness which is not good for party wear as it may have to be washed after wearing so will lose its appearance. 3. The fabric has low colour fastness which is not good for party wear as it may have to be washed frequently so may fade on washing. <p>Breathability (5)</p> <ol style="list-style-type: none"> 1. The fabric has high breathability this is good for party wear as if the wearer gets hot it may allow perspiration to escape so aiding comfort. 2. The fabric has high breathability this is good for party wear as if the wearer gets hot it may therefore allow them to be more comfortable. <p>Comfort (1)</p> <ol style="list-style-type: none"> 1. The fabric has poor comfort which is bad for party wear as it may cause irritation and therefore may spoil the event for the wearer. 2. The fabric has poor comfort which is bad for party wear as it may be discarded/ worn infrequently therefore may not be good value for money. 3. The fabric has poor comfort which is bad for party wear as if the wearer does not feel comfortable they therefore may not feel good in the item. 	5EV	

Question		Expected Answer/s	Max Mark	Additional Guidance
3	b	<p>(cont)</p> <p>Shape Retention (2)</p> <ol style="list-style-type: none"> 1. The fabric has low shape retention which is not good for party wear as if it goes out of shape the wearer will not feel good/ attractive. 2. The fabric has low shape retention which is not good for party wear as if it loses its shape it may be discarded/worn infrequently therefore will not be good value for money. 3. The fabric has low shape retention which is not good for party wear as it will not last long if it does not fit properly 4. The fabric has low shape retention which is not good for party wear as it will not retain a good appearance so is not value for money/aesthetically pleasing <p>Durability (4)</p> <ol style="list-style-type: none"> 1. The fabric has high durability which is good for party wear as it will be resistant to abrasion/rubbing/friction so will last a long time. 2. The fabric has a high durability which is good for party wear as it will not wear out so it will provide value for money. 3. The fabric has a high durability which is good for party wear as it will last a long time, so will not need to be replaced. 4. The fabric has a high durability which is good for party wear as it will withstand wear and tear and therefore maintain a good appearance. <p>Stain Resistance (5)</p> <ol style="list-style-type: none"> 1. The fabric has excellent stain resistance this is good for party wear as food or drink may get spilled on it but it would come out easily. 2. The fabric has excellent stain resistance this is good for party wear as it could be expensive therefore may be good value for money. 3. The fabric has excellent stain resistance this is good for party wear as it will not retain marks after laundering so this will help maintain a good appearance for longer. 		

Question		Expected Answer/s	Max Mark	Additional Guidance
3	c	<p>4 x 1 marks for each point of evaluation point linked to mass manufacture of party wear.</p> <p>Fact about the mass production Opinion positive/negative Consequence consequence of the fact for party wear.</p> <p>Positive</p> <p>P 1. Party wear produced through mass manufacture is more cost effective, this is good as it will cost less (to the consumer) therefore may be sold at lower prices.</p> <p>P 2. Party wear produced through mass manufacture is more cost effective, this is good as it will cost less to manufacture therefore greater profit can be made (for the manufacturer.)</p> <p>P 3. Mass manufacture in the production of party wear for the 'ready to wear' market is good as items are produced quickly due to productivity being high.</p> <p>P 4. Mass manufacture of new designs/styles for party wear are run off very quickly this is good as manufacturers are able to produce the latest up to date styles quickly.</p> <p>P 5. Mass manufacture of party wear may require employees with only basic textile skills this is good as jobs can be carried out by less experienced people/training costs reduced.</p> <p>P 6. Mass manufacture of party wear requires employees who have basic textile skills which is good as they will not be paid high wages/will reduce costs for the manufacturer/prices for the consumer.</p> <p>P 7. Mass manufacture of party wear means availability of items/sizes/colours is much greater (due to the volume of garments produced) this is good as there is greater opportunity for consumers to get the item/available to everyone.</p> <p>P 8. Mass manufacture for party wear allows fabrics to be cut in large quantities/speed up production of items, which is good as productivity is high therefore more are delivered to stores/increased sales.</p>	4EV	

Question		Expected Answer/s	Max Mark	Additional Guidance
3	c	<p>(cont)</p> <p>Positive</p> <p>P 9. Mass manufacture of party wear is large scale production (therefore a lot more items are produced in a fraction of the time), this is good as productivity is high/more delivered to stores/increased sales.</p> <p>P 10. Mass manufacture of party wear allows for more frequent style changes this is good as it keeps the fashion industry buoyant/consumer happy.</p> <p>P 11. Mass manufacture of party wear allows consumers to have a wide choice of items available this is good as fashion trends can change quickly.</p> <p>P 12. Mass manufacture of party wear allows large quantities of similar items to be produced in a variety of colours this is good as re-runs in different colours/ current colour/fashion trends can be repeated if popular.</p> <p>Negative</p> <p>N 1. Mass manufactured party wear is made to fit in with sizing guidelines this is bad as individual measurements are not catered for/may not fit.</p> <p>N 2. Mass manufacture of party wear means commitment to work standards may be less this is bad as quality may be poorer.</p> <p>N 3. Mass manufacture of party wear means employees may earn a low wage this is bad as commitment to work standards may be less/quality may be poorer.</p> <p>N 4. Mass manufacture of party wear does not allow an influence over the designs/cut of mass produced items this is bad as this may not suit consumers preferences.</p> <p>N 5. Mass manufacture of party wear allows large runs of the item to be produced this is bad as the item(s) may lack originality.</p>		

Question		Expected Answer/s	Max Mark	Additional Guidance
3	d	<p>3 x 1 mark for correct stage identified 3 x 1 mark for correct explanation linking to a soft toy</p> <p>Stage must be identified before mark is awarded for explanation. Where stage is incorporated in the explanation it may be credited.</p> <p>1 Stage – Concept generation Explanation</p> <ol style="list-style-type: none"> 1. The thinking stage where ideas for the soft toy are generated. 2. Designers/design teams will look at soft toys from other designers to get inspiration/ideas. 3. Study current soft toy styles and designs. 4. Trend forecasts for soft toys are analysed. 5. The influence that the media/TV currently has on soft toys is considered. 6. Ideas from a variety of sources on past/present/future styles in soft toys are gathered. 7. Mood boards to show fabrics/styles/colours/themes to be used in the soft toy are created. 8. A range of soft toy sketches will be manually produced/computer generated as options for the new range. <p>2 Stage – Concept screening Explanation</p> <ol style="list-style-type: none"> 1. All ideas for the soft toy are considered, some ideas are kept and others are discarded. 2. Design teams look over information gathered about current soft toys to help decide on new collection. 3. Sketches are discussed and narrowed down to show soft toy ideas. 4. A basic collection of a range of soft toys will be finalised by design team and will be developed further. 5. Design team will carry out tests to find out what fabrics/styles are most appropriate for the soft toy. 	6KU	

Question		Expected Answer/s	Max Mark	Additional Guidance
3	d	<p>(cont)</p> <p>3 Stage – Prototype production Explanation</p> <ol style="list-style-type: none"> 1. A prototype is made for the soft toy to check if any adjustments need to be made. 2. The sketches are developed into a 3D model for the soft toy. 3. A prototype is created (to show others in the team) to allow further development of the soft toy. 4. The design team evaluate how their designs meet the specification by making the soft toy up using cheap fabric. 5. The creation of a prototype allows the design to be assessed before soft toys are made properly. <p>4 Stage – Product testing Explanation</p> <ol style="list-style-type: none"> 1. Different tests carried out on the soft toys to evaluate how successful they will be once released. 2. Soft toys undergo tests to determine what parts of the soft toy need to be changed/adjusted. 3. Samples are tested and go through changes until soft toy sample is fit for purpose. <p>5 Stage – Information and advertising materials designed for packaging Explanation</p> <ol style="list-style-type: none"> 1. Strategies are put in place to make the soft toy appeal to target market. 2. Consider information about target market based on cost/family income/age etc to ensure soft toy will appeal to them. 3. An advertising map is created to show where potential customers live to guarantee they will have access to the soft toy. 4. Packaging is created that will appeal to the target market and will help people identify the soft toy. 		

Question		Expected Answer/s	Max Mark	Additional Guidance
3	d	<p>(cont)</p> <p>6 Stage – First production run Explanation</p> <ol style="list-style-type: none"> 1. This run allows each stage of manufacture of the soft toy to be monitored closely for potential problems. 2. Quality Control is carried out during every stage of the soft toy production cycle to ensure high quality product. 3. This run allows potential problems in the production of the soft toy to be rectified before it is repeated for orders. <p>7 Stage – Marketing plan Explanation</p> <ol style="list-style-type: none"> 1. The manufacturer and retailer work closely to ensure that consumer needs are met and they provide a soft toy the target market will want to buy. 2. Ways to promote the soft toy will be decided so sales are maximised. 3. When the soft toy will be sold will be decided depending on seasonal ranges. <p>8 Stage - Launch Explanation</p> <ol style="list-style-type: none"> 1. Depending on the budget available will affect how they choose to launch soft toy. 2. Trade shows/exhibitions/photo shoots/window displays will be considered to evaluate which one is most appropriate to launch the soft toy. 3. Different launch techniques will be considered based on where the soft toy is to be sold. 4. The soft toy is now available for sale. 		
3	e	<p>2 x 1 mark for each correctly explained benefit of the Lion Mark to the consumer.</p> <p>1 Lion Mark indicates that the toy has been manufactured to safety standards (laid down by the Toy and Hobby Manufacturers Association) so it gives the consumer assurance that the toy/product will be safe to use.</p>	2KU	

Question		Expected Answer/s	Max Mark	Additional Guidance
3	e	<p>(cont)</p> <p>2 Lion Mark indicates, that the toy has to comply with standards (laid down by the Toy and Hobby Manufacturers Association) so it gives the consumer assurance that the toy/ product will be mechanically safe to use/ moving parts are not harmful.</p> <p>3 Lion Mark indicates that the toy should comply with standards (laid down by the Toy and Hobby Manufacturers Association) so it gives the consumer assurance that the toy/ product will be physically safe to use/no loose parts.</p> <p>4 Lion Mark indicates that the toy has to comply with standards (laid down by the Toy and Hobby Manufacturers Association) so it gives the consumer assurance that the toy/ product will be safe to use/fire resistant/ non-flammable materials have been used.</p>		
4	a	<p>3 x 1 mark for identifying factors to consider when choosing clothes for a teenager 3 x 1 mark for explanation</p> <p>1 Factor – Advertising/marketing/ promotional influences Explanation 1. Teenagers choice of clothing may be affected by advertising/marketing/ promotional influences which may offer them incentives to buy particular clothing/ from particular stores.</p> <p>2 Factor – Cost/money available Explanation 1. Low in cost/good value for money as the teenager may grow out of the clothes quickly if there is a period of rapid growth. 2. Low in cost/good value for money as teenagers require new clothes frequently. 3. Cost is important as teenagers may have a limited budget but will want frequent changes in style.</p>	6KU	

Question		Expected Answer/s	Max Mark	Additional Guidance
4	a	<p>(cont)</p> <p>3 Factor – Climatic conditions/weather/ temperature Explanation 1. Warm clothes will be required in bad weather/winter for teenagers so they keep warm/comfortable. 2. Cooler clothes will be chosen in hot weather/summer for teenagers so they remain cool/comfortable.</p> <p>4 Factor – Cultural/religious influences Explanation 1. Teenagers may be influenced by their culture/religion and want to wear clothing which reflects this. 2. Teenagers may be exploring issues such as vegetarianism and may want to choose organic/fair-trade/cruelty-free/eco-friendly products.</p> <p>5 Factor – Environmental issues Explanation 1. Teenagers may be aware of environmental issues and may want to choose organic/fair-trade/cruelty-free/eco-friendly products.</p> <p>6 Factor – Geographical location Explanation 1. Teenagers choice of clothing may be affected by their location depending on whether they have easy access to shops.</p> <p>7 Factor - Health Explanation 1. Teenagers choice of clothing may be affected by health conditions which may mean they need to choose clothing which is comfortable. 2. Teenagers choice of clothing may be affected by health conditions which may mean they need to choose clothing which is easy to fasten/remove. 3. Teenagers choice of clothing may be affected by health conditions which may mean they need to choose clothing which can provide easy access to affected areas/treatment/equipment.</p>		

Question		Expected Answer/s	Max Mark	Additional Guidance
4	a	<p>(cont)</p> <p>8 Factor Likes/dislikes Explanation</p> <p>1. Clothes should appeal to the teenager as they will have developed their own likes and dislikes/personal style.</p> <p>9 Factor – Peer pressure Explanation</p> <p>1. Teenagers may want to adopt particular styles to show belonging to a particular group.</p> <p>10 Factor – Priorities/activities Explanation</p> <p>1. Fabrics should be durable as teenagers can be activities involved in rough games (P.E)</p> <p>2. Fabrics should be durable/hardwearing as some teenagers are very active.</p> <p>11 Factor – Technological innovations Explanation</p> <p>1. Teenagers may have access to internet shopping and may wish to use this to compare choices/prices/styles.</p> <p>2. Teenagers may have access to internet shopping so will have greater choice of clothes/shops to choose from</p> <p>12 Factor – Easy care/easily laundered/ quick drying Explanation</p> <p>1. Teenagers often wear their clothes quickly again and again so they need to be easy to wash and iron.</p> <p>2. Teenagers may be learning to do their own laundry so their clothes need to be easy to look after.</p> <p>13 Factor – Crease resistance Explanation</p> <p>1. Fabric should be crease resistant to reduce the need for ironing as teenager may need garments laundered frequently.</p> <p>2. Fabric should be crease resistant to maintain good appearance for the teenager as long as possible.</p>		

Question		Expected Answer/s	Max Mark	Additional Guidance
4	a	<p>(cont)</p> <p>14 Factor – Stain resistance Explanation</p> <ol style="list-style-type: none"> Teenagers can spill food/drink and stain resistance will help maintain a better appearance. Teenagers require stain-resistant finishes on clothing so that their clothes stay looking good and provide value for money. <p>15 Factor – Comfort Explanation</p> <ol style="list-style-type: none"> Teenagers are still growing so clothing should not be too tight/uncomfortable to wear/restrictive. The fabric should be soft/comfortable next to the teenager's skin to prevent irritation. <p>16 Factor – Aesthetically pleasing Explanation</p> <ol style="list-style-type: none"> Garments should be attractive to teenagers so they want to wear them. Suitable colour to meet the likes/dislikes of the teenager so they want to wear them. Clothes should be suitable colours to co-ordinate so they can be worn with other outfits in the teenager's wardrobe. <p>17 Factor – Design features/Function Explanation</p> <ol style="list-style-type: none"> Teenagers may be very active so the chosen garment should allow them to move easily. Teenagers are often involved in sports and other activities so the garments should be suited to their purpose. <p>18 Factor – Fashion Explanation</p> <ol style="list-style-type: none"> Teenagers may be fashion conscious and so will want clothes to be fashionable in style/trend. 		

Question			Expected Answer/s	Max Mark	Additional Guidance
4	b	i	<p>Money off voucher</p> <p>Positive</p> <p>P 1. A money off voucher means a customer may be more likely to make a purchase, which is a good method of promoting a teenage fashion range as they know they will be saving money/getting a bargain.</p> <p>P 2. A money-off voucher may mean the customer will be more likely to buy items which is a good way of promoting a teenage fashion range as may increase sales for the retailer/ manufacturer.</p> <p>Negative</p> <p>N 1. A customer may lose a money-off voucher may, which be a bad way of promoting a teenage fashion range as they will be less likely to make the purchase.</p> <p>N 2. A money-off voucher may expire before the customer has had the opportunity to visit the retail outlet, tins is a bad way of promoting a teenage fashion range as the customer may lose the chance to save money/lost profits to the retailer/manufacturer.</p> <p>N 3. The customer may visit the store and find that there is a limited choice within the range/lack of stock so a money-off voucher may be a bad way to promote a teenage fashion range as it may leave the customer disappointed/lost sales to retailer.</p> <p>N 4. A money-off voucher means the retailer takes less money, so may be a bad method of promoting a teenage fashion range as the retailer/manufacturer may make a loss/less profit.</p>		
		ii	<p>Interactive website</p> <p>Positive</p> <p>P 1. An interactive web site can be accessed day or night without leaving the house, this is a good method of promoting a teenage fashion range as it is very convenient for teenagers.</p>		

Question			Expected Answer/s	Max Mark	Additional Guidance
4	b	ii	<p>(cont)</p> <p>P 2. Many teenagers have access to the internet/smart phones/use computers at home so an interactive website is a good method of promoting a teenage fashion range as this is a good way of reaching them.</p> <p>P 3. Many teenagers use social networking sites therefore an interactive website is a good method of promoting a teenage fashion range as these could be used to provide links to the fashion website.</p> <p>P 4. An interactive website can be constantly updated so is a good method of promoting a teenage fashion range as it can keep up with latest trends.</p> <p>Negative</p> <p>N 1. Not all teenagers will have access to a computer/internet, so an interactive website is a bad method of promoting a teenage fashion range as not all teenagers will be able to see the website.</p> <p>N 2. There are many competitors using the same methods, so an interactive website may be a bad method of promoting a teenage fashion range as it may be hard to stand out against competitors.</p> <p>3. Interactive websites may be bad as people may be reluctant to purchase clothing/items from a teenage fashion range online due to fraud.</p> <p>iii Posters</p> <p>Positive</p> <p>P 1. Posters provide huge visual impact, this is a good way of promoting a teenage fashion range as they catch consumers' attention/encourage to visit shop.</p> <p>P 2. Posters can be strategically placed where teenagers will see them (eg: Bus-stops) this is a good method of promoting a teenage fashion range as they make sure to catch their attention/promote the brand to a wide audience.</p>		

Question			Expected Answer/s	Max Mark	Additional Guidance
4	b	iii	<p>(cont)</p> <p>Negative</p> <p>N 1. Posters may be poorly designed or unimaginative, this may be a bad way of promoting a teenage fashion range as they may have a negative impact on the desirability of the product.</p> <p>N 2. Posters may be damaged or vandalised, this may be a bad way of promoting a teenage fashion range as they might make them ineffective as a promotional tool.</p> <p>N 3. Posters may be placed where teenagers are unlikely to notice them, this may be a bad way of promoting a teenage fashion range as this would reduce their potential impact/lost sales.</p> <p>iv Shop displays</p> <p>Positive</p> <p>P 1. Shop displays draw attention to the teenage fashion range, this is good as it makes consumers aware of it therefore encouraging purchase.</p> <p>P 2. Shop displays cost very little money to put on, this is good as it helps minimise the launch cost of the teenage fashion range therefore maximising profits to retailer.</p> <p>P 3. Shop displays enable the teenage fashion range to be seen out of its packaging/off hanger, this is good as it allows consumers to examine it more carefully/feel the texture of it/may encourage a purchase.</p>		
4	c		<p>4 x 1 mark for each point of explanation of toile/mood board linked to the fashion designer. (A minimum of one point of explanation)</p> <p>Toile</p> <p>1. A toile allows the pattern to be tested (in the creation of a design) to ensure it matches the fashion designer's illustration/saves resources changing pattern at a later stage.</p>	4KU	

Question		Expected Answer/s	Max Mark	Additional Guidance
4	c	<p>(cont)</p> <ol style="list-style-type: none"> 2. A toile allows the pattern to be tested (in the creation of a design) to ensure it matches the original specification created by the fashion designer. 3. A toile allows the fashion designer to make adjustments/alterations easily and alter the pattern (in the creation of a design) before the master pattern is made and production begins. 4. A toile allows the fashion designer to make adjustments/alterations easily and alter the pattern so reducing the risk of making a costly error. 5. Toile fabric is inexpensive and cheap to make up so costs involved for the fashion designer are minor / do not significantly contribute to overall cost of garment/are easily offset by the reduction in risk of an error. 6. A toile allows the fashion designer to check proportions/dimensions/cut/hang/drape (in the creation of a design) to ensure the garment fits the body well so ensuring a good appearance/matching the designers illustration. 7. A toile allows the fashion designer to make decisions about placement of trimmings/decoration (in the creation of a design) before the master pattern is made/ production begins so saves resources/ changing pattern at a later stage. 8. A toile allows specific parts of a garment to be tested (in the creation of a design) before production begins to ensure they meet the fashion designer's original specification so save resources/changing pattern at a later stage. 9. A toile allows the fashion designer to make decisions concerning tolerance levels (in the creation of a design) to ensure garment meets original specification so save resources/changing pattern at a later stage. 10. A fashion designer can use a toile as part of the quality control process (in the creation of a design) so ensuring pattern/ specifications/production methods/final product meet standard required. 		

Question		Expected Answer/s	Max Mark	Additional Guidance
4	c	<p>(cont)</p> <p>Mood Board</p> <ol style="list-style-type: none"> 1. A mood board can be used as a source of inspiration to fashion designers in the creation of a design as it displays a wide variety of material (which can be used as a resource at a later date.) 2. A mood board allows the fashion designer to investigate and research different ideas/elements in the creation of a design/theme before proceeding further with one idea so avoiding costly mistakes. 3. A mood board helps the fashion designer to focus their thoughts (in the creation of a design) to ensure product meets the specification so saving time/ money at a later stage. 4. A mood board allows the fashion designer to assemble a range of visual research materials (in the creation of a design) to give them the opportunity of changing/adapting the material before work is developed saving resources at a later stage. 5. A mood board allows the fashion designer to assemble a range of visual research materials (in the creation of a design) so avoiding costly marketing errors at later stages. 6. A mood board allows the fashion designer to display his ideas in an easily understandable way to others in the design team (in the creation of a design) so allowing discussion/comment. 7. A mood board allows the fashion designer to show the origin of his ideas (in the creation of a design) so allowing others in the design team/client to validate them and make decisions about them. 		

Question		Expected Answer/s	Max Mark	Additional Guidance
4	d	<p>4 x 1 mark for evaluation of breathable membranes linked to sportswear.</p> <p>Fact about breathable membranes</p> <p>Opinion positive/negative</p> <p>Consequence relating to sportswear</p> <p>Positive</p> <p>P 1. Breathable membranes are lightweight, this is good for sportswear as it makes garments comfortable to wear.</p> <p>P 2. Breathable membranes are lightweight, this is good for sportswear as it makes garments easy to carry.</p> <p>P 3. Breathable membranes are lightweight, this is good for sportswear as it ensures movements will not be restricted.</p> <p>P 4. Breathable membranes allow perspiration from the body to pass through the fabric, this is good for sportswear as it makes it comfortable to wear.</p> <p>P 5. Breathable membranes avoid build up of moisture inside clothing this is good for sportswear as it is comfortable keeping the wearer cool.</p> <p>P 6. Breathable membranes avoid build up of moisture inside clothing, this is good for sportswear as it is comfortable to wear during sports.</p> <p>P 7. Breathable membranes are waterproof, this is good for sportswear as they keep the wearer dry in bad weather.</p> <p>P 8. Breathable membranes are waterproof, this is good for sportswear designed for winter sports as it keeps the wearer dry.</p> <p>P 9. Breathable membranes are hardwearing/durable, this is good for sportswear as clothing will last a long time providing value for money.</p> <p>P 10. Breathable membranes are hardwearing/durable, this is good for sportswear as it means clothing will withstand a lot of wear and tear.</p> <p>P 11. Breathable membranes are hardwearing/durable, this is good for sportswear as it is suitable for high performance/winter sports which must be resilient.</p>	4EV	

Question		Expected Answer/s	Max Mark	Additional Guidance
4	d	<p>(cont)</p> <p>P 12. Breathable membranes are versatile, this is good for sportswear as it has a range of uses suitable for different pieces of clothing. (boots/jackets/gloves trousers/ tops).</p> <p>P 13. Breathable membranes are windproof, this is good for sportswear as the garment will keep the wearer insulated/warm if taking part in outdoors sports in poor/bad weather.</p> <p>Negative</p> <p>N 1. Breathable membranes can be expensive this is bad for sportswear as garments may be expensive to buy/replace.</p> <p>N 2. Breathable membranes can be difficult to care for this is bad for sportswear as it when laundering garments they may not be ready to use again / quickly.</p> <p>N 3. Breathable membranes may be difficult to care for this is bad for sportswear as it can add extra expense for the consumer.</p> <p>N 4. Some cheaper breathable membranes may not perform as well as better quality ones, this is bad for sportswear as the consumer may get wet/uncomfortable/ cold.</p> <p>N 5. Some cheaper breathable membranes may not be as durable as better quality ones, this is bad for sportswear as the consumer may have to replace them quicker/not value for money.</p>		

Question		Expected Answer/s	Max Mark	Additional Guidance
4	e	<p>2 x 1 mark for each point of explanation role of Trading Standards Department linked to the consumer</p> <ol style="list-style-type: none"> 1. The Trading Standards Department protects the consumer by enforcing the Weights and Measures Act 1963 so quantities purchased are accurate. 2. The Trading Standards Department protects the consumer by being responsible for ensuring that all fabrics are sold in metric lengths. 3. The Trading Standards Department protects the consumer by enforcing Consumer Protection from Unfair Trading Regulations 2008. 4. The Trading Standards Department protects the consumer by preventing unfair commercial practices. 5. The Trading Standards Department protects the consumer by preventing misleading actions and omissions. 6. The Trading Standards Department protects the by preventing aggressive practices. 7. The Trading Standards Department protects the consumer by preventing 31 specific named banned practices. 8. The Trading Standards Department cooperates with other bodies to protect consumers' interests which enhance the power of these bodies as they all work together. 9. The Trading Standards Department helps educate young consumers through events such as National Consumer Week and Young Consumer of the Year competitions therefore increasing their knowledge of consumer affairs. 10. The Trading Standards Department can provide free advice to consumers on a wide range of issues associated with the Trade Description Act/Consumer Credit Act. 11. The Trading Standards Department has a website which can provide online advice to consumers therefore providing advice 24/7 	2KU	

Question		Expected Answer/s	Max Mark	Additional Guidance
4	e	<p>(cont)</p> <p>12. The Trading Standards Department enforces fair trading laws and investigates consumer complaints which help control dishonest traders.</p> <p>13. The Trading Standards Department protects consumers by checking for fake/counterfeit goods/inaccurate measurements therefore they are less likely to receive counterfeit goods</p> <p>14. The Trading Standards Department protects consumers by checking advertisements do not make false statements/claims so they are less likely to be disappointed by products which do not match claims.</p> <p>15. Some Trading Standards Departments run advice centres where consumers can go to ask questions/ seek advice so they will then have the knowledge to challenge dishonest practices.</p>		

Context: x Fashion and Textile Technology

Higher Home Economics. Analysis of the 2013 Question Paper

Section A

Question	Resource Management Unit		Consumer Studies Unit		Course Skills		Totals
	Course content	Mark	Course content	Mark	Knowledge	Evaluation	
1	Sources of natural and man-made fibres	1			1		1
2	Addition of colour	1			1		1
3	The principles of design	1			1		1
4	Types of yarns	1			1		1
5	Market research	1			1		1
6			The role and responsibilities of the Citizens Advice Bureau (CAB)	1	1		1
7	Colour	1			1		1
Totals		6		1	7		7

Section A (continued)

Question	Resource Management Unit		Consumer Studies Unit		Course Skills		Totals
	Course content	Mark	Course content	Mark	Knowledge	Evaluation	
8	Technological developments in fabric	1			1		1
9	Fabric construction	2			2		2
10	Sequencing of the stages of production	2			2		2
11	Sequencing of the stages of production	2			2		2
12			Statutory labeling for textile items	2	2		2
13	Sources of natural and man-made fibres	2			2		2
14	Fabric construction	2				2	2
Carried forward		11		2	11	2	13
Totals		17		3	18	2	20

Context: x Fashion and Textile Technology

Higher Home Economics. Analysis of the 2013 Question Paper

Section B Question 1

Question	Resource Management Unit		Consumer Studies Unit		Course Skills		Totals
	Course content	Mark	Course content	Mark	Knowledge	Evaluation	
1a	Sources of natural and man-made fibres	6			6		6
b	Properties of fibres	6				6	6
c	The range and use of finishes to be considered when choosing fabrics	4			4		4
d	Fabric construction	4				4	4
Totals		20		0	10	10	20

Context:	x	Fashion and Textile Technology
Higher Home Economics. Analysis of the 2013 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)	Reasons for wearing clothes	6			6		6
b)	Line, proportion and texture	4				4	4
c)			Social trends relating to the purchasing of clothing and textile items	3	3		3
d)			Factors which influence consumer choice of clothing/textile items	4		4	4
e)			Role and responsibilities of British Standards Institution (BSI)	3	3		3
Totals		10		10	12	8	20

Context:	x	Fashion and Textile Technology
Higher Home Economics. Analysis of the 2013 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)	Sensory testing (properties of fibres)	5	Social trends relating to the purchasing of clothing and textile items	3	3		3
b)			Social trends relating to the purchasing of clothing and textile items	4	4		5
c)	Product development strategy	6	Social trends relating to the purchasing of clothing and textile items	4		4	4
d)			Product development strategy	6		6	6
e)			Voluntary labeling requirements for textile items	2	2		2
Totals		11		9	11	9	20

Section B Question 4

Question	Resource Management Unit		Consumer Studies Unit		Course Skills		Totals
	Course content	Mark	Course content	Mark	Knowledge	Evaluation	
a)			Choice of clothing to meet needs	6	6		6
b)	Product development strategy	4				4	4
c)	Product development strategy – Identifying needs and developing concepts for products	4			4		4
d)	Technological developments in fabrics	4				4	4
e)			Role and responsibilities of the Trading Standards Department (TSD)	2	2		2
Totals		12		8	12	8	20

Context:	x	Fashion and Textile Technology
Higher Home Economics. Analysis of the 2013 Question Paper		
Question Paper Summary: Mark Allocation		

Question	Unit title		Course Skills		Totals
	Resource Management	Consumer Studies	Knowledge	Evaluation	
Section A	17	3	18	2	20
Section B					
1	20	0	10	10	20
2	10	10	12	8	20
3	11	9	11	9	20
4	12	8	12	8	20
Totals	58-60	20-22	52-53	27-28	80
Target Range	50 – 60 marks	20 – 30 marks	50 – 55 marks	25 – 30 marks	80

[END OF MARKING INSTRUCTIONS]