



National
Qualifications
2018

2018 Health and Food Technology
Advanced Higher
Finalised Marking Instructions

Scottish Qualifications Authority 2018

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General marking principles for Advanced Higher 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 detailed marking instructions, which identify the key features required in candidate responses.

- (a) Marks for each candidate response must **always** be assigned in line with these general marking principles and the detailed marking instructions for this assessment.
- (b) Marking should always be positive. This means that, for each candidate response, marks are accumulated for the demonstration of relevant skills, knowledge and understanding: they are not deducted from a maximum on the basis of errors or omissions.
- (c) 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.
- (d) Candidates may demonstrate their skills, knowledge and understanding at different points in their response. Marks should be awarded for relevant and appropriate skills, knowledge and understanding wherever they are demonstrated.
 - (i) For marks to be awarded, candidate's responses must relate to the context and demonstrate the skill required by the question.
 - (ii) In this question paper, the following command words are used:
 - A: Explain
 - B: Evaluate
 - C: Analyse
 - (iii) For each candidate response, the following provides an overview of the marking principles. Refer to the specific marking instructions for further guidance on how these principles should be applied.

A. Questions that ask candidates to Explain . . .

Candidates should make a number of points that relate to the cause and effect and/or make the relationship between things clear in the context of the question.

Candidates may provide a number of straightforward explanations, developed points, or a combination of these.

Up to the total mark allocation for the question:

- **1 mark** should be awarded for each accurate, relevant point of explanation.
- **1 further mark** should be awarded for any accurate, relevant development of that point.

B. Questions that ask the candidate to Evaluate . . .

Candidates should make points which make a judgement or determine the value of something based on criteria.

Candidates may provide straightforward points, developed points, or a combination of these.

Up to the mark allocation for this question:

- **1 mark** should be awarded for each accurate, relevant evaluative point.
- **1 further mark** should be awarded for any accurate, relevant development of that point.

C. Questions that ask the candidate to Analyse . . .

Candidates should identify appropriate points of information and the relationship(s) between points or their significance when taken together.

The relationship(s) identified by the candidate will go beyond describing the points of information and should support a structured line of argument.

The relationship(s) between the points of information could include:

- similarities and consistency in the information
- contradictions and inconsistency in the information

Up to the mark allocation for the question:

- **1 mark** should be awarded for each accurate, relevant point of analysis
- **1 further mark** should be awarded for any accurate, relevant development of that point.

Detailed marking instructions for each question

Question	Expected response	Max marks	Additional guidance
1.	<p>Evaluative points should make a judgement on the role of:</p> <ul style="list-style-type: none"> • product testing • marketing plan • product launch <p>on the development of a new food product.</p>	10	<p>Candidates should make evaluative points related to how a food manufacturer could use product testing, marketing plan and product launch to develop a new food product.</p> <p>1 mark will be awarded for a point of evaluation or a development of a point of evaluation, each stage of product development should be referred to in the candidate response.</p> <p>Marks can be awarded for each point or development of a point of evaluation related to the identified stage, wherever they appear in the candidate response.</p> <p>Sample answers could include:</p> <ul style="list-style-type: none"> • a food manufacturer could use product testing by testing a variety of characteristics of the product. This will give more results for specific attributes which can be altered according to testers opinion to develop a more refined product to increase sales. (1 mark for point of evaluation on use of product testing on development of a new product) However, this may take more time to carry out the testing and collate results as well as manufacture the refined product which could cost the manufacturer more money so reducing profits (1 mark for developed point of evaluation linked to the same issue) • a food manufacturer may choose to initially launch a product on a small scale in an identified supermarket across different regions of the country. This will give an accurate indication of sales and will allow supermarkets to choose whether to roll the product out further across other regions/stores, it allows them to gather feedback on sales etc and refinements or changes could be made before the product is fully launched. (1 mark for point of evaluation on use of product launch on development of a new product) However, this will allow competitors to see the new product and give them inspiration and time to develop a similar product so may take away sales from the manufacturer so reducing profit. (1 mark for developed point of evaluation linked to the same issue)

Question	Expected response	Max marks	Additional guidance
2.	<p>Minerals could include:</p> <ul style="list-style-type: none"> calcium, phosphorus, iron, sodium <p>or any other mineral relevant to the elderly.</p> <p>The explanation should include each of the following:</p> <ul style="list-style-type: none"> a function of an identified mineral relevant to the needs of the elderly. the specific importance of the mineral in the diet of the elderly. 	10	<p>Candidates should make points that make clear the relationship(s) between a relevant function of the mineral and its role in the diet of the elderly.</p> <p>Marks can be awarded for each point of explanation or development of a point or explanation. Developed points of explanation may refer to a different function of the mineral.</p> <p>Where candidate's response only refers to one mineral they may be awarded a maximum of five marks.</p> <p>There is no maximum number of minerals to which a candidate could refer.</p> <p>Extracts from sample answers could include:</p> <ul style="list-style-type: none"> iron is necessary to produce sufficient red blood cells/haemoglobin to reduce risk of anaemia in the elderly. The aging process makes it harder for the body to absorb iron, so the elderly may be more prone to anaemia. (1 mark for explanation of function, linked to elderly) A good intake of iron is essential for the manufacture of sufficient blood cells to avoid anaemia, which would make conditions such as breathlessness and tiredness, often suffered by the elderly, worse (1 mark for development of explanation linked to elderly) calcium is necessary for the formation of strong bones. As bone density decreases with age an adequate intake of calcium is necessary for the elderly to reduce the risk of osteoporosis. (1 mark for explanation of function, linked to elderly) Beyond the age of 70, fracture risk increases significantly, so calcium is required to reduce the risk of fractures and aid healing when they occur. (1 mark for development of explanation linked to elderly) Phosphorus aids repair of bones after an injury, so is important for the elderly as they may be more at risk of broken/fractured bones as a result of osteoporosis. (1 mark for explanation of function of a different mineral linked to the diet of the elderly) Calcium is also required for blood clotting which could be important in the elderly as they may be more at risk of falling so preventing excessive blood loss. (1 mark for development of explanation of a different function linked to elderly)

Question	Expected response	Max marks	Additional guidance
3.	<p>Candidates may be awarded marks for responses that make appropriate references to:</p> <ul style="list-style-type: none"> the use of packaging or labelling and its influence on consumer food choice. 	10	<p>Candidates should identify relevant points of information about the possible influence of food packaging and/or labelling on consumer food choice, the relationship(s) between these points, and their significance when taken together.</p> <p>The relationship(s) between points of information could include:</p> <ul style="list-style-type: none"> similarities and consistency in the information contradictions and inconsistency in the information. <p>1 mark will be awarded for a point of analysis or a development of a point of analysis up to a maximum of 6 marks for either packaging or labelling.</p> <p>Marks can be awarded for each point or development of a point of analysis relating to either packaging or labelling, wherever they appear in the candidate response.</p> <p>Extracts from sample answers could include:</p> <ul style="list-style-type: none"> food packaging can influence a consumer's food choice greatly. Food packaging which is colourful and eye catching is helpful and may encourage the consumer to buy the product as it will stand out. This will mean sales of the product are high (1 mark for linked packaging and consumer food choice) manufacturers label food packaging to allow consumers to make informed choices about the products they buy. All food must be clearly marked with ingredients. This will allow the consumer to identify any particular allergens and make their decision to purchase based on this information. (1 mark for the link between food labelling and consumer food choice) <p>Date marks on food products allow consumers to make decisions about the purchase of foods based on the shelf life. Consumers can therefore ensure that the food purchased will still be safe to eat at their intended time of use and to prevent food waste. (1 mark for the link between a different aspect of food labelling and consumer food choice)</p>

Question		Expected response	Max marks	Additional guidance
4.		<p>Evaluative points should make a judgement on:</p> <ul style="list-style-type: none"> the use of alternative proteins and their influence in the diet. 	10	<p>Candidates should make evaluative points related to the potential influence of alternative proteins in the diet.</p> <p>1 mark will be awarded for a point of evaluation or a development of a point of evaluation.</p> <p>Marks can be awarded for each point or development of a point of evaluation relating to alternative proteins, wherever they appear in the candidate response.</p> <p>Extracts from sample answers could include:</p> <ul style="list-style-type: none"> many consumers choose not to eat meat and choose to eat food products such as Quorn as an alternative source of protein in the diet. Quorn is a mycoprotein which can have a very similar texture to meat products and can be shaped to mimic their appearance eg Quorn sausages, therefore providing an acceptable substitute for meat sausages (1 mark for evaluative point linked to Quorn) if consumers choose to reduce their red meat consumption, Textured Vegetable Protein (TVP) is an ideal alternative protein as it is made from soya bean flour, which is a high biological value protein as it contains all the essential amino acids so will provide the same protein value as meat. (1 mark for evaluative point linked to TVP) However as TVP has a different texture to meat it could be unappealing to consumers who wish to use it as a meat substitute. (1 mark for developed point linked to the same functional food)

[END OF MARKING INSTRUCTIONS]