

General Certificate of Education
June 2004
Advanced Level Examination



HOME ECONOMICS **HEC5**
UNIT 5 The Consumer and Consumer Protection Task

Tuesday 29 June 2004 1.30 pm to 4.30 pm (Session 1)
Wednesday 30 June 2004 9.00 am to 12.00 noon (Session 2)

In addition to this paper you will require:

- a 12-page answer book;
 - your research material;
 - scissors, glue.
- You may use a calculator.

Time allowed: 6 hours in two 3-hour sessions

Instructions

- Attempt **one** task only.
- You may use the research material you have collected.
- You may **not** add to your research material after Session 1 has started.
- You may use all or part of Session 1 to order your research before you begin writing your response to the Task.
- You will not have access to your research material or answer book between Session 1 and Session 2.
- Your response, including any relevant research material, must be done in the 12-page answer book provided.
- Write the information required on the front of your answer book. The *Examining Body* for this paper is AQA. The *Paper Reference* is HEC5.
- Use a blue or black ink (or ball-point) pen. Pencil should only be used for drawing.
- Do all rough work in the answer book. Cross through any work you do not want marked.
- If you need extra paper, use additional answer sheets.
- At the end of Session 2, hand in both your answer book and all your research material to the invigilator.

Attempt **one** task only, based on the topic you have researched.

Topic 1

Shopping for food and textile products has changed dramatically since the 1960s. Research how and why shopping has changed and how retailers entice an identified group of consumers to buy their products.

Your research should include reference to the role of watchdog bodies.

TASK

Analyse how and why the experience of shopping has changed. Take into consideration the techniques used by retailers to entice consumers to buy products.

In your conclusion consider the changes you have traced and their advantages and disadvantages to your chosen group of consumers, making reference to the role of watchdog bodies.

Set out the analysis in the form of a report.

Topic 2

A variety of laws has been passed to protect consumers. However, many assumptions and fallacies exist regarding what rights consumers have when purchasing food or textiles. Research the ways in which the consumer is protected by law and how much knowledge and understanding consumers have of the laws which are designed to protect them.

TASK

Consumers can be confused as to what protection is available when they purchase food or textiles. Using your research, write a report which assesses the knowledge and understanding of the consumer laws. Suggest ways in which the knowledge and understanding of consumers could be improved.

Topic 3

Product information takes many forms. The most common is a label, which can be attached in some way to the product. Research the labelling of food or textile products and related equipment.

TASK

Using your research write a report assessing the suitability and effectiveness of labelling. Highlight the features that create an informative and well-designed label.