

General Certificate of Education  
June 2005  
Advanced Level Examination



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

Tuesday 28 June 2005 1.30 pm to 4.30 pm (Session 1)  
Wednesday 29 June 2005 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.

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

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**Topic 1**

Considering either textile or food products, research the purpose and types of advertising and consumer reactions to it.

Successful advertising by companies is crucial in order to make consumers aware of goods and services.

What mechanisms are in place to protect the consumer from misrepresentation on advertisements?

**Task 1**

Using your research findings, write a report assessing the effectiveness of advertisements selling either food or textile products.

You should include the features that create a successful advertisement.

Evaluate the success of the mechanisms to protect the consumer.

**Topic 2**

We live in a credit culture. At some time in our lives many of us will depend on a credit facility to buy food or textile products and related equipment.

Research the different methods of buying by credit for an identified group of consumers and the legislation in place to protect them.

**Task 2**

Using your research findings, write a report for your chosen group of consumers that assesses the suitability of the different types of credit available to them when purchasing textile or food products and related equipment.

Discuss current legislation and consider whether or not it provides adequate protection to these consumers.

**Topic 3**

Consumers can find choosing food or textile products quite daunting as there is such a wide variety available.

Consumers usually try to make informed choices based on comparative testing from a variety of sources.

Research the information available to consumers to assist them in making informed choices.

**Task 3**

Using your research findings, write a report which discusses the factors that influence our choice when buying either food or textile products.

Assess the use of comparative testing as a reliable source of information.

In your conclusion suggest ways to further help the consumer to be better informed.

**THERE ARE NO TASKS ON THIS PAGE**