

**Published Mark Scheme for
GCE A2 Home Economics**

Summer 2010

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**NORTHERN IRELAND GENERAL CERTIFICATE OF SECONDARY EDUCATION (GCSE)
AND NORTHERN IRELAND GENERAL CERTIFICATE OF EDUCATION (GCE)**

MARK SCHEMES (2010)

Foreword

Introduction

Mark Schemes are published to assist teachers and students in their preparation for examinations. Through the mark schemes teachers and students will be able to see what examiners are looking for in response to questions and exactly where the marks have been awarded. The publishing of the mark schemes may help to show that examiners are not concerned about finding out what a student does not know but rather with rewarding students for what they do know.

The Purpose of Mark Schemes

Examination papers are set and revised by teams of examiners and revisers appointed by the Council. The teams of examiners and revisers include experienced teachers who are familiar with the level and standards expected of 16- and 18-year-old students in schools and colleges. The job of the examiners is to set the questions and the mark schemes; and the job of the revisers is to review the questions and mark schemes commenting on a large range of issues about which they must be satisfied before the question papers and mark schemes are finalised.

The questions and the mark schemes are developed in association with each other so that the issues of differentiation and positive achievement can be addressed right from the start. Mark schemes therefore are regarded as a part of an integral process which begins with the setting of questions and ends with the marking of the examination.

The main purpose of the mark scheme is to provide a uniform basis for the marking process so that all the markers are following exactly the same instructions and making the same judgements in so far as this is possible. Before marking begins a standardising meeting is held where all the markers are briefed using the mark scheme and samples of the students' work in the form of scripts. Consideration is also given at this stage to any comments on the operational papers received from teachers and their organisations. During this meeting, and up to and including the end of the marking, there is provision for amendments to be made to the mark scheme. What is published represents this final form of the mark scheme.

It is important to recognise that in some cases there may well be other correct responses which are equally acceptable to those published: the mark scheme can only cover those responses which emerged in the examination. There may also be instances where certain judgements may have to be left to the experience of the examiner, for example, where there is no absolute correct response – all teachers will be familiar with making such judgements.

The Council hopes that the mark schemes will be viewed and used in a constructive way as a further support to the teaching and learning processes.

CONTENTS

	Page
A2 1	1

New
Specification



Rewarding Learning

ADVANCED
General Certificate of Education
2010

Home Economics
Assessment Unit A2 1
assessing
Consumer Issues
[AN211]

TUESDAY 18 MAY, MORNING

MARK
SCHEME

Section A

AVAILABLE
MARKS

- 1 (a) Outline what the Northern Ireland Ombudsman can do for a consumer who has a complaint about a health care professional. (AO1, AO2)

Mark Band ([0]–[3])

Overall impression: basic

- inadequate knowledge and understanding of the work of the Northern Ireland Ombudsman
- demonstrates a limited ability to apply knowledge and understanding to the situation in the question
- demonstrates a limited ability to outline what the Northern Ireland Ombudsman can do for a consumer who has a complaint about a health care professional
- quality of written communication is basic

Mark Band ([4]–[7])

Overall impression: reasonable to good

- reasonable to good knowledge and understanding of the work of the Northern Ireland Ombudsman
- demonstrates a reasonable to good ability to apply knowledge and understanding to the situation in the question
- demonstrates a reasonable to good ability to outline what the Northern Ireland Ombudsman can do for a consumer who has a complaint about a health care professional
- quality of written communication is competent

Mark Band ([8]–[10])

Overall impression: very good to highly competent

- clear knowledge and understanding of the work of the Northern Ireland Ombudsman
- demonstrates a very good to highly competent ability to apply knowledge and understanding to the situation in the question
- demonstrates a very good to highly competent ability to outline what the Northern Ireland Ombudsman can do for a consumer who has a complaint about a health care professional
- quality of written communication is very good to highly competent

Some examples of suitable points to be outlined by the candidate:

- consider the complaint; a complaint about a health care professional can be considered since it is an organisation specified in the legislation; complaint should be about injustice because of maladministration
- reach a conclusion; following an investigation the Ombudsman may conclude that the complaint was wholly or partly justified, or that it was not justified
- make recommendations; if it is found that the complaint is justified, the Ombudsman can recommend that the organisation complained about should provide a remedy, his power does not extend to enforcing any recommendations made although the organisations almost always accept them
- suggest outcome; if it is decided that the complainant has suffered because of something an organisation has done wrong, the Ombudsman will try to get the organisation to put the person in the position they would have been in if they had been treated fairly in the first place; this may involve the recommendation of a consolatory

payment, but often an apology is sufficient and the organisation will be told to improve its procedures so that no one else suffers in the same way

All other valid points will be given credit [10]

- (b) Consumers spend billions of pounds each year shopping online, yet according to the Office of Fair Trading many consumers are unaware of their rights.

Explain what the consumer should know in order to protect themselves when shopping online. (AO1, AO2)

Mark Band ([0]–[5])

Overall impression: basic

- inadequate knowledge and understanding of consumer rights when shopping online
- demonstrates a limited ability to apply knowledge and understanding to the question
- demonstrates a limited ability to explain consumer rights when shopping online
- quality of written communication is basic

Mark Band ([6]–[10])

Overall impression: reasonable to good

- reasonable to good knowledge and understanding of consumer rights when shopping online
- demonstrates a reasonable to good ability to apply knowledge and understanding to the question
- demonstrates a reasonable to good ability to explain consumer rights when shopping online
- quality of written communication is competent

Mark Band ([11]–[15])

Overall impression: very good to highly competent

- clear knowledge and understanding of consumer rights when shopping online
- demonstrates a very good to highly competent ability to apply knowledge and understanding to the question
- demonstrates a very good to highly competent ability to explain consumer rights when shopping online
- quality of written communication is highly competent

Some examples of suitable points to be explained by the candidate:

Consumer should know about:

- Distance Selling Regulations; these help by giving consumers rights such as:
 - the right to receive clear and comprehensive information about the goods or service before deciding to buy, including the supplier's name, the price including taxes, delivery costs and arrangements and how they can pay
 - the consumer must also be told that they have the right to cancel
 - when the consumer has placed an order they should get written confirmation of this information – fax, email or letter; this should also include information about how they can cancel the order and by when – consumers have 7 days to change their minds and return the goods

- the seller must deliver the goods or services within 30 days unless the consumer agrees something else; if this doesn't happen the consumer must be refunded within 30 days
- the Distance Selling Regulations also give the consumer the right to a refund of all the money taken through fraudulent use of their credit or other payment card
- supplier's real contact details; consumer should make sure they have this information, i.e. a number and street address and phone number
- returns; consumers should check how unsuitable or faulty goods are to be returned and who has to pay that cost
- extra costs; consumers should know that the website price may not show handling, shipping, customs, excise and VAT charges
- delivery options; some booking systems will simply choose one method if the consumer doesn't specify choice; surface delivery is generally cheaper than air, but purchases will take longer to arrive
- payment; most Internet buyers are asked to pay by credit card; responsible traders usually have anti-fraud measures built into their systems and safe websites usually display a 'secure system' symbol such as a small picture of a closed padlock or an unbroken key, usually somewhere in the lower left or right hand corner of the screen; a website address that begins 'https' is also a sign that it should be secure

All other valid points will be given credit

[15]

25

- 2 (a) Comment on some of the reasons why consumers choose to buy organic foods. (AO1, AO2)

Mark Band ([0]–[3])

Overall impression: basic

- inadequate knowledge and understanding of organic food
- demonstrates a limited ability to apply knowledge and understanding of organic food to the question
- demonstrates a limited ability to comment on some of the reasons why consumers choose to buy organic foods
- quality of written communication is basic

Mark Band ([4]–[7])

Overall impression: reasonable to good

- reasonable to good knowledge and understanding of organic food
- demonstrates a reasonable to good ability to apply knowledge and understanding of organic food to the question
- demonstrates a reasonable to good ability to comment on some of the reasons why consumers choose to buy organic foods
- quality of written communication is competent

Mark Band ([8]–[10])

Overall impression: very good to highly competent

- clear knowledge and understanding of organic food
- demonstrates a very good to highly competent ability to apply knowledge and understanding of organic food to the question
- demonstrates a very good to highly competent ability to comment on some of the reasons why consumers choose to buy organic foods
- quality of written communication is highly competent

Some examples of suitable points to be commented on by the candidate:

- concern for the environment; emphasis on soil health and maintaining this through application of manure, compost and crop rotation, restricted use of artificial fertilisers or pesticides; all of this can significantly reduce the consumer's carbon footprint
- animal welfare; organic farming has its emphasis on animal welfare and prevention of ill health, including stocking densities, free range, choice of suitable breeds; use of conventional veterinary medicines is focused on treating sick animals
- safer; processors of organic foods have a restricted set of additives to use; no use of GMOs or their products allowed and there is less risk of pesticide residues in food
- more nutritious; consumers may choose to buy organic meat, fruit and vegetables because they believe them to be more nutritious than other food; the Soil Association claim that organic food contains higher levels of Vitamin C, calcium, magnesium, iron, antioxidants and Omega 3 essential fatty acids
- sustainability; such as supporting local and regional economies, organic food supplies tend to be small to medium enterprises; resource efficiency studies show that organic farming uses 35% less energy per unit of production than other arable production

All other valid points will be given credit

[10]

(b) Analyse the impact of consumer food choice on the environment. (AO1, AO2)

Mark Band ([0]–[5])

Overall impression: basic

- inadequate knowledge and understanding of ethical issues for consumers
- demonstrates a limited ability to apply knowledge and understanding of ethical issues for consumers to the question
- demonstrates a limited ability to analyse the impact of consumer food choice on the environment
- quality of written communication is basic

Mark Band ([6]–[10])

Overall impression: reasonable to good

- reasonable to good knowledge and understanding of ethical issues for consumers
- demonstrates a reasonable to good ability to apply knowledge and understanding of ethical issues for consumers to the question
- demonstrates a reasonable to good ability to analyse the impact of consumer food choice on the environment
- quality of written communication is competent

Mark Band ([11]–[15])

Overall impression: very good to highly competent

- clear knowledge and understanding of ethical issues for consumers
- demonstrates a very good to highly competent ability to apply knowledge and understanding of ethical issues to the question
- demonstrates a very good to highly competent ability to analyse the impact of consumer food choice on the environment
- quality of written communication is highly competent

Some examples of suitable points to be analysed by the candidate:

- climate-friendly foods; some foods have a bigger effect on climate change than others because of the way they are produced, packaged, transported or cooked; for example, the production of meat and dairy products has a much bigger effect on climate change than that of most grains, pulses and outdoor fruit and vegetables and some foods require particularly large amounts of energy to produce, like tomatoes grown in heated greenhouses
- buying seasonal and locally produced foods; buying fresh unprocessed or lightly processed food and drink will generally mean that less energy has been used in its production; buying direct from producers is a good way to source seasonal produce and reduce packaging
- buying sustainable fish; fish stocks are a valuable natural resource which need careful management to prevent over-exploitation or unsustainable harvesting; the Marine Stewardship Council (MSC) logo provides assurance that a seafood product has come from a well-managed fishery and has not contributed to the problem of over-fishing
- buying food produced with respect for wildlife and the environment; some food is produced to particular standards that help reduce negative impacts on the environment and support wildlife, for example without using pesticides
- avoid packaging; packaging used for food has an environmental cost as resources and energy are used to make the packaging, and transport the finished product
- transport; food from a long way doesn't necessarily have a big carbon footprint; food transported a long distance by boat or food imported when it is in season abroad can have a similar footprint than food produced closer to home in heated greenhouses or food that needs to be frozen or refrigerated, especially for long periods

All other valid points will be given credit

[15]

Section A

AVAILABLE MARKS

25

25

Section B

AVAILABLE
MARKS

3 Chemical safety of food is a health issue for consumers.

Outline how food can become contaminated by chemicals used in agriculture and industry and assess the threat they pose to food safety. (AO1, AO2, AO3)

Mark Band ([0]–[5])

Overall impression: basic

- inadequate knowledge and understanding of chemical food contaminants
- demonstrates a limited ability to apply knowledge and understanding of chemical food contaminants to the question
- demonstrates a limited ability to outline how food can become contaminated by chemicals used in agriculture and industry
- demonstrates a limited ability to assess the threat these chemicals pose to food safety
- quality of written communication is basic

Mark Band ([6]–[10])

Overall impression: adequate to minimally competent

- some knowledge and understanding of chemical food contaminants
- demonstrates adequate to minimally competent ability to apply knowledge and understanding of chemical food contaminants to the question
- demonstrates adequate to minimally competent ability to outline how food can become contaminated by chemicals used in agriculture and industry
- demonstrates adequate to minimally competent ability to assess the threat these chemicals pose to food safety
- quality of written communication is adequate

Mark Band ([11]–[15])

Overall impression: reasonable to good

- reasonable knowledge and understanding of chemical food contaminants
- demonstrates a reasonable to good ability to apply knowledge and understanding of chemical food contaminants to the question
- demonstrates a reasonable to good ability to outline how food can become contaminated by chemicals used in agriculture and industry
- demonstrates a reasonable to good ability to assess the threat these chemicals pose to food safety
- quality of written communication is competent

Mark Band ([16]–[20])

Overall impression: very good to highly competent

- clear knowledge and understanding of chemical food contaminants
- demonstrates a very good to highly competent ability to apply knowledge and understanding of chemical food contaminants to the question
- demonstrates a very good to highly competent ability to outline how food can become contaminated by chemicals used in agriculture and industry
- demonstrates a very good to highly competent ability to assess the threat these chemicals pose to food safety
- quality of written communication is highly competent

Some examples of suitable points to be outlined and assessed by the candidate:

AVAILABLE
MARKS

Outline of how food can become contaminated by chemicals:

- pesticides; pesticide residues can be left in food or on the outside of food
- veterinary medicine; residues of medicines such as antibiotics, can remain in animal products, such as meat, fish, eggs, honey and milk, after slaughter or collection
- dioxins; produced as a by-product of some manufacturing processes; may be released in small quantities into the air, water or land; animals and fish then take them up from their food and any soil and sediment they take in while they are feeding
- metals; many found in the soil and therefore a component of foods; for example, aluminium; high acidic foods may corrode metals used in the canning process and so release the metal into the food; nearly all fish contain traces of mercury
- radioactivity; exists naturally in the atmosphere, soil, seas and rivers, it's also created by human activity during energy production and military operations
- food packaging materials; chemical components of packaging materials, may be absorbed into foods for example: adhesives, cling film, plastics

Assessment of the threat to food safety:

- pesticides; it is highly unlikely that consumers would suffer acute poisoning from the tiny concentrations of pesticides regularly found in food, it is the possible long term consequences that are of concern. Current risk assessment by EU governments is done on a single chemical basis, scientists have very little understanding of how the mixture of pesticides the consumer is exposed to may impact on health. Some concerns have been expressed about the subtle effects on the development of the nervous system of children under five and babies in the womb, linked to cumulative exposure
- veterinary medicines; every veterinary medicine must be approved before it can be sold or used on animals in the UK. This includes strict testing to make sure it will not be a risk to consumers eating food from animals treated with the medicine. For food that might contain residue of a particular medicine, an agreed Maximum Residue Limit (MRL), is calculated. In the UK residues of veterinary medicines are rarely found and, where they are, they are almost always at low levels that are not a threat to health.
- dioxins; it normally takes high levels of contaminants to cause health problems, but even low levels of dioxins can increase the long-term risk of ill health, including cancers and damage to the immune and reproductive systems. High levels have been found in some samples of oily fish. Limits are set by the European Commission for dioxins in foods that contribute significantly to the total dietary intake of these chemicals for example, meat, liver, fish, eggs, milk and milk products
- metals; no long-term health effects are associated with consuming tin, but it can cause stomach upsets such as nausea, vomiting, diarrhoea, abdominal cramps and bloating in some sensitive people at levels above 200 milligrams per kilogram. This is the maximum legal amount of tin that can be present in canned foods. The Food Standards Agency regularly measures the average amount of aluminium in the UK diet. Levels are considered to be well within the safety guideline set by the World Health Organisation. There is a small risk to the unborn child, and breast-fed babies, from mercury in certain fish. This is because mercury can harm an unborn child's developing nervous system
- radioactivity; radioactivity can damage DNA, high doses can change cells and in these cases cancer can develop. Levels in food are strictly monitored and regulated

- food packaging materials; The Food Contact Materials Unit of the Food Standards Agency, carries out scientific research and surveillance designed to improve techniques for detecting chemicals that have transferred to the food and to enforce controls. Chemicals from food packaging have been detected in food, but these are in low levels.

All other valid points will be given credit

[20]

AVAILABLE
MARKS

20

- 4 The world financial crisis has had an impact on the average consumer, many of whom are struggling to cope with the rising cost of living.

Explain the financial management strategies you consider to be important in achieving financial stability. (AO1, AO2, AO3)

Mark Band ([0]–[5])

Overall impression: basic

- inadequate knowledge and understanding of financial management strategies for consumers
- demonstrates a limited ability to apply knowledge and understanding to the question
- demonstrates a limited ability to select appropriate financial management strategies to achieve financial stability
- demonstrates a limited ability to explain these strategies
- quality of written communication is basic

Mark Band ([6]–[10])

Overall impression: adequate to minimally competent

- some knowledge and understanding of financial management strategies for consumers
- demonstrates adequate to minimally competent ability to apply knowledge and understanding to the question
- demonstrates adequate to minimally competent ability to select appropriate financial management strategies to achieve financial stability
- demonstrates adequate to minimally competent ability to explain these strategies
- quality of written communication is adequate

Mark Band ([11]–[15])

Overall impression: reasonable to good

- reasonable to good knowledge and understanding of financial management strategies for consumers
- demonstrates a reasonable to good ability to apply knowledge and understanding to the question
- demonstrates a reasonable to good ability to select appropriate financial management strategies to achieve financial stability
- demonstrates a reasonable to good ability to explain these strategies
- quality of written communication is competent

Mark Band ([16]–[20])

Overall impression: very good to highly competent

- clear knowledge and understanding of financial management strategies for consumers
- demonstrates a very good to highly competent ability to apply knowledge and understanding of financial management issues for consumers to the question
- demonstrates a very good to highly competent ability to select appropriate financial management strategies to achieve financial stability
- demonstrates a very good to highly competent ability to explain these strategies
- quality of written communication is highly competent

Some examples of suitable points to be explained by the candidate:

Plan a budget:

- calculate income; from all sources such as pay, benefits, bonus payments, other incomes; if income varies from month to month, calculate the monthly average
- calculate expenditure; there are many websites that have an online budget calculator to make this easier; it should include one-off expenses such as birthdays, Christmas, car tax and insurance

Manage a budget:

- prioritise; pay priority bills first, e.g. rent or mortgage, rates and utility bills; if this is difficult, contact the organisations as soon as possible and ask to set up an arrangement where payments can be spread until finances are more secure
- review regularly; review if circumstances change and to check that budget is realistic and adjust if necessary; check credit card and bank statements immediately when they arrive
- maintain the budget; establish a method of keeping track of spending – on a spreadsheet, in a notebook; set up a direct debit for key bills to help spread the payments
- increase income; check all benefits are accurate, advice agencies can help with this, e.g. the government's Directgov website
- decrease expenditure; make small cutbacks on non-essential items; check the APR on credit cards or loans and shop around for a better deal; switch phone or internet services to a new supplier
- debt; seek advice, several organisations offer a free service, e.g. Citizens Advice, National Debtline and the Consumer Credit Counselling Service

Provide for the future:

- long and short term savings plans; establish financial goals for any money left over, e.g. reducing debts, saving for a holiday, saving for retirement
- regular saving; if there is money left over and loans and credit cards are at a manageable level, start a savings plan; shop around for the best interest rate and consider accessibility and security

All other valid points will be given credit

[20]

**AVAILABLE
MARKS**

20

Section B

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Section C

AVAILABLE
MARKS

- 5 The Food and Drink industry have modified their advertising to children and believe they are playing a positive role in promoting healthy lifestyles and helping to address obesity. Organisations such as Which? and The Food Commission argue that this industry is not doing enough to help children and parents make healthy food choices.

Consider current thinking on the issue of food advertising and its affect on children's health.

Mark Band ([0]–[7])

Overall impression: basic

- inadequate knowledge and understanding of advertising and its effect on children's health
- demonstrates a limited ability to apply knowledge and understanding to the question
- demonstrates a limited ability to consider current thinking on this issue
- demonstrates a limited ability to select appropriate points for consideration
- quality of written communication is basic

Mark Band ([8]–[14])

Overall impression: adequate to minimally competent

- some knowledge and understanding of advertising and its effect on children's health
- demonstrates adequate to minimally competent ability to apply knowledge and understanding to the question
- demonstrates adequate to minimally competent ability to consider current thinking on this issue
- demonstrates adequate to minimally competent ability to select appropriate points for consideration
- quality of written communication is adequate

Mark Band ([15]–[20])

Overall impression: reasonable to good

- reasonable to good knowledge and understanding of advertising and its effect on children's health
- demonstrates a reasonable to good ability to apply knowledge and understanding to the question
- demonstrates a reasonable to good ability to consider current thinking on this issue
- demonstrates a reasonable to good ability to select appropriate points for consideration
- quality of written communication is competent

Mark Band ([21]–[25])

Overall impression: very good to highly competent

- clear knowledge and understanding of advertising and its effect on children's health
- demonstrates a very good to highly competent ability to apply knowledge and understanding to the question
- demonstrates a very good to highly competent ability to consider current thinking on this issue
- demonstrates a very good to highly competent ability to select appropriate points for consideration
- quality of written communication is highly competent

Some examples of suitable points to be considered by the candidate:

Pressure on children to choose less healthy foods:

- children are vulnerable and easily persuaded by clever marketing tricks such as celebrity endorsement, cartoon characters, competitions
- some research indicates that advertising directly influences food choices but also, more powerfully, influencing what peers consider to be a normal diet – peer pressure is very powerful
- Ofcom research in 2004 concluded that food advertising has ‘modest direct effect’ – around 2% – on children’s food choices; other factors include exercise, portion size, peer pressure, trends in family eating habits, school policy and food labelling

Obesity:

- many campaigners think that tackling advertising is one way of dealing with the obesity problem – high fat, sugar and salt (HFSS) foods are marketed but healthy choices are not; there is high consumption of HFSS snacks in the UK
- increase in obesity in children can be attributed to a complex range of inter-relating factors including changes in lifestyle and diet and social, environmental and cultural factors; Food and Drink Industry claim there is little evidence of a direct link between advertising and obesity levels

Responsibility of food companies:

- campaigners argue that it is irresponsible to advertise HFSS foods to children for financial gain
- the Food and Drink Industry claim that there have been consistent falls in television food advertising spend in recent years and many food manufacturers have significantly re-formulated their products to reduce salt, fat or sugar content; many leading food companies no longer advertise to children, e.g. KFC and Weetabix
- the Advertising Association is addressing the issue of how to regulate digital media as technology advances – this will include the advertising of food; they aim to respond in a proactive and responsible way to social problems and issues, including the health of children

Current regulations:

- current regulations are a good start – adverts for HFSS foods are not permitted in or around programmes that have a ‘particular appeal’ to under-16s
- the problem lies with the definition, Ofcom makes judgements about a programme’s appeal to children based on the proportion of the audience that is younger than 16, rather than the actual number watching, so a programme with a large audience, such as Dancing on Ice, may actually be watched by more children than a programme like The Simpsons, yet not be covered by the rules

Packaging:

- packaging frequently emphasises the positive points and uses misleading claims such as ‘natural’ when the product could still be high in sugar
- nutritional information is also difficult to find, read, analyse and understand

All other valid points will be given credit

[25]

25

Section C

25

Total

70

**AVAILABLE
MARKS**

