

General Certificate of Education
Summer 2004
Advanced Subsidiary Level Examination



DESIGN & TECHNOLOGY: FOOD TECHNOLOGY 5541
Unit 3 Design and Market Influences (FTY3)

Monday 14 June 2004 Morning Session

In addition to this paper you will require:

- an 8-page answer book (AB08) which is provided separately;
- normal writing and drawing instruments.

Time allowed: 1 hour 30 minutes

Instructions

- Use blue or black ink or ball-point pen. Pencil and coloured pencils should only be used for drawing.
- Write the information required on the front of your answer book. The *Examining Body* for this paper is AQA. The *Paper Reference* is FTY3.
- Answer **both** questions.

Information

- Two sheets of A3 paper are provided for use with Question 2. *No further sheets are to be used.*
- The maximum mark for this paper is 100 marks, 4 marks of which are for quality of written communication.
- Mark allocations are shown in brackets.
- This paper carries 30 per cent of the total marks for Advanced Subsidiary and 15 per cent for Advanced Level.
- You are reminded of the need for good English and clear presentation. The quality of your written communication will be assessed across all questions.

Advice

- Your answers should be illustrated with sketches and/or diagrams wherever you feel it is appropriate.

You should spend about 30 minutes on this question.

- 1 (a) Explain why there is an increased demand for multi-cultural foods. *(10 marks)*
- (b) Discuss how food manufacturers can ensure they make the packaging for ready meals as environmentally friendly as possible. *(10 marks)*

You should spend about 1 hour on this question.

Use the two separate A3 sheets provided to answer question 2 where appropriate. Clearly indicate the sections of the question you answer on the sheets.

2 You have been asked to design a ready meal that

- is part of a range of multi-cultural foods
- is a healthy option
- is suitable to be reheated in the microwave
- will attract a variety of consumers
- is suitable to serve when eating with friends at home.

- (a) Sketch and annotate **four** possible initial design ideas for ready meals that take into account the above criteria. *(4x8 marks)*
- (b) Select your most promising design and develop it further to illustrate your final design proposal.

In this question, marks will be awarded for:

- (i) quality of communication; *(6 marks)*
- (ii) ingredients/materials to be used; *(8 marks)*
- (iii) originality/innovation of the product; *(6 marks)*
- (iv) development of chosen idea; *(14 marks)*
- (c) Describe in detail some other food products and accompaniments that could be served with healthy option multi-cultural ready meals. *(10 marks)*

END OF QUESTIONS

THERE ARE NO QUESTIONS PRINTED ON THIS PAGE

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FTY3/PM**

FTY3/PM

Unit 3: Design and Market Influences

PRELIMINARY RESEARCH SHEET

Instructions to Centres

- This sheet is to be made available to teachers on the 1 February 2004.
- The theme is to be given to candidates on or after 1 March 2004 to allow time for preliminary research before the examination date.
- Preparatory work may not be taken into the examination room.
- Candidates should be advised that Unit 3 will assess primarily the Design and Market Influences section of the specification.

Theme

- The theme for the 2004 Paper is:

HEALTHY MULTI-CULTURAL READY MEALS

Candidates should research the variety of outlets for these products and the forms in which they are presented for sale.

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