

**2006 HSC Notes from
the Marking Centre
Food Technology**

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2006 HSC NOTES FROM THE MARKING CENTRE

FOOD TECHNOLOGY

Introduction

This document has been produced for the teachers and candidates of the Stage 6 course in Food Technology. It provides comments with regard to responses to the 2006 Higher School Certificate Examination, indicating the quality of candidate responses and highlighting the relative strengths and weaknesses of the candidature in each section and in each question.

It is essential for this document to be read in conjunction with the relevant syllabus, the 2006 Higher School Certificate Examination, the Marking Guidelines and other support documents that have been developed by the Board of Studies to assist in the teaching and learning of Food Technology.

General comments

In 2006, 3039 candidates attempted the 2 Unit Food Technology Higher School Certificate Examination.

Teachers and candidates should be aware that examiners may ask questions that address the syllabus outcomes in a manner that requires candidates to respond by integrating their knowledge, understanding and skills developed through studying the course. This reflects the fact that the knowledge, understanding and skills developed through the study of discrete sections, should accumulate to a more comprehensive understanding than may be described in each section separately.

Section I – Core

Part A – Multiple-choice

Question	Correct Response
1	B
2	B
3	D
4	C
5	A
6	B
7	D
8	B
9	A
10	C

Section II

Part A:

Question 11: Australian Food Industry

- (a) The better responses correctly identified two quality assurance procedures used by their chosen food organisation. Weaker responses did not reflect an understanding of the term 'quality assurance'. Candidates who chose to use organisations such as the Australian and New Zealand Food Authority or the Australian Quarantine and Inspection Service in their response had difficulty addressing other parts of the question.
- (b) Better responses correctly described how the quality assurance procedures identified in part (a) ensured a safe food product. Examples included use of tamper-proof packaging to reduce the risk of contamination, controlling temperatures by the use of refrigeration to reduce the growth of micro-organisms, and the use of metal detectors to detect the presence of contaminants in finished food products. Weaker responses were unclear on how the quality assurance procedures ensured a safe food product and tended to link it to quality in general terms.
- (c) Better responses provided detailed discussion of a number of consumer influences, explaining how each one affected the operations of the chosen organisation. Many responses provided good examples to illustrate impacts of consumer influences on the organisation, with examples such as lifestyle, nutrition and environmental concerns. Average responses limited the number of consumer influences discussed and often repeated the examples stated in part (d). Weaker responses made limited or no reference to the chosen organisation.
- (d) Better responses explained how their chosen food organisation had responded to consumer influences. These responses provided relevant examples, such as the added cost of redesigning and providing biodegradable packaging for food products to meet the consumer concern for the environment. Weaker responses made little reference to the response of the organisation or used repetitive statements and examples from part (c).

Question 12: Food Manufacture

- (a) Most of the candidates were able to define food additives. In better responses candidates were able to clearly state a meaning and identify essential qualities, as prescribed by the key word 'define'. In weaker responses candidates only identified an essential quality of food additives, such as 'substances that improve colour', or provided a basic meaning, for example, 'products added to food'.
- (b) In the better responses candidates demonstrated a clear understanding of the relationship between food manufacturers and their use of food additives. These candidates were able to relate cause and effect of food additives usage, often from a manufacturer's perspective, and provided a number of reasons linked to production and economics.

Examples included, 'food additives may be used to mask inferior raw materials or processing, allowing food manufacturers to cut costs'.

Average responses described with limited reasons the use of additives by food manufacturers. This involved candidates providing only limited characteristics and features

at to why food additives are used. Weaker responses simply outlined a single reason for use of food additives, such as ‘to add flavour or to preserve food’.

- (c)(i) Most candidates were able to predict the type of food product correctly by carefully reading the ingredient list included in this question. These candidates suggested an appropriate baked food product with flour and/or fruit, and acknowledged the inclusion of raising agents in the ingredients list. Hence many candidates predicted a fruit cake or fruit muffin. Weaker responses demonstrated some confusion in reading the ingredients list and suggested the product was a jam or canned fruit.
- (ii) Most candidates were able to correctly identify the food additives present in the ingredients list provided in the question. Better responses were able to recognise and name three food additives from a possible seven food additives included in the ingredients list. Weaker responses identified sugar, salt and wheat flour as food additives.
- (iii) Better responses were able to provide a clear detailed statement of the relationship between the three identified food additives in part (ii) and the food product, emphasising the role of each food additive in the product. These responses explained the role of all three food additives and provided why and/or how each food additive is specifically used in the food product. Average responses described the role of three additives in the product or provided a clear detailed statement of the relationship between two of the identified food additives and the food product, emphasising the role of only two food additives in the product. Additionally, average responses displayed some confusion regarding the role of antioxidants and associated this term with nutritionally modified foods. Weaker responses were able to provide only a basic identification or an outline of the role of each identified food additive. For example, ‘colours are added to give food colour’.

Question 13: Food Product Development

- (a) Most candidates were able to correctly identify the four terms represented by the letters SWOT.
- (b) In better responses candidates were able to present a SWOT analysis clearly linked to the product and company provided in the stimulus material. These responses addressed each component of SWOT. Weaker responses came from candidates who either presented a SWOT analysis with limited links to the product and company or those who did not address all areas of SWOT.
- (c) Better responses came from candidates who were able to suggest ways in which GrainCo as a company could use the results of the SWOT analysis to further develop the ice-cream product. These responses addressed all components of SWOT. In weaker responses, candidates described how some elements of the SWOT analysis could be used in developing the product by the company, or provided a limited interpretation of SWOT.

Part B:

Candidates are reminded that it is more beneficial to spend their allocated time for this section answering Question 14 OR Question 15 corresponding to the option studied instead of attempting BOTH questions.

Question 14: Contemporary Food Issues: Nutrition

2880 candidates responded to this question.

- (a) Better responses provided detailed explanation of the effects of social and cultural practices on nutritional status using relevant examples. Weaker responses tended to outline either a social and/or cultural practice and had difficulty linking this to nutritional status. The weaker responses generally demonstrated little or no understanding of nutritional status.
- (b) Better responses evaluated how varying levels of physical activity influenced the nutritional status of individuals within the Australian population. Average responses for this part were usually limited to demonstrating some knowledge of one level of physical activity and its influence on nutritional status. Weaker responses outlined physical activity in general, but often did not link it to nutritional status.

Question 15: Contemporary Food Issues: Marketplace

443 candidates responded to this question.

- (a) Better responses provided characteristics of ecologically sustainable food production, including the ability of future generations to meet their food needs. These responses substantiated their information with key features such as organic farming, reduction of emissions and biodegradable packaging techniques. Weaker responses sketched general key features without providing adequate detail.
- (b) To achieve full marks, candidates were required to provide a detailed judgement of the positive AND negative impacts of ecologically sustainable food production on the food supply. Better responses referred to a range of positive impacts including conservation of finite resources, water conservation and retention of healthy soil, as well as negative issues such as smaller levels of production and higher costs. These responses also provided a judgement of value of the impacts: for example, difficulties in feeding large populations. Weaker responses focused on describing or outlining impacts without including an evaluation.

Section III

Question 16 – Food Manufacture

1352 candidates responded to this question.

- (a) Better responses identified issues and discussed the impact of food manufacturing technologies on employment opportunities in Australia. These candidates discussed both the loss of unskilled jobs and the growth in skilled employment as an effect of the increase in technology in food manufacturing. Additionally, these better responses often identified

flow-on employment opportunities outside of the food manufacturing industry and supported these with relevant examples.

Average responses provided a description of the impact of food manufacturing technologies without exploring increases in job opportunities and often focused on negative impacts without addressing any advantages. Weaker responses identified limited changes to employment opportunities, occasionally supported with general statements.

- (b) Better responses analysed the relationship between current packaging practices and methods of waste management and their subsequent impact on the environment. Candidates discussed initiatives such as ‘reduce, reuse and recycle’; reduction of overall packaging into fewer layers; and various technological developments that have increased the biodegradability of packaging. These initiatives were supported with current food industry examples.

Average responses provided limited explanation of packaging practices and waste management on the environment and did not always support this with relevant examples. Weaker responses provided very general outlines of packaging practices and/or waste management.

Question 17: Food Product Development

1732 candidates responded to this question.

Many candidates had difficulty distinguishing between the relevant information for parts (a) and (b) and as such there was significant overlap between answers in the two parts.

- (a) Most responses accurately identified the reasons for food product development. Better responses provided detailed explanation as to why food products are developed, using examples such as concerns for the environment; concerns for health; the consumer need for convenience; and to increase market share.
- (b) Better responses analysed how food manufacturers respond to the drivers of food product development using examples of line extensions. An example of this was how food manufacturers have responded to the consumer concern for health by introducing line extensions such as low-fat, low-salt or increased-calcium versions of existing products. These responses often used a good range of current food industry examples. Weaker responses provided only general information on line extensions with some examples. A number of candidates did not answer the question as two separate parts, and some discussed all types of food product development, rather than addressing line extensions only.

Section IV

Candidates should respond to one of the questions from the option strand they have studied. Students need to be made aware of the rubric at the beginning of this section advising them about how they will be assessed in this section:

- present ideas clearly in a well-structured text
- use appropriate terminology
- support the argument with relevant examples.

Question 18: Contemporary Food Issues – Nutrition

921 candidates responded to this question.

In better responses candidates demonstrated thorough knowledge of nutritionally modified foods and their role in the diet. These responses discussed the ways in which foods are nutritionally modified in response to consumer demand and were supported with examples of specific commercial food products. Examples included the addition of fibre to bread, such as Wonderwhite, and the removal of fat from milk, such as Lite White. Candidates were then able to describe the impact that the consumption of these foods could have on health, with some candidates addressing more than just physical health. This relationship was evident in examples such as high-fibre products and their impact on diverticulosis and some cancers, and between low-fat food products and their relationship to obesity.

Average responses demonstrated some knowledge of nutritionally modified foods together with a limited description of their role and impact on health. The examples provided were relevant; however, the range was restricted and general comments such as ‘these foods are good for you’ were used. Weaker responses demonstrated limited or general knowledge on nutritionally modified foods and little understanding of the role of these foods in the diet and their subsequent impact on health. These responses did not provide relevant examples and were often poorly expressed and poorly organised.

Question 19: Contemporary Food Issues – Nutrition

1966 candidates responded to this question.

Candidates were required to demonstrate a detailed and extensive knowledge of the role of media and advertising in promoting food products. Better responses came from candidates who provided a critical assessment of the ethics involved in promotional strategies used by a variety of media forms. Better responses also clearly recognised the impacts of advertising on food selection, obesity and food consumption patterns within the Australian community. Average responses described a variety of media forms and displayed some awareness of the consequences of advertising on food selection within the population. Weaker responses provided a limited knowledge of advertising with some links to the obesity problems in Australia.

Question 20: Contemporary Food Issues – Marketplace

163 candidates responded to this question.

Better responses demonstrated detailed and extensive knowledge of value-added convenience foods and identified issues related to consumer demands, including year-round availability, ease of preparation and storage, time available and serving portion sizes. These responses then provided a thorough description of both the positive and negative social impacts arising from these foods for both food manufacturers and consumers.

Points raised included changes to traditional diets and family eating habits; consumer health issues; employment opportunities; and manufacturing technologies for food manufacturers.

In addition, these responses were well structured and used appropriate terminology and examples. Average responses attempted to identify issues related to the trend towards value-added convenience foods and provided social impacts on consumers and/or food manufacturers. These impacts tended to be described briefly or focused on health issues. Weaker responses provided general information on impacts and explained their ideas using simple terminology with no examples.

Question 21: Contemporary Food Issues – Marketplace

14 candidates responded to this question.

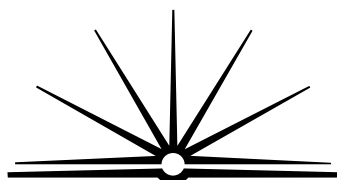
Better responses demonstrated detailed and extensive knowledge of ownership concentration and the associated impacts on social, economic and ethical issues in both parts of the world. These candidates provided critical assessment of issues such as centralising food industries, exploitation of labour and running costs, replacement of traditional crops, company profits, equity of access to food supply and changes in traditional diets. Responses were well structured and used appropriate terminology. Average responses placed emphasis on social issues rather than addressing all areas. Their critical assessment was limited to either developed or developing parts of the world. Weaker responses tended to indicate that they may not have studied this option, as responses provided very general information without critical assessment.

Food Technology

2006 HSC Examination Mapping Grid

Question	Marks	Content	Syllabus outcomes
Section I			
1	1	Australian food industry – sectors	H1.2
2	1	Food manufacture – HACCP	H1.1
3	1	Food production development – factors	H1.3
4	1	Food manufacture – preservation	H4.2
5	1	Australian food industry – R&D	H1.2
6	1	Australian food industry – impact of policy legislation	H1.2
7	1	Food product development – drivers	H4.1
8	1	Food manufacture – labelling	H1.1, H1.4
9	1	Food manufacture – preservation	H4.2
10	1	Food product development – steps	H1.3, H4.1
Section II			
Part A			
11 (a)	2	Australian food industry – Quality Assurance	H3.1
11 (b)	4	Australian food industry – Quality Assurance	H3.1
11 (c)	6	Australian food industry – consumers	H1.2, H3.1
11 (d)	3	Australian food industry – consumers	H3.1
12 (a)	2	Food manufacture – food additives	H1.1
12 (b)	3	Food manufacture – food additives	H1.1, H4.2
12 (c) (i)	1	Food manufacture – food additives	H1.1, H4.2
12 (c) (ii)	3	Food manufacture – food additives	H1.1
12 (c) (iii)	6	Food manufacture – food additives	H1.1, H4.2
13 (a)	1	Food product development – SWOT	H1.3
13 (b)	6	Food product development – SWOT	H1.3, H4.1
13 (c)	8	Food product development - SWOT	H1.3, H4.1

Question	Marks	Content	Syllabus outcomes
Section II			
Part B			
14 (a)	4	Nutrition – influences on nutritional status	H3.2
14 (b)	6	Nutrition – influences on nutritional status	H2.1, H3.2
15 (a)	4	Marketplace – sustainable food production	H2.1, H3.2
15 (b)	6	Marketplace – sustainable food production	H2.1, H3.2, H5.1
Section III			
16 (a)	8	Food manufacture – impact of manufacturing technologies	H1.1, H1.4
16 (b)	12	Food manufacture – impact of manufacturing technologies	H1.1, H1.4
17 (a)	8	Food product development – reasons for	H1.3
17 (b)	12	Food product development – types and reasons for	H1.3, H4.1
Section IV			
18	15	Nutrition – nutritionally modified foods	H2.1, H3.2, H5.1
19	15	Nutrition – role of media and advertising	H2.1, H3.2, H5.1
20	15	Marketplace – impact of value added foods	H2.1, H3.2, H5.1
21	15	Marketplace – impact of ownership concentration in the food industry	H2.1, H3.2, H5.1



B O A R D O F S T U D I E S
NEW SOUTH WALES

2006 HSC Food Technology Marking Guidelines

Section II, Part A

Question 11 (a)

Outcomes assessed: H3.1

MARKING GUIDELINES

Criteria	Marks
• Correctly recognises and names at least TWO quality assurance procedures used	2
• Correctly recognises and names ONE quality assurance procedure used	1

Question 11 (b)*Outcomes assessed: H3.1***MARKING GUIDELINES**

Criteria	Marks
<ul style="list-style-type: none">Provides characteristics and features of TWO quality assurance procedures with clear statements of how they ensure the production of a safe food product	4
<ul style="list-style-type: none">Outlines how TWO quality assurance procedures ensure the production of a safe product	3
<ul style="list-style-type: none">Provides characteristics and features of ONE quality assurance procedure with a clear statement of how this procedure ensures the production of a safe food product <p>OR</p> <ul style="list-style-type: none">Provides characteristics and features of TWO quality assurance procedures with some explanation of how these procedures ensure the production of a safe food product	2
<ul style="list-style-type: none">Outlines how ONE quality assurance procedure ensures the production of a safe food product	1

Question 11 (c)*Outcomes assessed: H1.2, H3.1***MARKING GUIDELINES**

Criteria	Marks
<ul style="list-style-type: none">Provides clear details of how consumer influences have impacted on the organisation, providing relevant examples to support the discussion	5–6
<ul style="list-style-type: none">Describes the impact of TWO consumer influences on the organisation with examples	4
<ul style="list-style-type: none">Provides clear details of how ONE consumer influence has impacted on the organisation providing a relevant example	3
<ul style="list-style-type: none">Identifies TWO consumer influences	2
<ul style="list-style-type: none">Identifies ONE consumer influence	1

Question 11 (d)*Outcomes assessed: H3.1***MARKING GUIDELINES**

Criteria	Marks
• Demonstrates detailed knowledge of how the organisation has responded to consumer influences, using relevant examples	3
• Demonstrates knowledge of how the organisation has responded to consumer influences, using limited examples	2
• General discussion of how the organisation has responded to consumer influences	1

Question 12 (a)*Outcomes assessed: H1.1***MARKING GUIDELINES**

Criteria	Marks
• States meaning and identifies essential qualities of food additives	2
• Identifies an essential quality of food additives OR • States meaning of food additives	1

Question 12 (b)*Outcomes assessed: H1.1, H4.2***MARKING GUIDELINES**

Criteria	Marks
• Provides an understanding of the relationship between food manufacturers and their use of food additives and the reasons why they use them	3
• Describes the use of food additives by food manufacturers, providing limited reasons	2
• Outlines a reason for food manufacturers' use of food additives	1

Question 12 (c) (i)*Outcomes assessed: H1.1, H4.2***MARKING GUIDELINES**

Criteria	Marks
• Suggests an appropriate baked food product with flour and/or fruit	1

Question 12 (c) (ii)*Outcomes assessed: H1.1***MARKING GUIDELINES**

Criteria	Marks
• Correctly recognises and names THREE additives from ingredient list	3
• Correctly recognises and names TWO additives from ingredient list	2
• Correctly recognises and names ONE additive from ingredient list	1

Question 12 (c) (iii)*Outcomes assessed: H1.1, H4.2***MARKING GUIDELINES**

Criteria	Marks
• Provides a clear detailed statement of the relationship between THREE identified food additives and the food product, emphasising the role of each food additive in the product	5–6
• Describes the role of each identified food additive in the product OR • Provides a clear detailed statement of the relationship between TWO identified food additives and the food product, emphasising the role of the two additives in the product	3–4
• Identifies the role of each identified food additive in the product OR • Provides a clear detailed statement of the role of ONE identified additive in the product	1–2

Question 13 (a)*Outcomes assessed: H1.3***MARKING GUIDELINES**

Criteria	Marks
<ul style="list-style-type: none">• Correctly identifies the FOUR terms represented by the letters SWOT	1

Question 13 (b)*Outcomes assessed: H1.3, H4.1***MARKING GUIDELINES**

Criteria	Marks
<ul style="list-style-type: none">• Presents a SWOT analysis clearly linked to the stimulus material addressing each SWOT component	5–6
<ul style="list-style-type: none">• Presents a SWOT analysis with limited links to stimulus material addressing each SWOT component <p>OR</p> <ul style="list-style-type: none">• Presents a SWOT analysis clearly linked to the stimulus material, addressing some SWOT components	3–4
<ul style="list-style-type: none">• Presents a SWOT analysis listing some features only with limited links to the stimulus material	1–2

**Question 13 (c)***Outcomes assessed: H1.3, H4.1***MARKING GUIDELINES**

Criteria	Marks
<ul style="list-style-type: none">Provides a detailed statement suggesting how the results of the SWOT analysis could be used by the company GrainCo to develop the ice cream bar. Each component of the SWOT analysis is addressed in a well-structured response	7–8
<ul style="list-style-type: none">Uses the results of the SWOT analysis to determine the development of the product. Most elements of the SWOT analysis are addressed	5–6
<ul style="list-style-type: none">Describes how some elements of the SWOT analysis could be used in developing the product by the company	3–4
<ul style="list-style-type: none">Provides limited interpretation of the SWOT analysis	1–2

Section II, Part B

Question 14 (a)

Outcomes assessed: H3.2

MARKING GUIDELINES

Criteria	Marks
<ul style="list-style-type: none">Provides a detailed explanation of the effects of social and cultural practices on the nutritional status of the Australian population, using relevant examples	3–4
<ul style="list-style-type: none">Outlines the effect of social and cultural practices on the nutritional status of the Australian population OR <ul style="list-style-type: none">Outlines in detail the effect of social or cultural practices OR <ul style="list-style-type: none">Identifies social and/or cultural practices	1–2

Question 14 (b)

Outcomes assessed: H2.1, H3.2

MARKING GUIDELINES

Criteria	Marks
<ul style="list-style-type: none">Demonstrates detailed knowledge and an accurate interpretation of how physical activity influences the nutritional status of individuals within the Australian population	5–6
<ul style="list-style-type: none">Demonstrates sound knowledge and some interpretation of how physical activity influences nutritional status of individuals	3–4
<ul style="list-style-type: none">Provides a general outline of how physical activity influences nutritional status of individuals	1–2

**Question 15 (a)***Outcomes assessed: H2.1, H3.2***MARKING GUIDELINES**

Criteria	Marks
• Provides characteristics and key features of ecologically sustainable food production	3–4
• Outlines key features of ecologically sustainable food production	1–2

Question 15 (b)*Outcomes assessed: H2.1, H3.2, H5.1***MARKING GUIDELINES**

Criteria	Marks
• Provides detailed judgement of the value of both positive and negative impacts of ecologically sustainable food production on the food supply	5–6
• Describes positive and negative impacts of ecologically sustainable food production on the food supply	3–4
• Outlines positive and/or negative impacts of ecologically sustainable food production on the food supply	1–2

Section III

Question 16 (a)

Outcomes assessed: H1.1, H1.4

MARKING GUIDELINES

Criteria	Marks
• Identifies issues and provides points for and/or against the impact of food manufacturing technologies on employment opportunities in Australia	7–8
• Describes the impact of food manufacturing technologies on employment opportunities in Australia	5–6
• Outlines the impact of food manufacturing technologies on employment opportunities in Australia	3–4
• Identifies limited changes in employment opportunities	1–2

Question 16 (b)

Outcomes assessed: H1.1, H1.4

MARKING GUIDELINES

Criteria	Marks
• Identifies the relationship between and implications of current packaging practices and waste management and their impact on the environment	11–12
• Provides a detailed explanation of the impact of current packaging practices and waste management on the environment	9–10
• Explains the impact of current packaging practices and waste management on the environment	7–8
• Provides limited explanation of current packaging practices and waste management on the environment	5–6
• Outlines general information on packaging practices and/or waste management on the environment	3–4
• Identifies packaging practices or waste management issues	1–2

Question 17 (a)

Outcomes assessed: H1.3

MARKING GUIDELINES

Criteria	Marks
• Provides detailed explanation about why food products are developed	7–8
• Outlines reasons for development of food products	5–6
• Identifies reasons for development of food products	3–4
• Limited understanding of reasons for the development of food products	1–2

Question 17 (b)*Outcomes assessed: H1.3, H4.1***MARKING GUIDELINES**

Criteria	Marks
<ul style="list-style-type: none">• Provides thorough analysis of manufacturer's response to a variety of reasons for the development of food products• Variety of line extension examples used• Detailed linkage between line extensions and the reasons	11–12
<ul style="list-style-type: none">• Provides sound analysis of manufacturer's response to a variety of reasons for the development of food products• Variety of line extension examples used• Linkage between line extensions and the reasons	9–10
<ul style="list-style-type: none">• Provides limited analysis of manufacturer's response to reasons• Information given on line extensions, using examples	7–8
<ul style="list-style-type: none">• Shows understanding of food manufacturer's response to reasons for developing line extensions	5–6
<ul style="list-style-type: none">• Provides general information on line extensions	3–4
<ul style="list-style-type: none">• Identifies examples of line extensions	1–2

Section IV

Question 18

Outcomes assessed: H2.1, H3.2, H5.1

MARKING GUIDELINES

Criteria	Marks
<ul style="list-style-type: none">• Demonstrates thorough knowledge of nutritionally modified foods and how the food industry has responded to customer demands for them• Provides a thorough description of the role of nutritionally modified foods and their effects on health in the Australian community• Uses a wide range of appropriate examples• Uses appropriate terminology in a well-structured response	13–15
<ul style="list-style-type: none">• Demonstrates sound knowledge of nutritionally modified foods and how the food industry has responded to customer demands for them• Describes the role of nutritionally modified foods and their effects on health in the Australian community• Uses a range of appropriate examples• Uses appropriate terminology in an organised response	10–12
<ul style="list-style-type: none">• Demonstrates some knowledge of nutritionally modified foods and how the food industry has responded to customer demands for them• Provides a limited description of the role of nutritionally modified foods and their effects on health in the Australian community• Provides relevant examples• Uses appropriate limited terminology in an organised response	7–9
<ul style="list-style-type: none">• Demonstrates knowledge of nutritionally modified foods and how the food industry has responded to customer demands for them• Provides simple or general statements about the role of nutritionally modified foods and their effects on health in the Australian community• Provides limited examples• Uses simple terminology and expression of ideas	4–6
<ul style="list-style-type: none">• Provides some general information on nutritionally modified foods and how the food industry has responded to customer demands for them• Provides little or no recognition of the role of nutritionally modified foods and their effects on health in the Australian community• Response is poorly expressed and organised	1–3

Question 19
Outcomes assessed: H2.1, H3.2, H5.1
MARKING GUIDELINES

Criteria	Marks
<ul style="list-style-type: none"> • Demonstrates thorough knowledge of the role of media and advertising in promoting food products and the strategies adopted in this promotion • Provides a thorough critical assessment of the ethics involved, the use of target markets, different advertising media and promotional strategies such as body image, role models and social situations • Clearly recognises impacts of advertising on food selection and consumption • Uses a wide range of appropriate examples • Uses appropriate terminology in a well-structured response 	13–15
<ul style="list-style-type: none"> • Demonstrates sound knowledge of the role of media and advertising in promoting food products and the strategies adopted in this promotion • Provides evidence of critical assessment of the ethics involved, the use of target markets, different advertising media and promotional strategies such as body image, role models and social situations • Acknowledges impacts of advertising on food selection and consumption • Uses a range of appropriate examples • Uses appropriate terminology in an organised response 	10–12
<ul style="list-style-type: none"> • Demonstrates some knowledge of the role of media and advertising in promoting food products and the strategies adopted in this promotion • Provides a limited critical assessment of the ethics involved, the use of target markets, different advertising media and promotional strategies such as body image, role models and social situations • Shows some awareness of the impacts of advertising on food selection and consumption • Provides some relevant examples • Uses appropriate terminology in an organised response 	7–9
<ul style="list-style-type: none"> • Demonstrates limited knowledge of the role of media and advertising in promoting food products and the strategies adopted in this promotion • Has attempted a critical assessment of the ethics involved, the use of target markets, different advertising media and promotional strategies such as body image, role models and social situations • Impacts of advertising on food selection and consumption poorly covered • Provides limited examples • Uses simple terminology and expression of ideas 	4–6



Criteria	Marks
<ul style="list-style-type: none">• Provides some general information on the role of media and advertising in promoting food products and the strategies adopted in this promotion• Has not attempted a critical assessment of the ethics involved, the use of target markets, different advertising media and promotional strategies such as body image, role models and social situations• Impacts of advertising on food selection and consumption not, or poorly, covered• Response is poorly expressed and organised	1-3

Question 20*Outcomes assessed: H2.1, H3.2, H5.1***MARKING GUIDELINES**

Criteria	Marks
<ul style="list-style-type: none">• Demonstrates detailed and extensive knowledge of consumer demands which are reflected by the manufacturer in the trend towards value added convenience foods• Provides a thorough description of the social impacts arising from value added convenience foods• Uses a wide range of appropriate examples• Uses appropriate terminology in a well-structured response	13–15
<ul style="list-style-type: none">• Demonstrates thorough knowledge of consumer demands which are reflected by the manufacturer in the trend towards value added convenience foods• Provides a description of the social impacts arising from value added convenience foods• Uses a range of appropriate examples• Uses appropriate terminology in an organised response	10–12
<ul style="list-style-type: none">• Demonstrates sound knowledge of consumer demands which are reflected by the manufacturer in the trend towards value added convenience foods• Provides a limited description of the social impacts arising from value added convenience foods• Provides relevant examples• Uses appropriate terminology in an organised response	7–9
<ul style="list-style-type: none">• Demonstrates some knowledge of consumer demands which are reflected by the manufacturer in the trend towards value added convenience foods• Has attempted to describe the social impacts arising from value added convenience foods• Provides limited examples• Uses simple terminology and expression of ideas	4–6
<ul style="list-style-type: none">• Provides some general information on consumer demands which are reflected by the manufacturer in the trend towards value added convenience foods• Has not described the social impacts arising from value added convenience foods• Response is poorly expressed and organised	1–3

Question 21

Outcomes assessed: H2.1, H3.2, H5.1

MARKING GUIDELINES

Criteria	Marks
<ul style="list-style-type: none"> • Demonstrates detailed and extensive knowledge of ownership concentration in the food industry and the associated impacts on social, economic and ethical issues in both developed and developing parts of the world • Provides a thorough critical assessment of the relationship between ownership concentration in the food industry and social, economic and ethical issues in both developed and developing parts of the world • Uses a wide range of appropriate examples • Uses appropriate terminology in a well-structured response 	13–15
<ul style="list-style-type: none"> • Demonstrates thorough knowledge of ownership concentration in the food industry and the associated impacts on social, economic and ethical issues in both developed and developing parts of the world • Provides evidence of critical assessment of the relationship between ownership concentration in the food industry and social, economic and ethical issues in both developed and developing parts of the world • Uses a range of appropriate examples • Uses appropriate terminology in an organised response 	10–12
<ul style="list-style-type: none"> • Demonstrates sound knowledge of ownership concentration in the food industry and the associated impacts on social, economic and ethical issues in both developed and developing parts of the world • Provides limited critical assessment of the relationship between ownership concentration in the food industry and social, economic and ethical issues in both developed and developing parts of the world • Provides relevant examples • Uses appropriate terminology in an organised response 	7–9
<ul style="list-style-type: none"> • Demonstrates some knowledge of ownership concentration in the food industry and the associated impacts on social, economic and ethical issues in both developed and developing parts of the world • Has attempted critical assessment of the relationship between ownership concentration in the food industry and social, economic and ethical issues in both developed and developing parts of the world <p>OR</p> <ul style="list-style-type: none"> • Has responded well to the two following points for either developed or developing parts of the world <ul style="list-style-type: none"> – Provides limited examples – Uses simple terminology and expression of ideas 	4–6



Criteria	Marks
<ul style="list-style-type: none">• Provides some general information on ownership concentration in the food industry and the associated impacts on social, economic and ethical issues in both developed and developing parts of the world <p>OR</p> <ul style="list-style-type: none">• Has not attempted assessment of relationship between ownership concentration in the food industry and social, economic and ethical issues in both developed and developing parts of the world• Response is poorly expressed and organised	1–3