

**2007 HSC Notes from
the Marking Centre
Food Technology**

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2007 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 contains comments on candidate responses to the 2007 Higher School Certificate examination, indicating the quality of the responses and highlighting their relative strengths and weaknesses.

This document should be read along with the relevant syllabuses, the 2007 Higher School Certificate examinations, the marking guidelines and other support documents which have been developed by the Board of Studies to assist in the teaching and learning of Food Technology.

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

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

Section II

All questions in this section should be answered on the examination paper in the spaces provided. Candidates are advised that the answer space allocated is a guide to the length of the required response.

Part A

Question 11 – The Australian Food Industry

- (a) Better responses correctly identified two sectors of the Australian food industry, using the correct terminology, for example the ‘Food Service and Catering’ sector. Weaker responses did not reflect an understanding of the term ‘sectors’.
- (b) Better responses clearly described the relationship between gender issues and career opportunities within the Australian food industry and often included the impact of Equal Employment Opportunity. Average responses included descriptions about the typical stereotypes found in the Australian food industry such as more men being employed in transport and more females in retail positions. Weaker responses provided only general information on either gender issues or career opportunities.
- (c) (i) Better responses correctly identified one policy and one piece of legislation that was relevant to the Australian food industry, such as the ‘National Health & Nutrition Policy’ and the ‘Trade Practices Act’. Weaker responses named incorrect policies and/or legislation.

(ii) Better responses clearly defined both *policy* and *legislation* and explained the difference between the two. Average responses provided definitions of the policy and legislation, with limited explanation of the difference between the two, such as ‘one is law and the other is not’. Weaker responses provided only a general discussion of the difference between the two terms.
- (d) Better responses provided relevant examples, such as the impact of the OHS legislation in relation to staff training, signage, protective clothing, and cost to the organisation and implications if OHS practices were not followed. Average responses provided limited details or examples of how the legislation impacts on the organisation. Weaker responses provided only general information on policy or legislation and did not link their discussion to an organisation.

Question 12 – Food Manufacture

- (a) Better responses were concise and accurately identified three appropriate and different reasons for preserving food. Weaker responses confused preservation with the reasons for processing, developing and packaging foods or repeated concepts using different wording.
- (b) Better responses selected a raw food suitable for preservation and named two different preservation processes which could be applied to that food. Weaker responses nominated an inappropriate food, provided inappropriate examples of preservation for the stated food, or confused preservation processes with principles.

- (c) Better responses carefully selected appropriate foods and processes nominated in part (b) of this question and outlined the processing steps, often in sequential order. Average responses indicated the main features of the processing method in general or incomplete terms. Weaker responses tended to give general information linked to a process or preservation.
- (d) In this section of the question, better responses clearly identified an understanding of the principles of preservation and were able to apply the relevant principles to the food/processes selected in part (b) of the question. They showed a clear link between the principle and its role in preserving the food. Average responses identified a principle but did not clearly relate how it applied to the selected process. Candidates often gave general information about preservation as a link to the principle. Weaker responses often stated general reasons for preservation rather than identifying why the process preserved food.
- (e) Better responses provided a clear, concise comparison of two preservation processes, highlighting either similarities and/or differences using relevant examples for both preservation processes. Average responses displayed knowledge of two processes, identifying some advantages and disadvantages, but did not make comparisons between the processes or provide examples. Weaker responses tended to focus only on one process or described the advantages and disadvantages of types of packaging rather than preservation processes.

Question 13 – Food Product Development

- (a) Better responses correctly identified the missing steps in food product development.
- (b) Better responses suggested a pizza prototype that suited the brief rather than simply putting ‘low fat’ in front of a style of pizza. An example of a better response was ‘vegetarian pizza with low fat cheese on a thin pizza base’.
- (c) Better responses often distinguished between primary and secondary research. Weaker responses outlined one type of market research or gave general information on market research without any reference to the brief.
- (d) Better responses provided characteristics and features of two product specifications. The most common examples included: ingredients, packaging, and batch-size specifications. These responses demonstrated an understanding of the requirement to develop ‘product specifications’ during the process of developing a new food product. Weaker responses simply listed ingredients, providing no characteristics, indicating a limited understanding of this step in the food product development process.
- (e) Better responses defined a feasibility study as being technical and/or financial in nature and explained the importance of such studies in relation to Pizza Palace as a viable business. Weaker responses attempted to define a feasibility study or provided general information.
- (f) In better responses, candidates gave a detailed description of two types of testing, using examples such as sensory testing, tests on packaging and storage tests. These responses then went on to predict how the results of such tests would influence the success of the final product. In weaker responses, candidates identified types of testing with little or no description of how tests were conducted and did not make predictions.

Part B

Question 14 – Contemporary Food Issues – Nutrition

- (a) Better responses provided a detailed description of both food allergies and food intolerances, providing relevant examples. Average responses gave a general description of the two terms or described one term very well but provided only general information on the other. They often provided relevant examples. Weaker responses did not distinguish between allergies and intolerances and provided limited or no examples.
- (b) Better responses demonstrated a sound understanding of how the intake of particular nutrients caused conditions in the body that led to the development of either diabetes or cardiovascular disease. These responses focused on the development of the disease rather than its management. Average responses described either disease in some detail, providing its characteristics and features. Many also outlined relevant nutrients but did not go on to clearly explain the cause and effect relationship between nutrient intake and disease development. Weaker responses provided some very general information on either disease. Typically they included basic nutrition principles or ‘healthy eating’, but made limited or no reference to specific nutrients or disease.

Question 15 – Contemporary Food Issues – Marketplace

Candidates are reminded to spend their allocated time answering the question corresponding to the option studied rather than attempting both questions.

- (a) Better responses provided characteristics and features of two marketplace trends, such as emerging technologies, health enhancing foods, ecologically sustainable food production methods and the development of value-added convenience foods. These responses substantiated their descriptions of trends with examples of functional foods and organic farming methods. Weaker responses gave general information without providing adequate detail or examples.
- (b) Better responses referred to a range of issues including changing family structures, lifestyle and health issues and marketing techniques used in the food industry. These responses then analysed the impact of these issues on marketplace trends by providing relevant examples, such as: types of food advertisements and promotions geared towards children and their television screening times; the development of specific health-enhancing food products; and the development of convenience foods specific to family structures such as single parents, couples without children and working families. Weaker responses focused on trends and tended to outline rather than analyse social and ethical issues, if they addressed them at all.

Section III

Question 16 – Food Manufacture

- (a) Better responses identified and described the functions of food packaging, often providing specific examples to support their answers. Average responses listed some of the functions of packaging, but did not describe them. The functions most likely not to be included in average responses were those of ‘containment’ and ‘convenience’.

Weaker responses identified one or two functions of packaging, using general terminology, while some responses used the illustration (provided as information for parts (b) and (c) of the question) to try and answer part (a). This often resulted in information for part (b) being presented as the answer to part (a).

- (b) Better responses demonstrated a sound knowledge of food labelling by using the illustration provided to explain why the food label did not satisfy current legislative requirements, as indicated in the Food Standards Code. These responses identified features of a food label that were missing from the illustration, together with those that were present. Average responses provided a description of the features of the label illustrated without identifying those missing and with limited explanation of legislative requirements, while others identified only the features missing without explaining or describing those features present in the illustration. Weaker responses outlined some features of the label or provided only general information on labelling.
- (c) In this part of the question, better responses evaluated two packaging materials in terms of their suitability for both storage and distribution. The most comprehensive responses described both primary and secondary packaging materials and provided both positive and negative aspects for the food product, which was a pasta sauce.

Average responses discussed the suitability of packaging materials but with reference to only one aspect of storage or distribution and not both. They may have also discussed the suitability of packaging materials without attempting an evaluation. Weaker responses did not specify packaging materials specifically and used general terms such as jars, bottles, pouches or sachets without discussing the actual packaging material. Some weaker responses provided general information on packaging materials without reference to suitability for the food product.

Question 17 – Food Product Development

- (a) Better responses described the key characteristics and features of a marketing plan, namely product, price, promotion and place. Weaker responses either mentioned some or all of the above as a list or discussed other food product development information that was not relevant to this question such as a SWOT analysis or the steps involved in developing food products.
- (b) Better responses gave a detailed explanation of a number of market concerns that influenced food product development, such as health issues, environmental concerns, food safety issues, and the increased interest in buying locally produced food. These responses also explained how consumer demands, predominately convenience and cost, also influenced food product development. These better responses provided relevant examples of current food products that have been developed in response to these demands and concerns.

Average responses often covered health concerns and convenience without providing a range of issues or relevant examples. Others listed the drivers of new product development without linking this to market concerns or consumer demands. Weaker responses showed a limited understanding of market concerns or consumer needs.

- (c) Better responses described a wide range of relevant marketing strategies for a food product. These responses went on to justify how these marketing strategies would enhance the

success of the food product. They described pricing strategies such as competitive and penetration pricing to break into new markets and promotional strategies such as sporting team sponsorships and free samples of food products given to target consumers.

Average responses provided very generalised marketing strategies for their products and may not have justified why these strategies would prove to be beneficial in the promotion of the new food product. The weaker responses did not refer to a specific product and may have only addressed some promotional strategies.

Section IV

Candidates should respond to one of the questions from the option strand they have studied. Candidates need to be aware of the rubric at the beginning of this section advising that in their answer they will be assessed on how well they:

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

Question 18 – Contemporary Food Issues – Nutrition

Better responses clearly identified a specific group and demonstrated a thorough knowledge of the nutritional considerations of that group by detailing key nutrients, their role in the body and nutrition-related disorders specific to the group, addressing both under- and over-nutrition. The groups nominated included adolescents, pregnant women, Aboriginal and Torres Strait islanders and diabetics.

In better responses, a detailed description of a suitable promotional strategy for the specific group was provided, linking the strategy to the nutritional needs of the group. They also identified how the strategy would assist to reduce the nutritional disorders prevailing in the specific group and also contribute to the promotion of healthy eating habits to achieve optimal nutrition. Strategies described included education programs, seminars, pamphlets and interactive CDs. Better responses also provided a detailed evaluation of the effectiveness of the strategy by justifying the appropriateness to the chosen group, the effectiveness in terms of capturing attention, being accessible, educating effectively and, for some groups, being preventative rather than curative.

Average responses provided less detailed information of a strategy to promote optimal health and may have provided some basic links to the nutritional considerations of a nominated group. These responses may have outlined existing strategies or provided an outline of a range of strategies rather than describing one strategy in detail.

Weaker responses demonstrated limited knowledge of the nutritional considerations of a specific group or neglected to address a specific group. Some provided general discussion on nutrition or the promotion of foods. These responses were often poorly expressed.

Question 19 – Contemporary Food Issues – Nutrition

Better responses discussed a range of roles for several different dietary supplements such as vitamins, minerals and protein. Better responses also incorporated specific groups within the Australian community such as vegetarians, athletes and pregnant women to illustrate the benefits of dietary supplements.

Average responses provided a limited discussion of supplements and may have made some reference to the benefits of using supplements. Weaker responses only described or outlined some general information about supplements.

Question 20 – Contemporary Food Issues – Marketplace

Better responses provided detailed characteristics and features of both health-enhancing foods and value-added convenience foods and their impact on consumer health and traditional diets. Examples of impacts on traditional diets in these better responses included: a greater variety of food products, ease of preparation, loss of food preparation skills, and changes to eating patterns. Consumer health impacts raised included increased awareness of dietary intake and improved health benefits. These responses identified issues and provide points for and/or against how the food industry has responded to these trends. Points given included: the development of new functional food, the development of foods to address specific health issues such as gluten and lactose intolerances, reduced energy foods to address rising obesity levels, and home meal replacement and microwavable products to further reduce food preparation times. In addition, the high sugar and salt, and low fibre content of value-added convenience foods was discussed together with the negative impact these foods have collectively had on health. These responses were well structured and used appropriate terminology and examples.

Average responses in their description focused on either health-enhancing foods or value-added convenience foods with less detailed discussion of the food industry response to these trends. Weaker responses provided general information on consumer health or traditional diets.

Question 21 – Contemporary Food Issues – Marketplace

Better responses provided detailed discussion on how cradle-to-grave analysis identified impacts of a product on the environment from the extraction of raw materials through to its final use and disposal and then the action taken during production, packaging and distribution to reduce negative impacts on the environment. These responses provided a range of relevant examples and the effects on the environment of making the product, including the use of pesticides and finite resources, also soil erosion, gas emissions and disposal of packaging. These better responses were well structured and used appropriate terminologies.

Average responses placed emphasis on environmental issues without linking them to cradle-to-grave analysis and concentrated on packaging impacts, making little reference to production and distribution. Weaker responses provided very general information on the environment.

Food Technology

2007 HSC Examination Mapping Grid

Question	Marks	Content	Syllabus outcomes
Section I			
1	1	Food Manufacture Characteristics of equipment	H1.1
2	1	Food Product Development Types of food product development	H1.3
3	1	Food Product Development External factor affecting food product development	H1.3
4	1	Food Manufacture Impact of food manufacturing technologies – lifestyle	H1.4
5	1	Food Product Development Reasons for food product development – company profitability	H1.3
6	1	Australian food industry Government policy and legislation	H1.2
7	1	Australian food industry Aspects of the Australian food industry – quality assurance	H1.2
8	1	Food Manufacture Current developments in packaging	H1.1
9	1	Aspects of the Australian food industry – multinationals	H1.2
10	1	Food Manufacture Preservation – causes of spoilage	H1.4
Section II			
Part A			
11 (a)	2	Sectors of Australian food industry	H1.2
11 (b)	3	Career opportunities/gender issues	H1.2
11 (c) (i)	2	Policy and legislation	H1.2
11 (c) (ii)	4	Policy and legislation	H1.2
11 (d)	4	Policy and legislation	H3.1
12 (a)	3	Preservations – reasons for	H4.2
12 (b)	2	Preservation – processes	H4.2
12 (c)	3	Preservation – processes	H4.2
12 (d)	3	Preservation – principles	H4.2
12 (e)	4	Preservation – processes	H4.2

Question	Marks	Content	Syllabus outcomes
13 (a)	2	Steps in food product development	H1.3
13 (b)	1	Steps in food product development – idea generation	H1.3
13 (c)	2	Steps in food product development – market research	H1.3
13 (d)	3	Steps in food product development – product specifications	H1.3
13 (e)	3	Steps in food product development – Feasibility study	H1.3
13 (f)	4	Steps in food product development – testing	H1.3
Section II			
Part B			
14 (a)	4	Influences on nutritional status (allergy/intolerance)	H2.1
14 (b)	6	Influences on nutritional status (role of diet)	H2.1
15 (a)	4	Trends in the marketplace	H2.1
15 (b)	6	Implications of marketplace trends – social/ethical	H2.1
Section III			
16 (a)	4	Functions of packaging	H1.1
16 (b)	8	Legislative requirements for labelling	H1.1
16 (c)	8	Packaging storage and distribution	H1.1
17 (a)	4	Marketing plans	H4.1
17 (b)	8	Reasons for food product development market concerns/consumer demands	H1.3
17 (c)	8	Marketing plans	H4.1
Section IV			
18	15	Strategies for optimal health for a specific group. Nutritional needs of a specific group	H2.1
19	15	Role of supplements in the diet	H2.1
20	15	Health enhancing and value-added foods	H2.1
21	15	Cradle-to-grave analysis	H2.1

2007 HSC Food Technology Marking Guidelines

Section II Part A

Question 11 (a)

Outcomes assessed: H1.2

MARKING GUIDELINES

Criteria	Marks
• Correctly recognises and names two sectors of the Australian food industry	2
• Correctly recognises and names one sector of the Australian food industry	1

Question 11 (b)

Outcomes assessed: H1.2

MARKING GUIDELINES

Criteria	Marks
• Provides characteristics and features of how gender issues relate to career opportunities in the Australian food industry. A clear link must be made between the two	3
• Outlines how gender issues relate to career opportunities in the Australian food industry	2
• Provides general information on gender issues and/or career opportunities	1

Question 11 (c) (i)*Outcomes assessed: H1.2***MARKING GUIDELINES**

Criteria	Marks
<ul style="list-style-type: none">• Correctly recognises and names a policy and a legislation that impacts on the Australian food industry	2
<ul style="list-style-type: none">• Correctly recognises and names either a policy or a legislation	1

Question 11 (c) (ii)*Outcomes assessed: H1.2***MARKING GUIDELINES**

Criteria	Marks
<ul style="list-style-type: none">• Defines both policy and legislation• Demonstrates detailed knowledge of the difference between policy and legislation	4
<ul style="list-style-type: none">• Defines both policy and legislation. Demonstrates some knowledge of the difference between policy and legislation <p>OR</p> <ul style="list-style-type: none">• Defines either policy or legislation and demonstrates detailed knowledge of the difference between the two	3
<ul style="list-style-type: none">• Definition of policy and legislation, but no explanation of the difference <p>OR</p> <ul style="list-style-type: none">• General discussion of the difference between policy and legislation, with limited or no definitions	2
<ul style="list-style-type: none">• Definition of policy OR legislation <p>OR</p> <ul style="list-style-type: none">• General discussion of either policy or legislation	1

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

Criteria	Marks
• Provides clear details of how the policy or legislation impacts on the organisation providing relevant examples to support discussion	4
• Provides an outline of how policy or legislation impacts on the organisation	3
• Provides limited details of how the policy or legislation impacts on the organisation	2
• General information about policy or legislation	1

Question 12 (a)*Outcomes assessed: H4.2***MARKING GUIDELINES**

Criteria	Marks
• Identifies three reasons	3
• Identifies two reasons	2
• Identifies one reason	1

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

Criteria	Marks
• Identifies two processes applied to the named food	2
• Identifies one process applied to the named food	1

Question 12 (c)*Outcomes assessed: H4.2***MARKING GUIDELINES**

Criteria	Marks
• Outline of the process, including sequence or order of steps. Correct terminology used	3
• Outline of the steps	2
• Provides general information about the process	1

Question 12 (d)*Outcomes assessed: H4.2***MARKING GUIDELINES**

Criteria	Marks
• Explains linkage between principle and process. Includes use of correct terminology	3
• Describes at least one principle of the process OR identifies two principles	2
• Identifies a principle OR general information about preservation	1

Question 12 (e)*Outcomes assessed: H4.2***MARKING GUIDELINES**

Criteria	Marks
• Identifies advantages and disadvantages for both processes, highlighting similarities or differences, using relevant examples	4
• Identifies advantages and disadvantages for two processes, with comparison and/or examples	3
• Identifies advantages and/or disadvantages for two processes	2
• Identifies an advantage and/or disadvantage for one process	1

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

Criteria	Marks
• Two correct steps	2
• One correct step	1

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

Criteria	Marks
• Low fat option prototype	1

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

Criteria	Marks
• Outlines TWO different types of market research related to the brief	2
• Identifies TWO types of market research OR • General information on market research OR • Outlines ONE type of market research	1

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

Criteria	Marks
• Provides characteristics of at least TWO product specifications	3
• Provides characteristics of one product specification OR • Identifies TWO product specifications with general information	2
• General information on product specification OR • Identifies a product specification	1

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

Criteria	Marks
• Definition and detailed explanation of importance	3
• Definition and general information on the importance for the company OR • Detailed explanation with no definition	2
• General information on feasibility importance, or attempt at a definition	1

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

Criteria	Marks
<ul style="list-style-type: none">Detailed description of TWO types of testing with reasoned predictions for both	4
<ul style="list-style-type: none">Describes TWO types of testing and a prediction for one	3
<ul style="list-style-type: none">Describes TWO types of testing OR <ul style="list-style-type: none">Identifies TWO types of testing and a prediction OR <ul style="list-style-type: none">Describes ONE type of testing with <i>either</i> general information OR a prediction	2
<ul style="list-style-type: none">Identifies TWO types of prototype testing or general information on prototype testing	1

Section II Part B

Question 14 (a)

Outcomes assessed: H2.1

MARKING GUIDELINES

Criteria	Marks
<ul style="list-style-type: none">Detailed description of both food allergies and food intolerances with relevant examples of each	4
<ul style="list-style-type: none">Description of differences between food allergies and food intolerances, examples included	3
<ul style="list-style-type: none">General information on food allergies and food intolerances examples OR	2
<ul style="list-style-type: none">Description of food allergies and food intolerances without examples	
<ul style="list-style-type: none">General information on food allergies AND/OR food intolerances	1

Question 14 (b)

Outcomes assessed: H2.1

MARKING GUIDELINES

Criteria	Marks
<ul style="list-style-type: none">Analysis of the relationship, showing the implication of how nutrient intake relates to the development of the disorder	6
<ul style="list-style-type: none">Explains nutrient intake and disorder and shows some linkage/relationship between them	5
<ul style="list-style-type: none">Describes nutrient intake and disorder in detail	4
<ul style="list-style-type: none">Describes disorder AND/OR nutrient intake	3
<ul style="list-style-type: none">General information on both disorders OR	2
<ul style="list-style-type: none">General information on one disorder and nutrient intake	
<ul style="list-style-type: none">General information on either disorder or nutrient intake	1

Question 15 (a)
Outcomes assessed: H2.1
MARKING GUIDELINES

Criteria	Marks
<ul style="list-style-type: none"> Provides characteristics and features of TWO trends in the marketplace with relevant examples for both 	4
<ul style="list-style-type: none"> Provides characteristics and features of TWO trends or describes ONE marketplace trend in more detail Using examples 	3
<ul style="list-style-type: none"> Gives general information on marketplace and identifies ONE trend OR <ul style="list-style-type: none"> Identifies ONE marketplace trend with examples 	2
<ul style="list-style-type: none"> General information on marketplace trends OR <ul style="list-style-type: none"> Identifies TWO trends 	1

Question 15 (b)
Outcomes assessed: H2.1
MARKING GUIDELINES

Criteria	Marks
<ul style="list-style-type: none"> Analysis of social and ethical issues showing how these have implications for marketplace trends using relevant examples 	6
<ul style="list-style-type: none"> Explains social and ethical issues with some linkage to marketplace trends. Some examples used 	5
<ul style="list-style-type: none"> Description of social and ethical issues and marketplace trends 	4
<ul style="list-style-type: none"> Describes social or ethical issues and marketplace trends 	3
<ul style="list-style-type: none"> General information on either social or ethical issues and marketplace trends 	2
<ul style="list-style-type: none"> General information on either social or ethical issues 	1

Section III

Question 16 (a)

Outcomes assessed: HI.1

MARKING GUIDELINES

Criteria	Marks
• Identifies and describes all functions of packaging	4
• Identifies and describes some functions of packaging	3
• Identifies some functions of packaging	2
• Identifies a function of packaging	1

Question 16 (b)

Outcomes assessed: HI.1

MARKING GUIDELINES

Criteria	Marks
• Explains the legislative requirements for a label including the items missing on the label	7–8
• Explains some of the legislative requirements for a food label including some of the items missing on the label	5–6
• Describes features of the label with limited explanation	3–4
• Limited understanding of legislation requirements for food and/or labelling	1–2
• Outlines some features of the label	

Question 16 (c)

Outcomes assessed: HI.1

MARKING GUIDELINES

Criteria	Marks
• Detailed evaluation of suitability of TWO packaging materials in storage and distribution	7–8
• Evaluation of the suitability of packaging materials in storage and distribution	5–6
• Limited evaluation of packaging materials in storage and/or distribution OR	3–4
• Discussion of the suitability of packaging materials in storage AND/OR distribution	
• General information on packaging materials OR	1–2
• Identifies TWO packaging materials	

Question 17 (a)*Outcomes assessed: H4.1***MARKING GUIDELINES**

Criteria	Marks
<ul style="list-style-type: none">Identifies and describes all the components of a marketing plan ie product planning, price structure, place and distribution system, promotional program (4 p's)	4
<ul style="list-style-type: none">Identifies 4 p's and describes some features of a marketing plan OR <ul style="list-style-type: none">Identifies and describes some of the 4p's	3
<ul style="list-style-type: none">Identifies 4p's of a marketing plan OR <ul style="list-style-type: none">Limited description of some features	2
<ul style="list-style-type: none">General information on marketing plans	1

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

Criteria	Marks
<ul style="list-style-type: none">Detailed explanation of relationship between development of food products and market concerns and consumer demands, using a variety of examples	7–8
<ul style="list-style-type: none">Describes relationship between food product development and market concerns and consumer demands, using limited examples	5–6
<ul style="list-style-type: none">Outlines the linkage between food products and market concerns/consumer demands	3–4
<ul style="list-style-type: none">Limited understanding of market concerns/consumer needs	1–2

Question 17 (c)*Outcomes assessed: H4.1***MARKING GUIDELINES**

Criteria	Marks
<ul style="list-style-type: none">• Detailed description of marketing strategies and justification of strategies, explaining how this will aid in the success of the product developed	7–8
<ul style="list-style-type: none">• Description of marketing strategies and less detailed justification of the strategies with links to the developed product's success	5–6
<ul style="list-style-type: none">• Description of TWO or more marketing strategies OR <ul style="list-style-type: none">• Description of one marketing strategy with justification	3–4
<ul style="list-style-type: none">• Some information on marketing strategies AND/OR <ul style="list-style-type: none">• Statement of expected level of success of the product	1–2

Section IV

Question 18

Outcomes assessed: H2.1

MARKING GUIDELINES

Criteria	Marks
<ul style="list-style-type: none"> Detailed description of a strategy promoting health through good nutrition, relevant to a specific identified group AND <ul style="list-style-type: none"> Evaluation of the effectiveness of the strategy showing links to nutritional considerations of this group 	13–15
<ul style="list-style-type: none"> Description of a strategy promoting health through good nutrition AND a less detailed evaluation of the effectiveness of the strategy showing some links to the nutritional considerations of this group OR <ul style="list-style-type: none"> Less detailed information about a strategy AND an evaluation of the effectiveness of the strategy showing links to the nutritional considerations of this group 	10–12
<ul style="list-style-type: none"> Less detailed information about a strategy with links to the nutritional considerations of this group OR <ul style="list-style-type: none"> Detailed description of nutritional considerations for a specific group or detailed description of a promotional health strategy 	7–9
<ul style="list-style-type: none"> Limited description of a promotional strategy OR <ul style="list-style-type: none"> Limited description of nutritional considerations of a group 	4–6
<ul style="list-style-type: none"> General information on promotion of either nutrition or nutritional needs 	1–3

Question 19*Outcomes assessed: H2.1***MARKING GUIDELINES**

Criteria	Marks
<ul style="list-style-type: none">• Detailed discussion of the roles of supplements and detailed evaluation of the benefits of supplements in the Australian diet	13–15
<ul style="list-style-type: none">• Discussion of the roles of supplements and evaluation of their use	10–12
<ul style="list-style-type: none">• Discussion of the roles of supplements	7–9
<ul style="list-style-type: none">• Description of dietary supplements	4–6
<ul style="list-style-type: none">• General information on supplements AND/OR <ul style="list-style-type: none">• General information about the Australian diet	1–3

Question 20

Outcomes assessed: H2.1

MARKING GUIDELINES

Criteria	Marks
<ul style="list-style-type: none"> • Detailed description of how health-enhancing foods and value-added convenience foods have impacted on consumer health and traditional diets and discussion on how the food industry has responded to the demand for these foods. Relevant examples used for both 	13–15
<ul style="list-style-type: none"> • Description of how health-enhancing foods and value-added convenience foods have impacted on consumer health and traditional diets. Examples used and less detailed discussion on how the food industry has responded to the demand for these foods 	10–12
<ul style="list-style-type: none"> • Less detailed information about the impact of either health-enhancing foods or value-added convenience foods on either consumer health or traditional diets. Less detailed discussion of food industry response to the demand for these foods 	7–9
<ul style="list-style-type: none"> • Limited description of either health enhancing foods or value added convenience foods and changes to either consumer health or traditional diets. Limited discussion of food industry response. 	4–6
<ul style="list-style-type: none"> • General information on either health-enhancing foods or value-added convenience foods <p>OR</p> <ul style="list-style-type: none"> • General information on consumer health or traditional diets 	1–3

Question 21*Outcomes assessed: H2.1***MARKING GUIDELINES**

Criteria	Marks
<ul style="list-style-type: none">• Detailed discussion of how cradle-to-grave analysis can result in changes to production, packaging and distribution. Uses relevant examples of food products and links environment to production, packaging and distribution	13–15
<ul style="list-style-type: none">• Discussion of cradle-to-grave analysis and environmental issues in production, packaging and distribution. Uses some examples	10–12
<ul style="list-style-type: none">• Limited discussion of both cradle-to-grave analysis and environmental issues with reference to production and/or packaging and/or distribution	7–9
<ul style="list-style-type: none">• Shows understanding of cradle-to-grave analysis or shows understanding of environmental issues with reference to production, and/or packaging and/or distribution	4–6
<ul style="list-style-type: none">• General information on cradle-to-grave analysis or environmental issues	1–3