

Programme Rundown

2:00 – 2:10	Registration
2:10 – 2:30	Question paper requirements of the DSE TL(Food) Examination
2:30 – 2:45	Paper 1A - Students' performance on MC questions
2:45 – 3:30	Paper 1B - Marking scheme interpretation and students' performance
3:30 – 3:45	Break
3:45 – 4:30	Paper 2 - Marking scheme interpretation and students' performance
4:30 – 5:00	Q&A

HKDSE Technology and Living (Food Science and Technology) Practice Papers Briefing Section

(24 February 2012)

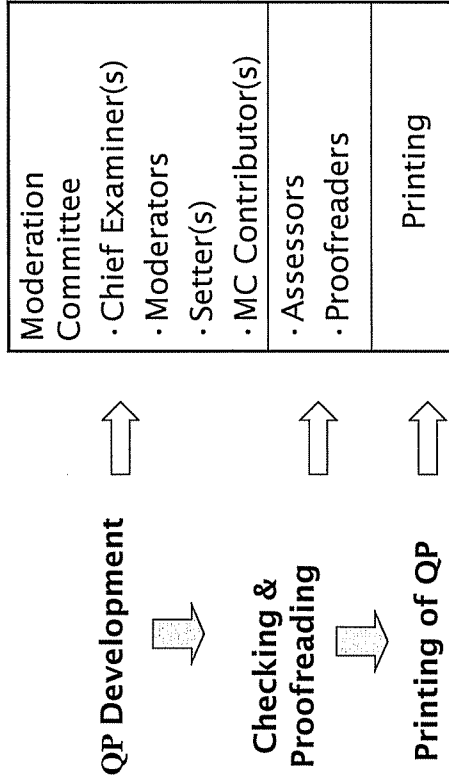
Acknowledgements

- Schools participated in the piloting (5 schools and about 60 students involved)
- All those who have contributed to the successful implementation of HKDSE TL(Food)

What the practice papers can illustrate

- Curriculum emphases
- Question types
- Levels of difficulty
- Skills to be tested

Development of Examination Papers (Pre-exam Work)



Marking and Grading (Post-exam Work)

Marking of scripts

- Selection of sample scripts
- Markers' Meeting
- Checkmarking of scripts

Standards-referenced Grading

The Marking Scheme

- Provisional and final marking schemes
- Suggested answers not exhaustive
- Markers' discretion and professional judgment
- Alternative answers accepted as long as being correct and well reasoned
- Marks for content and written communication (Paper 2-Essay-typed Qs)

The Marking of Essay-typed Qs

Section A

Q.4 Give an account of Hong Kong's cosmopolitan food culture in the past two decades. (15 marks)

Section B

Q.9 Why are food additives widely used in food industries? Explain your answer with examples. (15 marks)

Section C

Q.13 Give an account of how the current market trends influence the research and development direction of a food manufacturing company. Explain your answer with examples. (15 marks)

Discussion with reference to how the following factors have contributed to Hong Kong's cosmopolitan food culture in the past two decades

- life style
- health issues
- food technology
- environmental concern
- economical globalization
- scientific and technological developments

Mark allocation for content (12 marks)	Mark range
In-depth discussion of how the six factors influence Hong Kong's food culture. Discussion should include relevant examples to support the main points	10-12
Satisfactory discussion of how most of the factors influence the development of Hong Kong's food culture. Relevant examples given	7-9
Limited discussion of how most of the factors influence the development of Hong Kong's food culture. Examples are irrelevant	4-6
Briefly describes Hong Kong's contemporary/current food culture	1-3

Mark allocation for written communication (3 marks)	Mark
Clear and logical presentation of information with effective use of appropriate terminology	3
Structural presentation of information with some use of appropriate terminology	2
Simple presentation of ideas/points with limited use of appropriate terminology	1

English & Chinese words

- Wrong spelling / 錯別字
 - The importance of the words
 - Assessing the entire answer as a whole
- English words in Chi paper & vice versa
 - General rule: NOT acceptable

Assessment Framework

Description	Weighting	Duration
Paper 1 Compulsory part	43%	1½ hours
Paper 2 Elective part (including knowledge from compulsory part)	57%	2 hours
Public Exam		

Paper 1-Section A-MC questions

- Allow more comprehensive coverage of curriculum
- Encourage students to get a detailed grasp of the basic knowledge in the Compulsory Part
- Answer ALL 15 questions
- 4-option design (1 key & 3 distractors)
- Choose the BEST answer
- 1 mark @

Paper 1-Sections B & C

- Based on Compulsory Part
- Section B – Design Qs (25 marks)
- Section C – Structured Qs (30 marks)
- Attempt All questions in each Section

Paper 2 questions

- Based on Elective Part (including knowledge from compulsory part)
- Section A - Food culture
- Section B - Food science and technology (Extended study)
- Section C -Food production development
- Short, structured and essay-typed questions
- Answer 2 out of 3 Sections
- Each section carries 40 marks

Standards Setting in 2012

- Level descriptors
- Panel judges
- Statistical data - Group Ability Index (GAI) to reflect overall performance (ability) in the core subjects for all candidates taking a subject (group) to be used as reference by the panel judges to determine cut scores for elective subjects

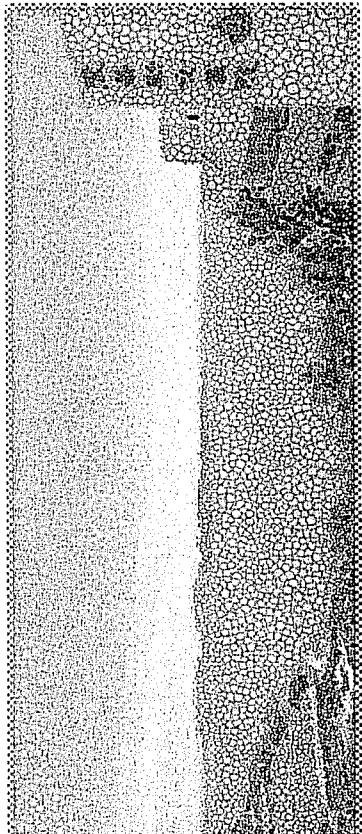
http://www.hkeaa.edu.hk/en/hkdse/Practice_Papers/

Thank You

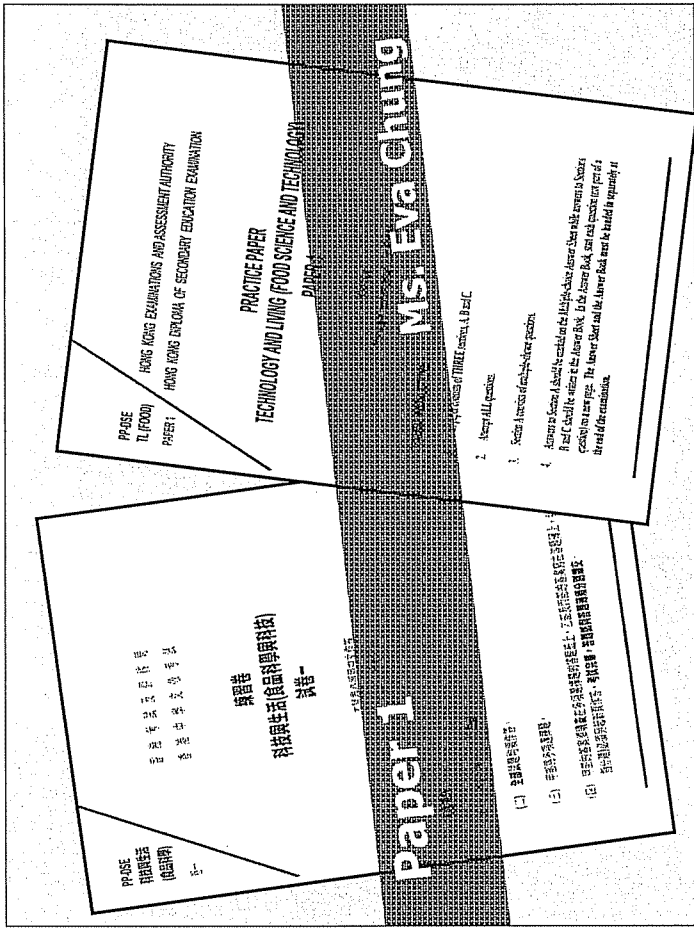
General Performance of Students

StudentBounty.com

Briefing Session on TL Practice Paper 24-2-2012



St. Clare's Girls' School
Ms. Eva Chung & Ms. Angel Lam



Understand the 'Question / Action Word'

- Identify
- What / Which
- Describe
- Sketch
- Label
- Specify
- Evaluate
- Why / Give reasons
- Explain (how, why) / Explain with examples
- Compare
- Discuss
- Give an account of ...
- Suggest

Section A Multiple Choice Questions

General performance of students

Average score: 9 out of 15

Highest score: 12 out of 15

Lowest score : 5 out of 15

A great majority / All students performed well in Q 3, Q10 and Q13

Quite a no. of students could not answer Q9, Q14 Q15 correctly

3. 根據法例，以下哪一款食品可獲豁免遵從營養標籤規定？

- A. 餅乾
- B. 茶葉
- C. 汽水
- D. 奶類製品

• Very good
• All students have a thorough understanding of the basic requirements of nutrition labelling

3. Which of the following food products is exempted from the nutrition labelling requirements by law?

- A. biscuits
- B. tea leaves
- C. soft drinks
- D. dairy products

INSTRUCTIONS FOR SECTION A (MULTIPLE-CHOICE QUESTIONS)

1. Read carefully the instructions on the Answer Sheet. After the announcement of the start of the examination, you should first stick a barcode label and insert the information required in the spaces provided. No extra time will be given for sticking on the barcode label after the 'Time is up' announcement.
2. When told to open this book, you should check that all the questions are there. Look for the words 'END OF SECTION A' after the last question.
3. All questions carry equal marks.
4. **ANSWER ALL QUESTIONS.** You are advised to use an HB pencil to mark all the answers on the Answer Sheet, so that wrong marks can be completely erased with a clean rubber. You must mark the answers clearly; otherwise you will lose marks if the answers cannot be captured.
5. You should mark only **ONE** answer for each question. If you mark more than one answer, you will receive **NO MARKS** for that question.
6. No marks will be deducted for wrong answers.

10. 以下哪一種方法最適於把一公斤用作冷盆的凍藏乳肉解凍？

- A. 使用微波爐解凍
- B. 放在大約攝氏0-4度的冰箱內解凍
- C. 放在大約攝氏15-18度的自來水中解凍
- D. 放在大約攝氏20-25度的室溫環境內解凍

10. Which of the following is the most appropriate way to defrost 1kg of frozen Vietnamese sausage that is to be served cold?

- A. defrost by microwave oven
- B. defrost in the refrigerator at approximately 0 - 4°C
- C. defrost under running water at approximately 15 - 18°C
- D. defrost at room temperature at approximately 20 - 25°C

• Very good
• Students are able to apply their knowledge in everyday context
• Students understand the safe way and ideal temperature required to defrost frozen food to prevent food poisoning

• Very Good

• All Students understand the purpose of having emergency food (as reserve to meet the specific needs of people who go on hiking (e.g. high consumption of energy, light weight))

13. 遠足時帶備一排球

- A. 它們美味可口，色彩奪目。
- B. 它們體積小，且含高熱量。
- C. 它們含豐富礦物質及維生素。
- D. 它們容易購買，價錢合理。

13. The main reason for packing a bar of chocolate and some butter cookies for hiking is that

- A. they are tasty and colourful.
- B. they are compact and high in energy.
- C. they are rich in minerals and vitamins.
- D. they are easy to purchase and reasonably priced.

9. The functions of soluble dietary fibre in our body include:

- (1) giving bulk to faeces
- (2) increasing the viscosity of intestinal content
- (3) improving glucose tolerance for diabetic patients
- (4) lowering the rate of nutrient absorption from the stomach and intestine

- A. (1) and (2) only
- B. (3) and (4) only
- C. (1), (2) and (4) only
- D. (2), (3) and (4) only

9. 可溶性膳食纖維在人體內的功能包括：

- (1) 增加糞便體積
- (2) 增加腸道內物質的黏度
- (3) 改善糖尿病患者對葡萄糖的容忍度
- (4) 減慢胃部及腸臟的營養素吸收速度

- A. 只有(1)和(2)
- B. 只有(3)和(4)
- C. 只有(1)、(2)和(4)
- D. 只有(2)、(3)和(4)

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14. 在烹調過程中出現的梅納反應是由於

- A. 食物中的酵素反應。
- B. 食物中的澱粉糊化作用。
- C. 食物脂肪的分解作用。
- D. 食物中氨基酸和糖的凝聚作用。

14. The occurrence of the Maillard reaction in the cooking processes is due to

- A. the enzymatic reaction in food.
- B. the gelatinisation of starch in food.
- C. the decomposition of lipid in food.
- D. the condensation reaction between amino acids and sugars in food.

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- Satisfactory
- Some students understand the scientific principle behind Maillard reaction and some could not.

- Satisfactory
- Some students are able to analyse and identify the correct family structure while some could not.

15. 叔奇與父母、叔父和祖父母居住在同一單位內，這種家庭結構稱為_____。

- A. 直系家庭
- B. 核心家庭
- C. 本幹家庭
- D. 旁系家庭

15. Jack lives with his parents, uncle and grandparents together in the same flat. This family structure can be considered as being a _____.

- A. direct family
- B. nuclear family
- C. stem family
- D. collateral family

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Section B Design Questions

1. A lunch box supplier is requested to provide healthy lunch boxes to a school according to the following specifications:

- cereals, vegetables and meat in the ratio of 3:2:1
- low in unhealthy fats
- attractive in appearance
- high in dietary fibre

(a) Sketch and label two different ideas which meet the above specifications (8 marks)

(b) Specify and evaluate one of your design ideas in (a)

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(a) Sketch and label two different design ideas which meet the above specifications. (8 marks)

Satisfactory

Many students show good application of knowledge and deep understanding of the specified meal planning requirements

Some students do not fully understand the meaning of two completely different designs and only draw two similar designs (which are variations only)

Some students do not label all the ingredients in the sketch clearly

Some students only provide the name of the dish but not the details of ingredients used

Some students do not specify the type of meat and vegetables e.g. minced meat, mixed vegetable

Some students use fish instead of meat

Handwritten student work for 'Student A' showing two sketches of rice dishes. The first sketch is labeled 'Brown Rice' and the second is 'Spainish'. Both sketches include ingredients and cooking methods. A box highlights 'Wrong spelling' in the second sketch. A final box notes: 'Similar ingredients used e.g. rice, only a slight variation of the first idea'.

Checklist for students to develop TWO different design ideas

Are the two design ideas different in	Yes/No
---------------------------------------	--------

the ingredients used?

the cooking method used?

the presentation method?

the packaging method/material used?

Checklist for teachers to differentiate TWO different design ideas

Are the two design ideas different in	Yes/No
---------------------------------------	--------

the ingredients used?

No. Unpolished rice were used in both designs. Other alternatives can be used such as pasta / whole meal bread.

the cooking method used?

Cooking methods were not stated.

the presentation method?

No. Almost the same.

the packaging method/material used?

No. The same.

Student B

一式一

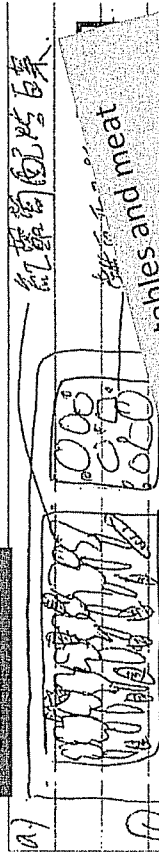
紅米白米卷

燕之文魚

炒雜菜

Need to specify the names of vegetables

Student D



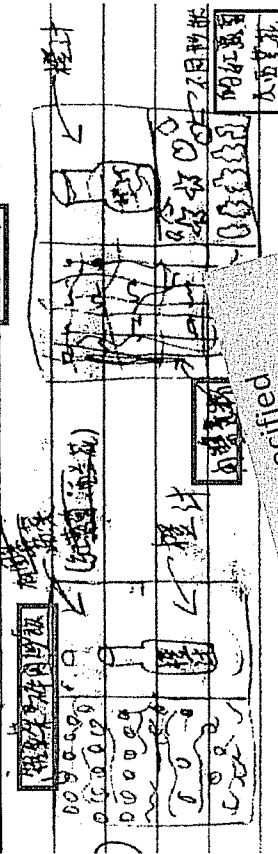
appropriate proportion of cereals, vegetables and meat shown in the sketch the type of meat and vegetables used for Dish 1

Need to specify briefly how each labelled ingredient meets individual specification

Student C

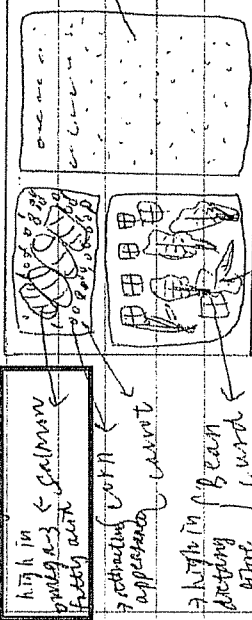
健康美味飲食

(二) 肉當香料



Name of dish is specified
Ingredients are not labelled

Student E

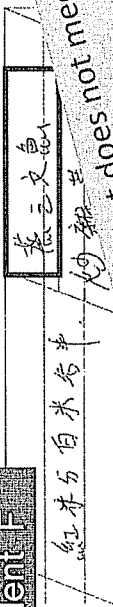


brown-like
→ high in dietary fibre

spinach
→ high in dietary fibre

NAME: Salmon with bean and spinach brown rice

Student F



紅米白米卷

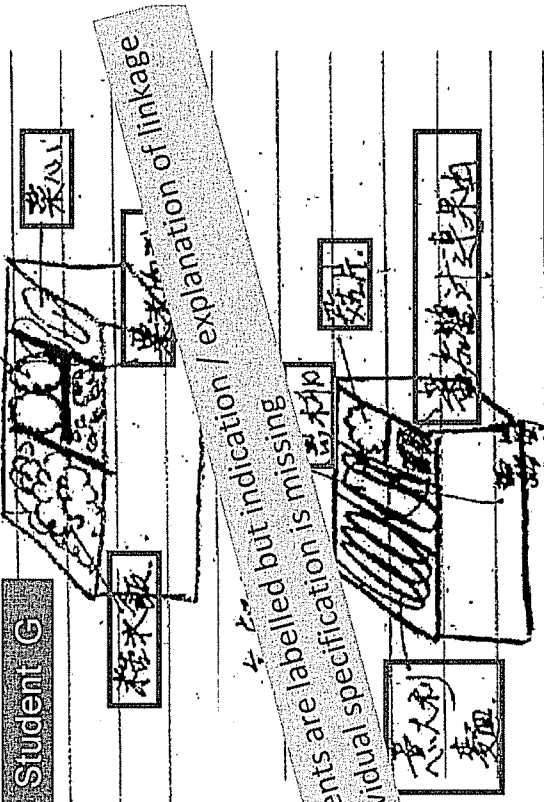
燕之文魚

炒雜菜

Use of fish as the main ingredient specification

a. 午餐食谱 (一)

Student C



ingredients are labelled but indication of individual specification is missing

Hints for students

- the TWO ideas must be totally **different** in concept (not just a variation of a dish) in terms of the following:
 - major types of ingredients used
 - the cooking method used
 - the presentation method
 - the packaging method / material used etc

(b) Specify and evaluate one of your design ideas in

a). (4 marks)

Fair

- Some students are able to evaluate and justify their design ideas with sound reasons
- Some students do not link up the answer with the specifications
- Some students only reiterate the specification without explanation
- Some students do not specify which design idea they are evaluating

Student A

The first design "Minced pork with vegetables and red rice" can meet the above specifications.

It will be in the ratio of 3:2:1, with cereals the largest proportion, vegetables the second largest and meat the least. It will contain little fats, so to avoid too much fat intake, to prevent high level intake of cholesterol. So to avoid being overweight or increase the risk of having coronary heart disease.

Reiterate the specification without linking to the first design

Student E

types of meat and vegetables are clearly specified

Name of the dish is clearly stated

(a) Design 1: Spaghetti Bolognese with Broccoli

Portion = Spaghetti : Broccoli and Tomato : Lean diced pork = 3:2:1

Each specification point is properly labelled in the sketch and clearly linked to the ingredients used

Student G

Evaluation is clearly presented in sequence with good precise justification

First, for the portion of cereal to vegetables to meat, it is 3:2:1. For instance, the portion of wholemeal spaghetti to broccoli and fresh tomato paste to lean diced pork, it is approximately 3:2:1 so it is healthy for students. Second, it is low in unhealthy fats. Cereals and vegetables provide low amount of fats. While the lean diced pork is also lower in fat compared to minced pork or other meats. Third, it is attractive in appearance. The fresh tomato paste is red in colour. The contrast with the green - colour broccoli. Thus, the contrasting colours are appealing to school children. Fourth, it is high in dietary fibre. Broccoli and wholemeal spaghetti are both high in dietary fibre thus could prevent constipation of school children.

Student F

Name of the dish is clearly stated

Design 2: Brown rice with grilled chicken slices and choi sum

Portion = Brown rice : Choi sum : Grilled chicken pieces = 3:2:1

suggestion for further improvement: shape of box/packaging can be different, presentation of portions can be different etc

Section B Design Questions

2. Strict vegetarians should carefully choose their diet to ensure they are nutritionally balanced. (2 marks)
 - (a) Give two reasons why some people are vegetarians. (2 marks)
 - (b) Why do strict vegetarians tend to consume a great variety of cereals, nuts and beans in their diet? (3 marks)
 - (c) Which mineral and vitamin are likely to be deficient in a strict vegetarian diet? (2 marks)
 - (d) A fifteen-year-old boy is a strict vegetarian. Suggest with reasons a suitable breakfast for him. (4 marks)
 - (e) Vegetarian food are generally bland in taste. Suggest two ways than the use of salt to enhance the flavour of vegetarian dishes.

2 (a) Give two reasons why some people are vegetarians. (2 marks)

Satisfactory

Majority of students name an appropriate reason for being vegetarians

Some students name the factor but without elaboration.

Student B

People are vegetarians because of religious or environmental protection.

For religious, some religions are required people to are a vegetarian diet like buddhism.

For environmental protection, as consuming meat can release carbon dioxide, which leads to global warming, so people prefer vegetarian diet.

Appropriate reasons provided with clear explanation

2 marks

35

Student A

a) Firstly, some people are health-conscious. They prefer having healthier food choices more like including vegetables and fruits in their meal planning. Since they can intake a large amount of dietary fibre and vitamins which is useful for the body. Besides, they are vegetarians because of the religious belief, some of the Chinese believe in ~~the~~ vegetarianism so that they have to stick to the rules that they can eat meat and become a vegetarian. (As a result,)

Appropriate reasons provided with clear explanation

2 marks

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Student C

a) 成為素食者有兩個原因。首先，有些人是健康意識的，他們更喜歡選擇健康的食物選擇，包括在他們的餐單中包括大量的纖維和維生素，這對於身體是有益的。此外，他們是素食者是因為宗教信仰，一些中國人相信素食主義，所以他們必須遵守規則，他們不能吃肉，並成為素食者。因此，他們遵守規則，並成為素食者。

Appropriate reasons provided with clear explanation

2 marks

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Student D

觉得素食更健康
不是因为某些宗教原因

Brief reasons provided without further explanation

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Student A

Strict vegetarians will not eat animal foods even their protein content is high. They are able to point out LBV protein of cereals, nuts and beans the reason for a great variety of food which is of low biological value protein. As a result, they consume great variety of cereals, nuts and beans in order to complement the protein together and other nutrients to have a healthy diet.

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2(b) Why do strict vegetarians tend to consume a great variety of cereals, nuts and beans in their diet? (3 marks)

- Fair
- Some students do not fully understand the inter-relationship of low biological value, low biological protein, essential and non-essential amino acids

Student B

Strict vegetarians cannot eat meat, dairy products and eggs so they have less chance to absorb protein. High biological value protein contain all essential amino acid which can't synthesize by body and they're from animal source, strict vegetarians are proved to have deficient of it. But cereal, nuts and bean are good plant sources of protein which can supply vegan for their need. The combine of these plant sources can supply essential amino acid for vegans.

Student C

Students are able to use the term essential amino acids to answer the question but not able to identify biological value of protein and reasons for having a variety of food. 水果和豆類是為人體提供蛋白質的來源，但是植物類食物便於攝取。

40

Student D

vegetarians do not eat meat and dairy products. As a result, they are likely to lack some essential nutrients such as protein. They have to obtain these essential nutrients from other foods like pulses, cereals, nuts and beans etc. It is important to consume a variety of essential nutrients. Students understand the reasons for having various plant foods in their diet. They can consume pulses, cereals, nuts and beans etc. They are not able to use appropriate terms to express the idea. They are not able to use appropriate terms to express the idea. They are not able to use appropriate terms to express the idea.

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Student A

A strict vegetarian is likely to lack vitamin B12 (cobalamin) and mineral iron in their diet because almost all these nutrients are found in animal food like pork, beef etc. As a result, as they don't consume animal food, they do not have sufficient intake of these nutrients.

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2(c) Which mineral and vitamin are likely to be deficient in a strict vegetarian diet?

- Satisfactory
- Some students are able to name both iron and Vitamin B12

2 (d) A fifteen-year-old boy is a strict vegetarian. Suggest with reasons a suitable breakfast for him. (4 marks)

- Fair
- Some students show good application of meal planning theories for people with specific needs
- Some students do not explain how the breakfast is nutritionally balanced
- Some students do not pinpoint the needs of a teenage boy

Student A

I have soya-bean milk, lettuce and tomato sandwich and tomato-sauce baked beans for breakfast. Soya-bean milk is high in HBV protein, which can act as a supplement of protein in meat for him. Also, bread is high in carbohydrates, which is an energy source for him to work. Beans are essential to repair body cells. It can help in the growth of teenagers. Lettuce and tomato are high in dietary fibre and Vitamin C, which can help to maintain the body health for him. A combination of soya-bean milk and beans are enough to provide HBV protein food for strict vegetarian to compensate the protein that is needed by them.

(e) Vegetarian foods are generally bland in taste.

Suggest two ways other than the use of salt to enhance the flavour of vegetarian dishes. (2 marks)

Good

Majority of students provide appropriate suggestions

Student B

(e) Sandwich with wholemeal bread, lettuce and tomato with a glass of soya milk is suitable for this boy.

Wholemeal bread provides carbohydrates which gives

energy to the boy.

Soya milk is rich in protein which

Suitable choices of dishes for breakfast
Concept of nutritionally balanced is applied but reasons are not stated for why it is suitable for a strict vegetarian teenager

lettuce is good as it provides calcium fibre to go with wholemeal bread which prevents constipation.

Tomato is good as it provides vitamin C which is essential for the absorption of iron and for his immune system.

Student A

Herbs can be used to increase and add different flavours of food. Spices can be used to increase the taste of food. Herbs can be used to increase the taste of food. Herbs can be used to increase the taste of food.

Section C Structured Questions

1. A Chinese couple, Amy and Peter have been married for two years. Their first-child was born recently.

- a) Identify the structure of this family and this milestone in their family life. (2 marks)
- b) Discuss the different roles of this family in its kinship system. (8 marks)

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3(a) Identify the structure of this family and this milestone in their family life. (2 marks)

- Satisfactory
- Students able to identify the structure of family
- Some students are not able to differentiate the different stages of family life cycle.

Student A

Correct answer with elaboration

This is a nuclear family. The parents have stepped into the stage of parenthood from the stage of honeymooners. This family is an in-law family composed of a couple and a child. The children is legitimate. There is family of orientation. The parents have to take up the responsibilities to take care of the child and educate the child, acting as a role model.

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Student B

這是一個核心家庭，其美如像新婚階段使兩甲為第一親生
都有責任照顧及教育子女。

(b) Discuss the different roles of this family in its kinship system. (8 marks)

Fair

Some students mix up the roles of different family members to that of the roles of family in the kinship system while some students could differentiate between the two and provide appropriate answers

Student A

2 marks

The parents (Amy and Peter) and the child have different roles in the family. First, for the parents, they are expected to be the role model of the child. They have to act morally and properly to let their child to learn from them through observation indirectly. ~~if the~~ They also need to teach their child to socialize by giving the child correct instructions to the child so that the child can establish a norm of proper and reasonable behaviour and can adapt to the changes in the society when he or she grows up.

Student A (cont'd)

4 marks

They also have to provide a sense of protection to the child by in terms of emotional and economic support and protection. They have to listen to the child's concerns and feelings. (and care about) They should be responsible parents and love and nurture the child as a commitment.

They may also pass on some spiritual beliefs like religious beliefs to their child to educate them to develop a proper norm.

Student B

4 marks

1) In parenthood, likewise, the roles of this family is to be continue the blood line which is called reproduction. Couples have to give birth to babies in order to continue the bloodline of kinship. Secondly, they bear the role of protecting. They (the) have to protect each other (family members) well because they're in the same family. They have to provide protection or emotional security for their family members. ~~that~~ ~~to~~ have economical or psychological needs. It is important for them to support each other in various ways. (They)

2 marks

Student B (cont'd)

Twisted, they bear the role of socialisation. The family either have to help the baby to socialize with something every things and every one. They have to establish teach the child in certain things such as manners, behaviour and dressing. order to be. Finally, ~~the~~ children have to inherit the spirit of the teacher. order to develop their behaviour to win the spirit of the teacher. order to respect and treat every members well. in kind. As parents, they will respect and treat every members well.

(a) What are lipoproteins? (2 marks)

Fair
Some students are able to state the function of lipoprotein
Some do not have a clear concept on what lipoproteins are

Section C Structured Questions

- 4. (a) What are lipoproteins? (2 marks)
- (b) How are cholesterol levels in the human body affected by the chemical components of the following food items?
 - (i) apple (3 marks)
 - (ii) hard margarine (3 marks)
- (c) How are different cholesterol levels associated with coronary heart disease? (4 marks)

Student A

Students are able to state what lipoproteins are and their functions

Lipoproteins are water-soluble substances that transport fats and cholesterol around our body.

Student B

Students are able to state the functions and types of lipoprotein.

Lipoprotein is a kind of lipids, that when fat being digested in our body, after the emulsification lipoproteins will be produced that help transport lipids in the blood stream, liver etc. High-density lipoprotein and low-density lipoprotein

Acceptable answers for the component of lipoprotein.

Student C

脂質分子 結合蛋白質 稱為脂蛋白。

脂質是由脂肪和蛋白質合成，主要分布在血液和細胞中。

Student D

Lipoproteins are the proteins which with the fatty acids.

Two main types of lipoprotein are stated correctly

Student E

高密度脂蛋白和膽固醇是脂蛋白的兩種主要類型。

'low density lipoprotein level' is not mentioned

Student A

(i) Apple is kind of fruit that contains ~~fat~~ protein which will eat is substitute soluble dietary fibre, which that can bring the "bad" cholesterol of the body ~~to~~ ~~excitation~~ and lower the cholesterol level.

Student B

蘋果的水溶性纖維能助阻膽固醇在血液中，從而減少膽固醇。

4(b) How are cholesterol levels in the human body affected by the chemical components of the following food items?

(i) Apple

- Satisfactory
- Many students could name soluble dietary fibre and explain how cholesterol levels are lowered
- Some students show vague understanding of 'cholesterol level' and 'low density lipoprotein'

4(b) How are cholesterol levels in the human body affected by the chemical components of the following food items?

(ii) hard margarine

- Satisfactory
- Some students show understanding of the theories about cholesterol levels
- Some students are not familiarised with the use of the term 'low density lipoprotein' and 'high density lipoprotein'

Explains correctly that Trans fat increases the level of low density lipoprotein and decreases the level of high density lipoprotein

Student A

Hard margarine is a kind of solid fat which is made from hydrogenation. It contains trans fat as a result. Trans fat will increase low-density lipoprotein but lower the high-density lipoprotein which will increase the blood cholesterol level since low-density lipoprotein will deposit the cholesterol in the blood walls but High-density lipoproteins will carry the cholesterol to the liver.

(c) How are different cholesterol levels associated with coronary heart disease? (4 marks)

Fair

Some students show clear concept of the relationship between cholesterol levels and coronary heart disease and some do not.

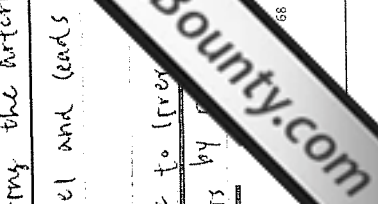
Student B

硬植物油是含有大量饱和脂肪酸及胆固醇的固态脂肪。以上脂肪均会增加胆固醇在动脉壁的水平。使胆固醇在动脉壁沉积。
 - Able to state both Trans fat and saturated fat
 - Terms like 'low density lipoprotein' and 'high density lipoprotein' are not used to explain further

Student A

- Able to point out the different effects of LDL and HDL
- Able to describe the functions of LDL and HDL with appropriate terms and descriptions

Coronary heart disease can have the risk increased by low density lipoprotein (LDL) and have the risk reduced by High density lipoprotein (HDL).
 LDL cholesterol can deposit cholesterol on artery walls and thus form a cholesterol plaque. The plaque will become fibrous and thicken artery walls by narrowing the arteries and then it will increase blood cholesterol level and leads to atherosclerosis.
 However, HDL will carry cholesterol back to liver peripheral organs and prevent atherosclerosis by



Able to describe HDL and LDL in general

Student B

膽固醇會聚集在血管壁，氣血變稠或血液水平變高，使血液變稠，久而久之，形成一層又一層，又厚又硬的膽固醇斑，令血管閉塞，增加患上冠心病、中風、如動脈硬化等水平可以預防血管壁上的壞膽固醇積聚，從而降低患上冠心病、中風。

Section C Structured Questions

5. (a) Explain what a low carbon diet is and why it is becoming increasingly important. (3 marks)
- (b) Suggest two food items suitable for a low carbon diet. Explain each of your answers with a different reason. (4 marks)
- (c) Using one of the food items suggested in (b), name a main dish that meets the requirements of a low carbon diet. (1 marks)

Student C 基因型變異以病有很大差別，物以類聚，以膽固醇的基因型變異在動脈壁上，在動脈因而收縮，使血液水在輸送更到心臟肌肉，從而患上冠心病，所以患上冠心病的基因型變異是膽固醇水平，水平越高，越容易患。

Some students are not able to use proper terms such as low / high lipoprotein

Student D Types of cholesterol in blood
 Ased cholesterol and bad will accumulate in our body. This, with blood that accumulates in our body, lipoprotein that accumulates in our body, with low density lipoprotein and fat lead to block the blood flow. Therefore, the oxygen cannot transport to the heart, with the lack of supply of oxygen to the heart, it results in coronary heart disease.

5. (a) Explain what a low carbon diet is and why it is becoming increasingly important. (3 marks)

- Satisfactory
- Some students could explain clearly what a low carbon diet is
- Some students mix up carbon with carbon dioxide

Student A

低碳飲食是將進食的食物在運送過程、煮食過程、製成過程都只排放少量的二氧化碳。
由於溫室效應及全球暖化的情況日益嚴重，低碳排放飲食模式能幫助減少溫室氣體的排放，即二氧化碳。

73

5. (b) Suggest two food items suitable for a low carbon diet. Explain each of your answers with a different reason. (4 marks)

Satisfactory

Students who understand what a low carbon diet is could provide appropriate examples with explanations. Some students do not have a clear concept of low carbon dietary words like 'local' or 'seasonal'.

Student B

a. A low carbon diet is consuming less meat and eating more vegetables. It becomes increasingly important because people are having environmental - conscious, kind of animals produce lots of carbon which is not good for environment.

Incorrect term used

74

5c. Using one of the food items suggested in (b), name a main dish that meets the requirements of a low carbon diet. (1 mark)

- Fair
- Some students provide appropriate choices of main dishes
- Some students mix up 'main dish' with 'side dish' and thus provide incorrect choices
- Some students overlook that the main dish must be the one suggested in (b) and provide a wrong answer

Student A

Spinach is suitable for a low carbon diet because it is leafy vegetables. It can be made by environmental friendly method as it can carry out photosynthesis to make its own. During photosynthesis, it takes up carbon dioxide. Thus it is suitable for low carbon diet.

Soya bean is suitable for low carbon diet because it is a plant food.

ANSWER MUST INCLUDE KEY WORDS

Writing not legible

Answer is a suitable food item because it is made of plant source protein instead of animals.

Appropriate answers with explanation

Student A

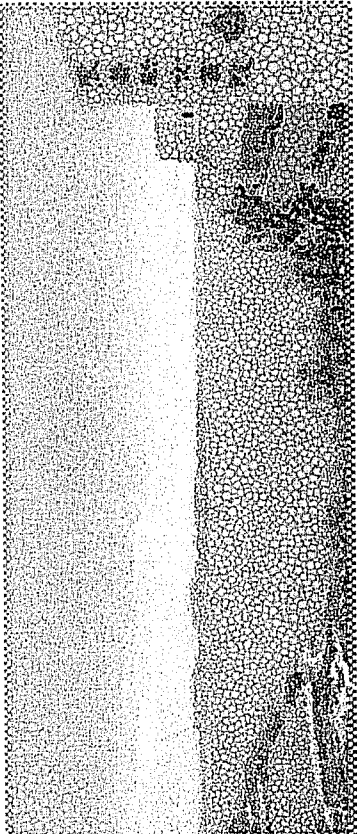
5b 本地菜心是由本地生產之蔬菜，經過程序會浪費太多汽油及排放太多廢氣，此外，本地人吃蔬菜更適合低碳飲食的原則。

自製黃豆漿是利用有機肥料種植，不像普通種植方法利用化肥及農藥，減少環境污染，減低碳排放，符合低碳飲食的原則。

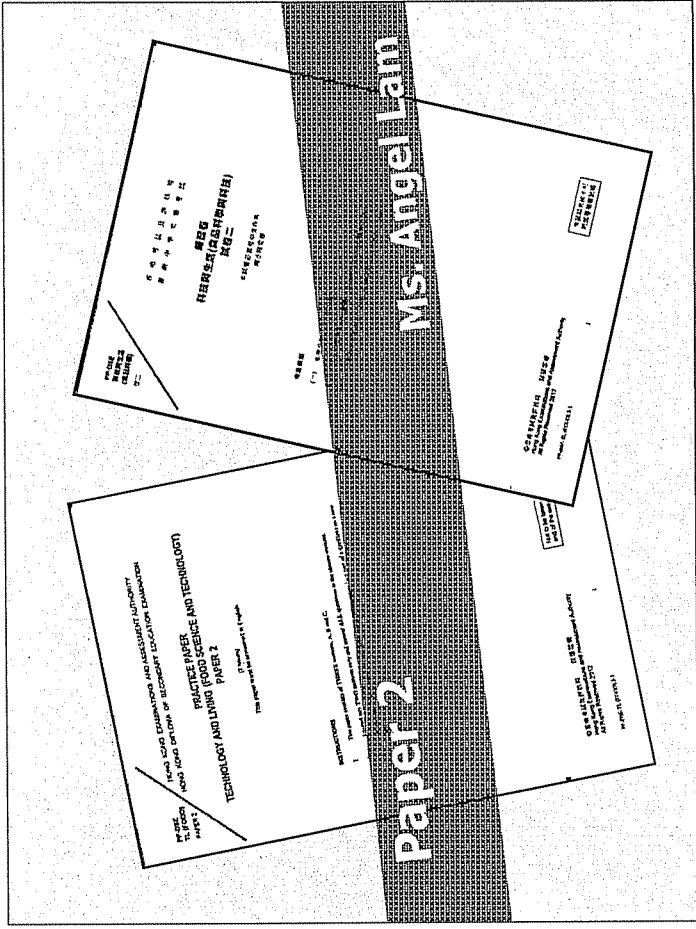
5c 炒菜

Thank You!

Briefing Session on TL Practice Paper 24-2-2012



**St. Clare's Girls' School
Ms. Eva Chung & Ms. Angel Lam**



Understand the 'Question / Action Word'

- Identify
- What / Which
- Describe
- Sketch
- Label
- Specify
- Evaluate
- Why / Give reasons
- Explain (how, why)/ Explain with examples
- Compare
- Discuss
- Give an account of ...
- Suggest

Understand the 'Question / Action Word'

- **Compare**
Show both the similarities and differences
- **Describe**
Write with details / elaboration in a logical sequence
- **Discuss**
Describe, giving details and explaining the statements / reasons / arguments for and against it

Understand the 'Question / Action Word'

- **Explain**
interpret / elaborate in detail
terminologies / process(es) / properties /
functions / theories / with reasons,
justifications if applicable

5

Understand the 'Question / Action Word'

- **Give an account of**
A **personalised** structured description /
narrative / analysis of an issue (or some
issues) / event(s) over a specified period
of time with precise and concise details /
elaboration

6

Structure for Long Answers

- Introduction
- Main body
 - coverage – different perspectives / dimensions / levels
 - appropriate paragraphing (with topic / leading sentence if applicable)
 - indication of sequence (e.g. chronological order)
 - suitable elaboration
 - support with reasons / examples / evidence / justifications (accuracy)
 - suggestions / recommendations if applicable
- Conclusion / concluding remarks

7

考生須知

- (一) 本卷分甲、乙、丙三部。
- (二) 考生只須選擇答任何兩部，並回答所選部內的所有問題。
- (三) 答案寫在答題簿上，每題(非指分題)必須另起新頁作答。

INSTRUCTIONS

1. This paper consists of **THREE** sections, A, B and C.
2. Attempt any **TWO** sections only and answer **ALL** questions in the chosen sections.
3. Write your answers in the Answer Book. Start each question (not part of a question) on a new page.

Section A Food Culture Question 1a

1. (a) 為什麼有些中國人家庭會於農曆新年前夕吃年夜飯? (2分)

Why do some Chinese families have dinner gatherings Lunar New Year's Eve? (2 marks)

Satisfactory

Majority of students are able to state 'reunion' as a main reason
Some students also highlight 'celebration' as another reason

9

Hints for students:

- Read questions more carefully to take note of the terminology / theories mentioned (if applicable)
- Note the mark allocation for each sub-questions

Student A

Section A

(a) First, Lunar New Year is an important festival.

Only ONE reason given.
...reunion will gather

for reunion. Secondly, they will have gatherings to show their love care to the relatives.

Student B

It is because the dinner had a meaning of reunion of the family reunion.

TWO reasons given.
...want to celebrate this

happy day and share joys together.

11

Section A Food Culture Question 1b

- (b) 寫出三種常用於農曆新年菜式中的材料，並解釋它們的象徵意義。(6分)

Explain the symbolic meanings of three ingredients that are commonly used in dishes served during Lunar New Year. (6 marks)

- Satisfactory
- Students show clear understanding of symbolic meanings
- Some students mix up the term of 'ingredient' and 'dish' and thus provide an incorrect answer

12

Student A

The three ingredients that are incorrect naming of 'Dumplings' as an ingredient which is actually the name of a dish
 - Able to name two ingredients and their related symbolic meanings correctly
 meaning of richness and abundance.

Student B

Correct naming of ingredients and symbolic meanings except an incorrect way of writing the Chinese character which should be 「髮菜」

13

Section A Food Culture Question 2a

2. (a) 比較京菜和粵菜的不同之處。

(8 分)

Compare the differences in the cuisine of Beijing and Guangzhou. (8 marks)

- Satisfactory
- Some students show systematic comparison and explanation between the cuisine of Beijing and Guangzhou
- Some students describe the specific features of Beijing and Guangzhou without comparison.

14

Student A

There are differences in the cuisines of Beijing and Guangzhou. It can be compared the differences in the aspect of ingredients use, cooking way, emphasis and the geographical location.

First, for the ingredients use, the ingredients use of Beijing and Guangzhou cuisines are very far. For Beijing, the ingredients mostly used are meat, especially however, for Guangzhou cuisine, the ingredients used are mainly seafood and shellfish. The ingredients used in this two types of cuisines are different.

Repeated points, but further explain

Second, for the cooking ways. The Beijing cuisine used roasting, braising, frying and other methods. However, for Guangzhou cuisine, the cooking methods

used are roasting, stir-frying, steaming. The Guangzhou cuisine used stir-frying to become this parallel way

2

Think, for the writing emphasis, it is more stressed on also and clearly and the emphasis. For example, the Peking duck. However, for Guangzhou cuisine, it is more attention in the freshness and hygiene. For example, the fish.

2

Moreover, for the geographical location, for Beijing, as it is located in the inner area, therefore the main ingredients in cuisine are meat, poultry, etc. For all Beijing cuisine also include various types of seafood and other types of fish.

2

For example, for Guangzhou cuisine, it is more attention in the freshness and hygiene. For example, the fish.

15

- Hints for students:
- Identify the areas / aspects for comparison e.g. climate, flavour, etc.
 - For each identified area / aspect, specify each similarity (if applicable) / difference in a parallel way, i.e. within the same paragraph / using a table (if applicable)

Student B

a) Beijing is a complete comparison as the answer only highlights that mooncakes is a staple food of Beijing without any reason. The staple food in Guangzhou has not been mentioned. Things are popular in Guangzhou.

Student C

粵菜在地理上是沿海地區，而北京是北方地區。
 Characteristics of cuisine in Guangzhou have been provided with good explanation.
 No comparison have been made with Beijing in this paragraph.

Section A Food Culture Question 2b

(b) 食品生產商怎樣改良傳統月餅以迎合消費者對健康的關注？ (3分)

How can food manufacturers modify traditional mooncakes to address the health concerns of consumers. (3 marks)

- Good
- Majority of students are able to analyse and apply their knowledge on nutrition and suggest suitable modifications that are backed up by good reasons

Student A

Manufacturers can use less egg yolk, or use more protein powder or replace egg yolk with vegetable oil to make a healthy food choice.

Also, the demand for yolk contained can provide 3 modifications shown clearly. Using less sugar in the mooncakes, and designer or mini-size mooncakes will target the consumer who consume excessive energy intake from traditional mooncakes. It is noted the consumer has a concern to consume less sugar and address health concerns.

Student B

The modifications focus mainly on reducing fat content and cholesterol. Mooncake which is less fat, oil and cholesterol and it is comparatively more healthy than the traditional mooncakes. They have not use salted egg yolk which is high cholesterol in the snow mooncake.

Section A Food Culture Question 3

3. 下表為一所中學的午餐餐單

餐單 A	餐單 B	餐單 C
雞肉漢堡包 芝士焗青口 青瓜塊 朱古力櫻桃曲奇 無糖麥麵包 牛奶或豆奶	千島醬雞肉漢堡包 豉浸青豆和胡蘿蔔 香蕉 草打芝士薯條 發酵麥麵包 朱古力奶	忌脷雞湯 蘋果醬火雞三文治 新鮮小胡蘿蔔 無糖全麥麵包 豆奶

以上哪一款午餐適合以下學生？就每個選擇分別舉出兩個原因。

- (a) 伊斯蘭教學生
 (b) 猶太教學生

3. The following table shows a secondary school's lunch menu.

Menu A	Menu B	Menu C
Chicken Burger Baked Mozzarella Mussels Cucumber Chunks Chocolate Cherry Cookies Unleavened Bread Milk or Soya Milk	Pork Patty Burger with Thousand Island Sauce Pickled Peas and Carrots Banana Cheddar Potato Chips Yeast Fermented Wheat Bread Chocolate Milk	Cream of Chicken Soup Turkey Sandwich with Apple Sauce Fresh Baby Carrots Unleavened Wholemeal Bread Soya Milk

Which of the above menus is suitable for the following students? Give two reasons for each of your choice
Islamic students (3 marks)
Jewish students (3 marks)

Satisfactory

Students show understanding of the related religious practices in evaluating the menus
 Many students are able to identify which ingredients / dishes in the menus are not suitable for Islamic / Jewish students and explain with appropriate reasons

Section A Food Culture Question 4

試論香港在過去二十年的大都會飲食文化。(15分)

Give an account of Hong Kong's cosmopolitan food culture in the past two decades. (15 marks)

Fair

Some students provides describe the development in the 90s which are give an account past two decades = 1992-2012, not 1900-2010 only describe the current food culture in HK, without further explain the influencing factors

Student A

3(a) Menu A is suitable for Islamic students.

Menu B contains items are haram in Islam. Thumping, Chicken

burger is suitable for Islam. Straw, Cattle, Tea and Semolina

Menu C is suitable for Islam. Milk or Soya Milk is a good choice.

Able to specify why Menu A is suitable that pork is not suitable

22

Hints for students:

- underline key words in the question
e.g. food culture, Hong Kong, cosmopolitan, past two decades
- (insert slide on structure of long answers on next page, powerpoint sent earlier on)

Student A

4. 香港飲食文化隨著時間的改變，包括飲食的進口及來源地，漸趨多元，食物營養分析及飲食模式，首先，現時的科技發展，包括食物保存及加工等。

Food technology

With an introduction and highlight the areas to be discussed with sequence

Explanation / elaboration with suitable examples e.g. transport and storage

Food to indicate question no. within the limits and not outside the margin lines

Student A

隨著經濟發展，人們對健康的關注，營養學的發展，營養分析，有所關注。

Continual explanation / elaboration of different aspects

With suitable examples e.g. eating pattern, environmental issues, health concerns

Environmental issues

Health issues

Student A

此外，香港飲食文化越趨多元，包括日本、韓國、而全球各地的菜式，例如日本、韓國、

Globalization

Scientific and technology

Continual explanation / elaboration of different aspects with suitable examples e.g. diversification, technology

Student B

Globalization food culture in Hong Kong has been decided it rapidly developed.

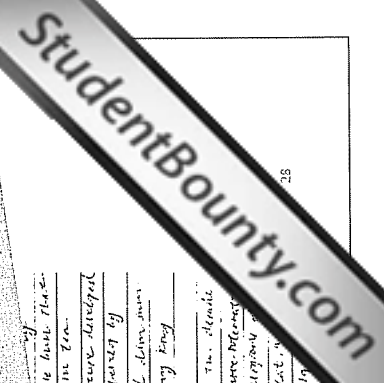
Firstly, since Hong Kong has rapid development, the people is hard to eat in order to eat it. They likely to have combined food, it cause the food that culture is really friendly.

Also, since there are international city, the food culture is influenced by foreign countries. Firstly, the western food culture of having more eating is influenced Hong Kong. Hong Kong were having more meat than vegetables dishes in past two decades, and cause the health condition people like to eat more fat. For example, like The Fat Duck, the dishes was inspired by the unique ingredients of Hong Kong.

Only give some classic examples of HK cuisine

Firstly, people have these dishes, like the restaurant, the Chinese restaurant, also having the influence of Chinese cuisine. The restaurant sold dim sum and some traditional Chinese dishes, made made Hong Kong food culture more diversified.

For example, the food culture in past few decades also change according to the city. There are more people come to Hong Kong, having different culture and religion people. The religious had more contribution to food they eat. For example, the people who eat meat, they eat meat.



Section B Food Science and Technology
Extended Study Question 5

Give two physical properties of eggs which explain their wide use in the preparation and cooking of different dishes. Explain your answer with examples. (6 marks)

Student A

5. First, eggs are used for emulsification. It helps to mix water and oil together. In this way, it can emulsify ✓ water and oil together and thus they will not separate easily. One example is mayonnaise, which can be used in making salads. ✓

3

Section B Food Science and Technology
Extended Study Question 7

7. In an experiment on the inhibition of enzymatic browning for apples, apples were cut with a stainless steel mechanical cuber, then were then divided into 3 equal portions, labelled as Samples A, B and C. After the following treatments, the samples were then exposed in the air for sixty minutes. The results are tabulated below:

Sample	Treatment	Exposure time		
		5 min	10 min	20 min
A	No treatment	++++	++++	++++
B	Soaked in tap water	+++	+++	++++
C	Soaked in a mixture of tap water and lemon juice (volume ratio 1:1)	-	-	+

- “+” degree of intensity of browning
“-” no observable browning
- (1 mark)
(1 mark)
(2 marks)
(4 marks)
- (a) What is the purpose of setting up Sample A?
(b) Suggest one other food item and one browning inhibitor to replace the apple and lemon juice used in the above experiment.
(c) Discuss the differences in the intensity of the browning between Samples B and C.

Good
Many students show thorough understanding of the principles of enzymatic browning

Section B Food Science and Technology
Extended Study Question 6

Explain how canning can provide an extended shelf life for food stored at room temperature. (3 marks)

Student A

1.) Firstly, before sealing the can, the air is removed from the can before sealing is the environment. This air is removed from the can before sealing is the environment. If the can is not suitable for the growth of bacteria. Lastly, preservatives have been added to prevent the food inside to go off.

Able to explain the purpose of sterilization when carrying out the canning process

Section B Food Science and Technology
Extended Study Question 7(a) and 7(b)

Well answered

7(a) Soaking up sample A is a control to compare different effects happened in different situation.
7(b) Pear can be used to replace apple. Vinegar can be used to replace lemon juice.

**Section B Food Science and Technology
Extended Study Question 7(c)**

Student A

(c) The intensity of the browning of Sample B is higher than that of the Sample C.

The water-soluble Vitamin C in apple leeches to the tea water so as to prevent rapid oxidation.

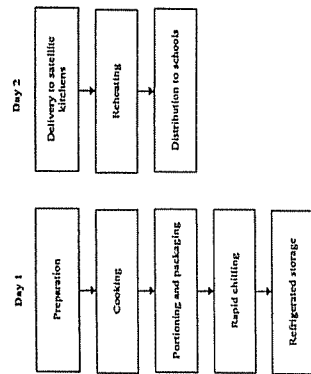
Show deep understanding of the causes of reaction with appropriate justification

Iron can dissolve in the water and cause oxidation and enzymatic browning. The temperature of the tea water doesn't inhibit the action of the enzymes and hence the enzymatic browning continues.

**Section B Food Science and Technology
Extended Study Question 8**

• Good
• Students are able to analyse the information and apply their knowledge of CCPs to provide appropriate answer

5. The following flow chart shows the sequence of school lunch box production of a canteen using a cook-chill process.



(a) Identify three critical control points (CCPs) from the above flow chart. Give reasons to support your answer. (6 marks)
(b) What are the principles of the cook-chill process? (3 marks)

Student A
(cont'd)

Sample C is soaked in the mixture of the fresh lemon juice and water, where vitamin C is high in the lemon juice and act as an antioxidant. Besides, the acidity of the lemon juice inhibits the action of enzymes therefore enzymatic browning and oxidation is inhibited. Result as the lowest degree of intensity of browning and even no browning in Sample C.

Student A

Q8 (a) Explain precisely with necessary details e.g. temperature with degrees

The first CCP in the cooking process is the temperature of the food. The second CCP is the refrigerated storage. The food should be kept in a fridge at 4°C or below to inhibit the microorganism. Otherwise, bacteria may grow actively. Thus, even heating the food. The third CCP is the reheat process. The food should be reheated at high temperature, at least to kill bacteria which grow up during the delivery stage.

Student B

Q8 (b) Asks for the principles of cook-chill process but the answer states the aims

The cook-chill process aims to maintain the texture, flavour and nutritive values of the food while chilling the food under a low temperature.

Student A

1. Food additives are widely used in food industries because of the following reasons.

First, it helps to maintain product consistency. During the manufacturing process, by adding some food additives, the product consistency can be maintained. For instance, by adding emulsifier into water and fat, they could be mixed together and therefore this can be applied to mayonnaise. Also, acidity controlling agents into the table salt can prevent the table salt from becoming lumpy, and caking. Thus, the product consistency can be maintained.

Second, it helps to enhance sensory characteristics. For instance, colouring is important food additive. It is because during manufacturing food products, colours may be lost. Adding colours into a food product can increase its attractiveness and make it more appealing to consumers. By adding red colour into strawberry sweets/candies, it shows that it is strawberry-flavoured. Another thing is flavouring. For example, M&S (mono-sodium glutamate) can help enhance the flavour and helps to bring out the flavour in the food so it is used to enhance flavour. Other additives such as antioxidants that prevent the food from becoming rancid are also used to enhance

Section B Food Science and Technology
Extended Study Question 9

Why are food additives widely used in food industries? Explain your answer with examples. (15 marks)

• Good Students show good understanding of the various types of food additives and their uses in food industries. Some students show good writing skills in answering long questions. Answers are presented systematically with coherence

Student A (cont'd)

Third, it helps to improve the nutritional value. Some nutrients in a food may be lacked. Therefore, by adding/fortifying the food, the nutritional content may be improved. For example, calcium can be added into orange juice so that calcium limited in orange juice can be provided by adding it into the orange juice. In this way, the fortified food will become richer in nutritional contents. Thus, it can be more appealing to health-conscious people.

Fourth, shelf-life of food can be extended. For instance, antioxidants added in food rich in fat content can prevent the food from becoming rancid easily. Some antioxidants are added in packages of potato chips, to prevent the potato chips from becoming rancid early thus shelf-life could be extended. This can also help to prevent the off-flavour in food so as to minimize risk of food poisoning.

Student B

9.) Nowadays, we can hardly find a food product without the use of any additives. There are a number of reasons why the food manufacturers have to use them.

Firstly, additives can maintain food consistency, either a period of time, some food property may change naturally. For example, stabilisers are added to drinks to prevent it from drying up or sinking. Anti-caking agents are added to powder (e.g. milk powder) to prevent the formation of lumps when moisture is present.

Secondly, consistency of flavour & colour of food can be kept. After food processing and with the change of seasons, the colour and flavour of materials may vary, in order to keep the consistency of their products in every batch, they use ^{flavourings} and colourings to adjust the products. For example, colourings and flavourings are added to strawberry yoghurt as the taste and colour of strawberries vary over time, over seasons.

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Student B (cont'd)

They can also enhance food safety as preservatives are added to the products, they will not give off easily and reduce the risk of food poisoning.

All in all, food additives give lots of advantages to the food product as a cheap cost than lots of factories apply the use of it.

43

Student B (cont'd)

Moreover, the shelf life of the products can be extended. As preservatives and stabilisers are added, the food will not give off easily and thus the shelf life can be extended. Consumer can consume the food within a longer period of time and the manufacturers' cost can be reduced.

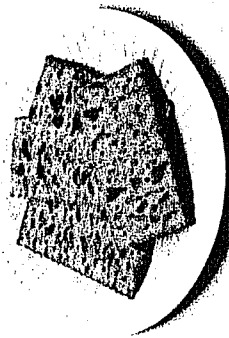
On top of that, additives can enrich the moisture value of food. To compare to the market, it would be better to be more healthy and to reduce the fat contents, additives can be used.

For example, milk are fortified with extra calcium to be more appealing to consumers.

Food additives can also give leavening to food. Bicarbonate of soda is added to lots of baking items to act as a raising agent, without it there is no gas to stretch the products and unable to give a spongy texture or to achieve the desired appearance for the product.

42

Section C Food Product Development Question 10a



上面顯示X公司新近研製的一款餅乾。試為下列各項建議一個感官描述用語。(3分)

- (i) 質感
- (ii) 味道
- (iii) 外觀

A new type of cracker has been developed by Company X as shown above. Suggest one sensory descriptor for each of the following:
i.) texture ii.) flavour iii.) appearance (3分)

Good

Most of the students suggest appropriate descriptors

Student A & B

1 (i) crispy
 (ii) soft
 Most of the students suggest appropriate descriptors
 1 (i) 酥的
 (ii) 軟的

Section C Food Product Development Question 11

品公司將研製一款適合長者的小食。就「4Ps」而論，該公司在擬定市場計劃時感些什麼？ (4分)

snack targeting the elderly market is to be developed / a food company. What should be considered in formulating this company's marketing plan regarding the 4Ps? (4 marks)

Good
Most of the students are able to name and explain the 4Ps
Many students also apply the 4P theory to this specific case and back up their suggestions with sound reasons and examples.

Section C Food Product Development Question 10b

(b) Y公司研製了一款類似的餅乾與X公司競爭。描述一種合適的感官測試方法供Y公司使用。(2分)

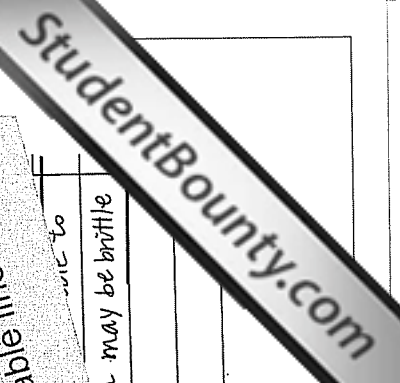
Company X has developed a similar product to compete with Company X. Describe an appropriate sensory test to be used by Company Y. (2 marks)

- Fair
- Some students select and suggest the appropriate test with correct spelling
- Some students only describe briefly without naming the appropriate test

Student A

11. First, the price. They should consider the price of the snack targeting the elderly. The price should not be too expensive for the elderly to afford as they do not have much money. Thus, they may not be able to afford it.
 Second, the texture. The snack should be soft and easy to eat.

Apply "4Ps" theory and explain clearly with examples
 Each point presented in separate paragraphs with suitable line spacing
 Legible writing and presentation with suitable line spacing
 Each point presented in separate paragraphs with suitable line spacing
 Legible writing and presentation with suitable line spacing



Student A

Third, for the place, the food should be sold in small stores or large supermarkets, as elderly usually spend their leisure time hanging around the stores or supermarkets. Placing the products there are more easily to be noticed by elderly as they have many time to hang around.

Fourth, for the promotion, the food can be promoted through radio as elderly usually listen. Moreover, it can be promoted through places / organisations. Demonstrate in depth and explain clearly. Apply "4Ps" theory and explain clearly with real life situations. Synthesise theory with real life situations.

Section C Food Product Development Question 12(a)

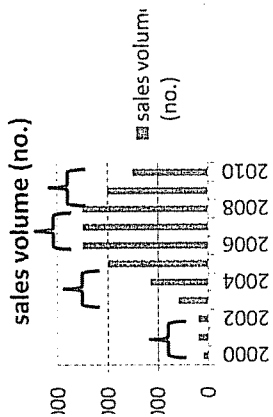
12. 食品公司一般會為其食品 and 飲品的銷售量作紀錄存檔。
(4) 建議為甚麼一間公司須持續跟進銷售紀錄及該等資料可如何運用。(2分)

Food companies generally keep records of the sales volume of their food and beverage items.
a. Suggest why a company needs to keep track of its sales record and how these data can be used. (2 marks)

- Satisfactory
- Most students are able to provide at least one appropriate reason with some elaboration

Section C Food Product Development Question 12(b)

Graph A below shows sales volume of a food item. Identify and explain various stages of the product life cycle of the item between 2000 and 2010. (9 marks)



- Good
- Many students are able to analyse the data and identify all the stages
- Some students show thorough understanding of the characteristics of each stage and explain systematically
- Some students mix up the characteristics of the 'introduction' and 'growth' stage

Student A

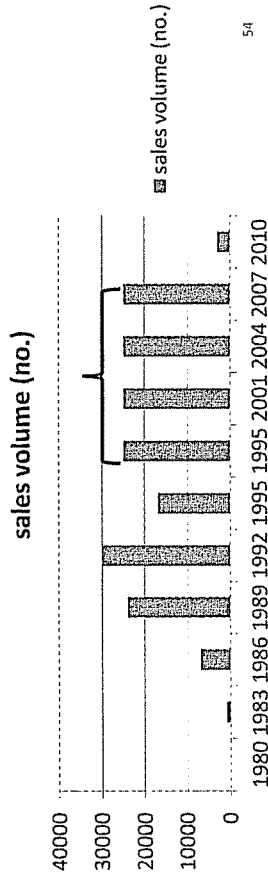
Life cycle refers to the five stages: "Development", "Growth", "Maturity" and "Decline". It can be seen that from 2000 to 2002, sales are very low because consumers are still not that familiar to the product. Advertisements are needed to do that promotion in order to increase the sales volume of the product. From 2003 to 2006, it can be identified as the "growth" of the food item. We can see a rapid growth in sales from 2000 to 2010, showing that consumers are buying the food item. The price of food products is starting from 2006 until 2008, it will be the "maturity" stage of the food item. The sales of the food item is kept at the same level with not much changes. Applying that consumers have already get used to consuming the food item and it becomes the early to mature of buying it. Not much advertisements (plans) needed to promote the product. Starting from 2009 to 2010, sales decrease due to saturation of the market. There may be other substitutes for the food item and the food item may not be competitive.

Identify and explain clearly the characteristics of different stages

Section C Food Product Development Question 12

c.i. Graph B below shows the sales volume of a beverage item produced by a company. Suggest reasons for the sales volume of the beverage item remaining steady from 1998 to 2007. (3 marks)

- Satisfactory
- Some students misunderstand that steady sales imply the product is at 'decline' stage



Student B

1. 2000年至2002年產品銷路剛起所以銷售量暫時下降
 這段時間之產量是相對較低之數目，
 2003年至2006年是對數目增加，
 銷售量增加，所以不致下降。
 Student is able to describe the data but
 without interpretation. 2003年至2010年是
 相對穩定的產量。

Student A

c.i.i) There are several reasons regarding the steady sales of the beverage item from 1998 to 2007. Firstly, the company of this beverage item may have a good image. For instance, the products of this company have quality assurance like ISO 9000. As a result, consumers have confidence towards the beverage item. Secondly, the company has ~~been~~ good promotion towards the beverage item. As a result, consumers will not easily forget this item. Moreover, with time gone, consumers may build loyalty towards the product. They are less willing to change their habits of buying the other products.

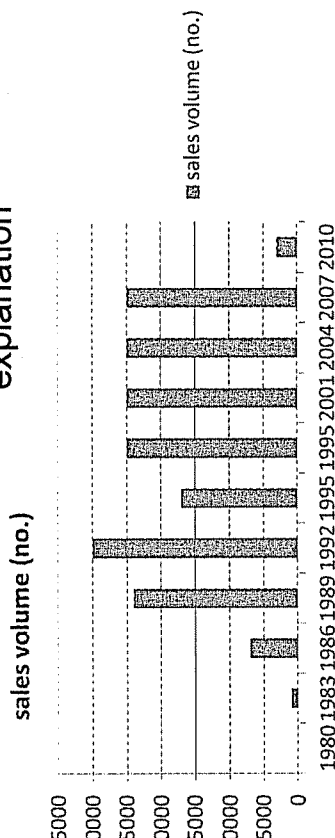
Student B

i) During that period of time, the beverage is constantly needed in the market. The beverage has also built up a brand loyalty and consumers have confidence in the beverage. Therefore, most of the students are able to state 'loyalty' but not other relevant points.

Section C Food Product Development Question 12

ii. What strategies can the company adopt to increase its current sales? (2 marks)

- Good
- Many students are able to suggest appropriate strategies with brief explanation



57

Student B

The... company...
Student not able to relate the theory to the product.
How to improve the product, what to be modified?

...to improve the product, what to be modified?
How to improve the product, what to be modified?
...improvements or modifications on average item. This may help to increase the current sales.

Student C

The company can lower the price of the product to attract more people to buy it.
Student not able to state the points with appropriate elaboration.
... advertisement should be ... we people about the discount.

59

Student A

(ii) The company can modify the product, such as add new flavour or change the package so as to attract new customers.
Also, the company can promote the product through advertisement so as to attract customers to buy.

58

Section C Food Product Development Question 13

試討論當前的市場趨勢怎樣影響食品製造商的研究與開發方向。試舉例解釋。(15分)

Give an account of how the current market trends influence the research and development direction of a food manufacturing company. Explain your answers with examples. (15 marks)

Hints for students:

- Have systematic presentation with both introductory and conclusion paragraph.
- Have appropriate paragraphing with sequencing words, e.g.: first, second, third...
- Have clear indication of main point

There are three factors that have influenced the development of the food packaging industry. They are: **Student A** 1. **Technological Advancements**: The development of new materials and processes has led to the creation of more durable and effective packaging. 2. **Consumer Demand**: The growing awareness of food safety and health has led to a demand for more hygienic and protective packaging. 3. **Environmental Concerns**: The need to reduce waste and use sustainable materials has led to the development of biodegradable and recyclable packaging.

These factors have influenced the development of the food packaging industry in the following ways: 1. **Technological Advancements**: The development of new materials and processes has led to the creation of more durable and effective packaging. 2. **Consumer Demand**: The growing awareness of food safety and health has led to a demand for more hygienic and protective packaging. 3. **Environmental Concerns**: The need to reduce waste and use sustainable materials has led to the development of biodegradable and recyclable packaging.

additional health benefits. For example, probiotics are live cells that help maintain the digestive system and boost the immune system. Other health benefits include the use of natural preservatives like vinegar and salt, which help extend the shelf life of food without the use of synthetic chemicals. The food packaging industry is also focusing on creating more sustainable and eco-friendly packaging solutions, such as using recycled materials and biodegradable plastics.

All four influencing current market trends explained with clear examples and indications. Systematic presentation with introductory paragraphing and appropriate paragraphing. **Communication:3**