

Commentary on candidate evidence

The evidence for these candidates has achieved the following marks for each question of this course assessment component.

Candidate 1

The candidate was awarded **35 marks**.

Question 1 (10 marks available)

Evaluate the role of product testing, marketing plan and product launch on the development of a new food product.

The candidate was awarded **10 marks** because the candidate made evaluative points related to how a food manufacturer could use product testing, marketing plan and product launch to develop a new food product in the following ways:

- ◆ **1 mark** awarded at 'when launched', as this was an evaluative point linked to **product testing**.
- ◆ **1 mark** awarded at 'accordingly', this was another evaluative point linked to **product testing**.
- ◆ **1 developed mark** awarded at 'high', this was a developed point linked to the point above and linked to the same issue.
- ◆ **1 mark** awarded at 'launched', this was another evaluative point linked to **product testing**.
- ◆ **1 mark** awarded at 'money', this was an evaluative point linked to **marketing plan**.
- ◆ **1 mark** awarded at 'popularity', this was an evaluative point linked to **marketing plan** but it is linked to a different marketing strategy.
- ◆ **1 mark** awarded at 'targets', this was an evaluative point linked to **marketing plan**.
- ◆ **1 mark** awarded at 'met', this was an evaluative point linked to **product launch**.
- ◆ **1 mark** awarded at 'good', this was an evaluative point linked to **product launch**.
- ◆ **0 marks** awarded at 'sell', this was a repeat of the previous point.
- ◆ **1 mark** awarded at 'high', this was an evaluative point linked to **marketing plan**.

Question 2 (10 marks available)**Explain the role of minerals in the diet of the elderly.**

The candidate was awarded **10 marks** because the candidate made points that make clear the relationship(s) between a relevant function of the mineral and its role in the diet in the following ways:

- ◆ **1 mark** awarded at 'fall', this explanation makes clear the relationship between the function of **calcium** and the role specifically related to the elderly.
- ◆ **1 mark** awarded at 'osteoporosis', this explanation makes clear the relationship between a different function of **calcium** and the role specifically related to the elderly.
- ◆ **1 mark** awarded at 'tired', this explanation makes clear the relationship between the function of **iron** and the role specifically related to the elderly.
- ◆ **1 developed mark** awarded at 'anaemia', for linking to the same nutrient, and further explaining the function specifically linked to the needs of the elderly.
- ◆ **1 mark** awarded at 'die', this explanation makes clear the relationship between a different function of **iron** and the role specifically related to the elderly.
- ◆ **1 mark** awarded at 'weight', this explanation makes clear the relationship between the function of **iodine** and the role specifically related to the elderly.
- ◆ **1 developed mark** awarded at 'disease', for linking to the same nutrient, and further explaining the function specifically linked to the needs of the elderly.
- ◆ **1 mark** awarded at 'easier', this explanation makes clear the relationship between a different function of **iodine** and the role specifically related to the elderly.
- ◆ **1 mark** awarded at 'stroke', this explanation makes clear the relationship between the function of **sodium** and the role specifically related to the elderly. For this mark we have started to mark the answer from when the candidate talks about sodium. **This is a minimal response.**
- ◆ **0 marks** awarded at 'attack', this is a repeat of the previous response.
- ◆ **1 mark** awarded at 'phosphorus', this explanation makes clear the relationship between the function of **phosphorous** and the role specifically related to the elderly.
- ◆ **0 marks** awarded at dentures, this was not specifically linked to the question.

Question 3 (10 marks available)**Analyse the influence of food packaging and labelling on consumer choice.**

The candidate was awarded **8 marks** because the candidate was able to identify relevant points of information about the possible influence of food packaging and labelling on consumer food choice, the relationship(s) between these points, and their significance when taken together in the following ways:

- ◆ **1 mark** awarded at 'high', this response clearly identified '**colourful and eye-catching**' as a relevant point of information on **food packaging** and was able to clearly analyse the significance of this on consumer food choice.
- ◆ **0 marks** awarded at 'is', this is not a point of analysis.

- ◆ **1 mark** awarded at 'mess', this response clearly identified '**breaking and spilling**' as a relevant point of information on **food packaging** and was able to clearly analyse the significance of this on consumer food choice.
- ◆ **1 developed mark** awarded at 'recycled', this was a further analysis linked to the same point of information linked to **food packaging**.
- ◆ **1 mark** awarded at 'option', this response clearly identified '**traffic light labelling**' as a relevant point of information in relation to **food labelling** and was able to clearly analyse the significance of this on consumer food choice.
- ◆ **0 marks** awarded at 'normally', as it was felt this was not a developed point of analysis.
- ◆ **1 mark** awarded at 'healthier', this response clearly identified '**information on packaging**' as a relevant point of information on **food packaging** and was able to clearly analyse the significance of this on consumer food choice.
- ◆ **1 mark** awarded at 'cooking', this response clearly identified '**cooking instructions**' as a relevant point of information in relation to **food labelling** and was able to clearly analyse the significance of this on consumer food choice.
- ◆ **1 mark** awarded at 'product', this response clearly identified '**number of portions**' as a relevant point of information in relation to **food packaging** and was able to clearly analyse the significance of this on consumer food choice.
- ◆ **1 mark** awarded at 'constipation', this response clearly identified '**nutritional information**' as a relevant point of information in relation to **food labelling** and was able to clearly analyse the significance of this on consumer food choice.
- ◆ **0 marks** awarded at 'version', this was not specific to the question.
- ◆ **0 marks** awarded at 'cancer', this was not specific to the question.

Question 4 (10 marks available)

Evaluate the use of alternative proteins in the diet.

The candidate was awarded **7 marks** because the candidate was able to make evaluative points related to the potential influence of alternative proteins in the diet in the following ways:

- ◆ **1 mark** awarded at 'diverticulitis', the response was an evaluative comment related to the potential influence of alternative proteins in the diet.
- ◆ **1 developed mark** awarded at 'osteoporosis', this was a developed response linked to the point above.
- ◆ **1 mark** awarded at 'diseases', the response was an evaluative comment related to the potential influence of alternative proteins in the diet.
- ◆ **0 marks** awarded at 'properly', knowledge incorrect.
- ◆ **1 mark** awarded at 'infection', the response was an evaluative comment related to the potential influence of alternative proteins in the diet.
- ◆ **1 mark** awarded at 'together', the response was an evaluative comment related to the potential influence of alternative proteins in the diet.
- ◆ **There were no more marks awarded up until 1 mark** awarded at 'day', this response was an evaluative comment related to the potential influence of alternative proteins in the diet.
- ◆ **1 mark** awarded at 'anaemia', the response was an evaluative comment related to the potential influence of alternative proteins in the diet.