

## Candidate 2

The candidate was awarded **24 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 **9 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 'product', this was another evaluative point linked to **product testing**.
- ◆ **1 mark** awarded at 'honestly', this was another evaluative point linked to **product testing**.
- ◆ **0 marks** awarded at 'money', this point was not linked to any specific stage in the question.
- ◆ **1 mark** awarded at 'price', this was an evaluative point linked to **marketing plan**.
- ◆ **1 mark** awarded at 'slightly', this was an evaluative point linked to **marketing plan**.
- ◆ **1 mark** awarded at 'product', this was an evaluative point linked to **marketing plan**. **This is a minimal response mark.**
- ◆ **1 developed mark** awarded at 'sales', this was a developed point linked to the point above and linked to the same issue.
- ◆ **0 marks** awarded at 'out', this point was not linked clearly enough to the question.
- ◆ **1 mark** awarded at 'money', this was an evaluative point linked to **marketing plan**.
- ◆ **1 mark** awarded at 'adjustments', this was an evaluative point linked to **product launch**.
- ◆ **1 developed mark** awarded at 'sell', this was a developed point linked to the point above and linked to the same issue.

### Question 2 (10 marks available)

**Explain the role of minerals in the diet of the elderly.**

The candidate was awarded **2 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 of the elderly in the following ways:

- ◆ **0 marks** awarded at 'infection', response refers to protein which is not a mineral.
- ◆ **1 mark** awarded at 'broken', this explanation makes clear the relationship between the function of **calcium** and the role specifically related to the elderly.
- ◆ **1 mark** awarded at 'anaemic', this explanation makes clear the relationship between the function of **iron** and the role specifically related to the elderly.

- ◆ **0 marks** awarded at 'folic acid', response refers to folic acid which is not a mineral.
- ◆ **0 marks** awarded at 'off', response refers to carbohydrates which is not a mineral.
- ◆ **0 marks** awarded at 'obesity', response refers to protein again which is not a mineral.
- ◆ **0 marks** awarded at 'osteomalicia', response is linked to vitamin d and not specific for calcium which is the mineral.

### 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 'expensive', this response clearly identified '**bio-degradable 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 developed mark** awarded at 'again', this was a further analysis linked to the same point of information linked to **food packaging**.
- ◆ **1 mark** awarded at '**sales**', this response clearly identified '**plastic or cardboard covering**' 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 'sales', this response clearly identified '**colourful 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 'selling', this response clearly identified '**barcode**' 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 'aware', this response clearly identified '**nutritional tables**' as a relevant point of information on **food packaging/labelling** and was able to clearly analyse the significance of this on consumer food choice.
- ◆ **1 mark** awarded at 'future', this response clearly identified '**ingredients list**' as a relevant point of information on **food packaging/labelling** and was able to clearly analyse the significance of this on consumer food choice.
- ◆ **1 mark** awarded at 'fixed', this response clearly identified '**origin**' as a relevant point of information on **food packaging/labelling** and was able to clearly analyse the significance of this on consumer food choice.
- ◆ **0 marks** awarded at 'product', as the response was not linked to the question.

**Question 4 (10 marks available)****Evaluate the use of alternative proteins in the diet.**

The candidate was awarded **5 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 'disease', the response was an evaluative comment related to the potential influence of alternative proteins in the diet.
- ◆ **1 mark** awarded at 'life', the response was an evaluative comment related to the potential influence of alternative proteins in the diet.
- ◆ **0 marks** awarded at 'minerals', answer too vague.
- ◆ **1 mark** awarded at 'height', the response was an evaluative comment related to the potential influence of alternative proteins in the diet.
- ◆ **1 mark** awarded at 'increases', the response was an evaluative comment related to the potential influence of alternative proteins in the diet.
- ◆ **0 marks** awarded at 'life', incorrect knowledge.
- ◆ **1 mark** awarded at 'anaemia', the response was an evaluative comment related to the potential influence of alternative proteins in the diet.