



**General Certificate of Secondary Education
2011**

Home Economics

**Unit 1: Diet and Health
and Consumer Awareness**

[GHE11]

TUESDAY 17 MAY, MORNING

MARK SCHEME

Section A – DIET AND HEALTH

AVAILABLE
MARKS

- 1 (a) Label the following sections of the eatwell plate. (AO1)

Answers should include the following three titles in the correct sections:

Largest section:

- bread, rice, potatoes, pasta and other starchy foods.

Medium section:

- milk and dairy foods
- do not accept milk only
- dairy only can be accepted.

Smallest section:

- foods and drinks high in fat and/or sugar.

(3 × [1])

[3]

- (b) The Food Standards Agency has identified '8 tips for eating well'. (AO1)

Write down **three** of these tips:

Answers should include any **three** of the following:

- base your meals on starchy foods
- eat lots of fruit and vegetables
- eat more fish – including a portion of oily fish each week
- cut down on saturated fat and sugar
- try to eat less salt – no more than 6g a day
- get active and try to be a healthy weight
- drink plenty of water
- don't skip breakfast
- not "eat a variety of foods"
- eat 4–6 portions of fruit and vegetables is acceptable
- drink 6–8 glasses of water is acceptable.

(3 × [1])

[3]

6

Section A – DIET AND HEALTH

AVAILABLE
MARKS

2 Fruit and vegetables are an important part of the diet.

(a) Write down **four** different ways to creatively use fruit and vegetables in the diet. (AO1)

Answers may include any four of the following:

- make meals colourful and attractive by adding brightly coloured ingredients
- creatively combine ingredients, e.g. carrot and parsnips to shepherd's pie
- include favourite foods with new ones, e.g. mango and apple
- make fruit into smoothies
- add in an interesting way to the meal – e.g. in wraps, tortillas, pitta bread, add chopped up fruit to breakfast cereals
- do not accept “mix in with other foods”
- accept add more to pizza, curry, etc.
- accept “present in attractive ways”.

All other valid responses will be given credit

(4 × [1])

[4]

(b) Explain **two health benefits** for children of eating fruit and vegetables. (AO1, AO2)

Answers may include the following:

- less risk of obesity as fruit and vegetables are almost fat-free
- strengthens their developing teeth and prevents against dental caries
- high in insoluble fibre – will reduce their risk of bowel problems, constipation
- high in soluble fibre, controls blood sugar levels – will help to prevent diabetes
- fruit is high in vitamin C – helps vulnerable immune system
- antioxidant properties – reduces risk of CHD, cancers
- do not accept “leads to a healthy balanced diet”
- accept eating habits created in childhood prevents CHD or obesity, etc. in adulthood.

All other valid responses will be given credit

Must be specific to a health benefit to be awarded full marks

[1] basic explanation

[1] competent explanation

(2 × [2])

[4]

8

Section A – DIET AND HEALTH

AVAILABLE
MARKS

- 3 (a) Justify why the modifications to this recipe would be useful to someone concerned about Coronary Heart Disease. (AO2, AO3)

Justification should relate to fat, sodium or cholesterol.

- saturated fat in bacon reduced by using chicken
- saturated fat in butter reduced by using polyunsaturated margarine
- sodium in bacon reduced by using chicken
- overall fat content reduced
- fat content in cheese reduced by using low fat variety
- cholesterol is reduced by using chicken and low fat products
- margarine contains Vitamin A – anti-oxidant properties – prevents CHD

must be related to CHD for full marks to be awarded.

[0] is awarded for a response not worthy of credit

[1–2] basic justification

[3–4] competent justification

[5–6] highly competent justification

[6]

- (b) Identify **two** further changes that could be made to improve this recipe. (AO1)

Answers may include two of the following changes:

- add vegetables
- pasta – wholewheat
- salt – low sodium/herbs
- flour – wholemeal
- milk – semi-skimmed
- do not accept brown bread or brown pasta
- do not accept reduction of quantities except with “salt”.

(2 × [1])

[2]

- (c) Chicken is high-risk food. (AO1, AO2, AO3)

Discuss how salmonella food poisoning can be prevented when handling chicken.

- keep raw chicken away from cooked and ready-to-eat foods
- ensure chicken thoroughly cooked until piping hot in the middle to 70°C
- if chicken has been cooked and is being kept warm, should be kept at 63°C
- always wash hands before handling raw chicken
- if suffering from food poisoning do not handle food until 48 hours after symptoms have stopped
- accept use-by date
- accept handling properly when defrosting
- need specific temperatures for highly competent
- accept colour coding equipment.

[0] is awarded for a response not worthy of credit

[1–2] basic discussion

[3–4] competent discussion

[5–6] highly competent discussion

[6]

Section A – DIET AND HEALTH

- (d) Outline how the Environmental Health Officer protects the consumer in keeping food safe. (AO1, AO2, AO3)

Answers may address some of the following points:

- EHO Dept is authorised by local council to enforce health and safety and food legislation
- main role is to ensure high levels of food safety
- deals specifically with health matters in relation to food and drink that is unfit for consumption
- food premises can be inspected at any time without giving notice
- have power to make sure food businesses comply with food safety legislation
- do not accept training.

All other valid responses will be given credit

[0] is awarded for a response not worthy of credit

[1] basic outline

[2–3] competent outline

[4] highly competent outline

[4]

18

AVAILABLE
MARKS

Section A – DIET AND HEALTH

AVAILABLE
MARKS

4 Young women are at risk of developing osteoporosis in later life.

(a) Suggest **two** pieces of advice other than diet that should be followed to reduce the risk of osteoporosis. (AO1)

Answers may address some of the following points:

- avoid smoking
- reduce alcohol intake
- take up some weight-bearing exercise
- ensure “peak bone mass” is achieved
- do not accept family history unless linked to lifestyle advice
- do not accept supplements
- accept sunlight – source of vitamin D
- accept “check if medication affects bone mass”.

(2 × [1])

[2]

(b) Discuss the role of vitamin D and calcium in bone health. (AO1, AO2, AO3)

Answers should include:

- vitamin D increases the absorption of calcium from foods
- calcium is important for building bones
- calcium increases bone density which increases bone mass
- food sources not relevant.

[0] is awarded for a response not worthy of credit

[1] basic discussion

[2–3] competent discussion

[4] highly competent discussion

(1 × [4])

[4]

Section A – DIET AND HEALTH

- (c) Foods such as bread and margarine have calcium and vitamin D added to them. (AO1, AO2, AO3)

Discuss **two** reasons why food is fortified.

Answers could include:

- to enrich products for individuals with special diets
- to enrich a staple food with a nutrient that it does not naturally contain
- to replace nutrients lost during processing
- to improve the nutritional status of a specific group of people
- to prevent deficiency disorders
- accept it is the law to fortify certain foods, e.g. vitamin A and vitamin D to margarine, calcium to bread
- do not accept to improve marketing appeal.

[0] is awarded for a response not worthy of credit

[1] basic discussion

[2] competent discussion

(2 × [2])

[4]

10

AVAILABLE
MARKS

Section A – DIET AND HEALTH

AVAILABLE
MARKS

- 5 Discuss the advantages and disadvantages of convenience foods on the health and lifestyle of a busy family. (AO1, AO2, AO3)

Answers may address some of the following points:

Positive

Health

- in some cases nutritive value is maximised through, e.g. freezing – peas freshly picked and frozen
- convenience jar sauces encourages the use of fresh meats, vegetables, etc.
- can check food labels to ensure unwelcome levels of fat or salt not present.

Lifestyle

- ready-made meals save time
- ease of use – some foods are ready to eat or cook
- eliminates the need for advanced skills – meal can be put together by anyone.

Negative

Health

- may be high in salt if processed
- often high in saturated fat
- sweet desserts or children's yoghurts sometimes very high in sugar
- nutritive value is often lost during processing – additives used to improve the food's sensory appeal
- may have been stored incorrectly and therefore be unsafe.

Lifestyle

- can be more expensive
- food has short shelf life so must be eaten quickly
- reduces skills
- can cause waste, therefore bad for environment
- easily stored
- smaller portion sizes
- accept expensive or inexpensive if explained.

All other valid points will be given credit

[0] is awarded for a response not worthy of credit

To be awarded Level 3 candidates must:

- include advantages and disadvantages
- include reference to health and lifestyle.

Section A – DIET AND HEALTH

AVAILABLE
MARKS

Level 1 ([1]–[3])

Overall impression: basic

- identifies and comments on a few obvious points relevant to the question
- a limited discussion applied in simple terms to the question
- quality of written communication is basic.

Level 2 ([4]–[6])

Overall impression: competent

- identifies and comments on some key points relevant to the question
- a competent discussion applied accurately to the question
- quality of written communication is competent.

Level 3 ([7]–[9])

Overall impression: highly competent

- identifies and comments on the key points relevant to the question
- a highly competent discussion applied accurately within the context of the question
- quality of written communication is highly competent.

(1 × [9])

[9]

9

Section A – DIET AND HEALTH

AVAILABLE
MARKS

- 6 Suggest and justify ways of achieving a **healthy diet** for an individual who plays a lot of sport. (AO1, AO2, AO3)

Answers may address some of the following points:

- foods from all five food groups should be taken to ensure a balanced diet
- low fat food should be eaten to avoid excess body fat
- complex carbohydrates essential to release energy slowly as needed – starch-based foods, rice, pasta, cereal products
- carbohydrate intake may need to be increased by 70% before an event to increase glycogen stores – carbohydrate loading
- protein intake does not need to be increased unless involved in heavy training
- sufficient carbohydrate must be taken to ensure protein sparing effect
- foods rich in B group vitamins – wheat, cereals, red meat, dairy products, eggs – helps the release of energy from carbohydrates
- iron intake should be high to ensure oxygen is available to muscles and to prevent tiredness
- vitamin C foods important to assist with absorption of iron
- calcium intake vital to ensure peak bone mass is achieved and bones maintain their strength for sport
- fluid balance should be maintained – more than 6–8 glasses – to replenish fluid lost by sweating
- must be related to food but not for every nutrient
- accept food diary.

* If in list or point form max marks is 6

All other valid points will be given credit

[0] is awarded for a response not worthy of credit

Level 1 ([1]–[3])

Overall impression: basic

- identifies and comments on a few obvious points relevant to the question
- a limited justification applied in simple terms to the question
- quality of written communication is basic.

Level 2 ([4]–[6])

Overall impression: competent

- identifies and comments on some key points relevant to the question
- a competent justification applied accurately to the question
- quality of written communication is competent.

Level 3 ([7]–[9])

Overall impression: highly competent

- identifies and comments on the key points relevant to the question
- a highly competent justification applied accurately within the context of the question
- quality of written communication is highly competent.

(1 × [9])

[9]

9

Total for Section A

60

Section B – CONSUMER AWARENESS

AVAILABLE
MARKS

- 7 (a) Write down **two** types of media which can be used for advertising. (AO1)

Answers may include any **two** of the following:

- newspapers
- magazines
- television
- cinema
- internet
- billboards
- transport – buses, taxis
- flyers
- sponsorship at sports events.

(2 × [1])

[2]

- (b) Explain how this symbol could influence consumers when buying a t-shirt. (AO1, AO2)

FAIRTRADE

- shows that products are sourced from producers in developing countries
- informs customers that international fair trade standards have been met
- fair prices have been paid to producers
- companies have invested in local communities
- safe and healthy working conditions
- environmental protection has been considered
- children are not exploited but may be given training or employment in controlled conditions.

[1] brief explanation

[2] competent explanation

(1 × [2])

[2]

Section B – CONSUMER AWARENESS

(c) Discuss how the following factors influence the consumer when shopping for food. (AO1, AO2)

1. Cultural

- religion
- up-bringing
- holidays
- family, friends
- trends
- beliefs
- customs.

2. Psychological

- celebrations
- advertisements
- bribe/encourage/reward
- planned/impulse buying
- emotions
- peer pressure/role models/celebrity icons
- snob appeal of buying high end products
- store layout.

[1] basic discussion

[1] competent discussion

(2 × [2])

[4]

8

AVAILABLE
MARKS

Section B – CONSUMER AWARENESS

AVAILABLE
MARKS

- 8 (a) Write down **three** barriers that may prevent an individual from being an effective consumer. (AO1)

Answers may include three barriers from the following:

- disability
- age
- ethnicity
- knowledge
- resources
- geographical
- language
- religion
- do not accept gender
- do not accept race and ethnicity together.

(3 × [1])

[3]

- (b) Discuss **two** possible consequences of not managing your money properly. (AO1, AO2, AO3)

Answers may include any **two** of the following:

- unpaid bills
- inability to manage general household expenses
- unmanageable debt
- stress related illness
- loss of home
- relationship difficulties.

All other valid responses will be given credit

[1] basic discussion

[1] competent discussion

(2 × [2])

[4]

Section B – CONSUMER AWARENESSAVAILABLE
MARKS

(c) A large number of shops offer store cards as a method of payment.

Evaluate this option. (AO1, AO2, AO3)

- safer than carrying cash
 - allows a consumer to borrow money from the card issuer to buy products
 - benefits may be offered, e.g. points/discounts/store card holder evening
 - rates of interest are often higher
 - store cards can encourage impulse buying and excessive spending
 - regular monthly payments need to be made to pay off money borrowed on the store card
 - can only be used to purchase goods in that shop/chain
 - evaluates either the store or the consumer.
- include advantages and disadvantages

[0] is awarded for a response not worthy of credit

[1–2] basic evaluation

[3–4] competent evaluation

[5–6] highly competent

(1 × [6])

[6]

13

Section B – CONSUMER AWARENESS

AVAILABLE
MARKS

- 9 (a) Evaluate the use of shopping channels as a way of buying goods. (AO2, AO3)

Answers may address any of the following points:

Advantages

- can see products being demonstrated by experts
- products can be viewed in comfort of own home
- may be entertaining
- detailed information provided
- suitable for housebound
- the price you see may not be the price you pay
- available 24/7.

Disadvantages

- persuasive selling can encourage impulse buying
- can be difficult to determine quality
- cannot try on products before purchase
- returning products that are unsuitable can be time-consuming and expensive
- have to plan to watch particular schedule.

All other valid responses will be given credit

[0–1] basic evaluation

[2–3] competent evaluation

[4] highly competent*

* Must include positive and negative comments to be awarded full marks.

(1 × [4])

[4]

- (b) Explain how the Consumer Protection (Distance Selling) Regulations 2000 protects consumers when buying goods from a shopping channel. (AO1, AO2)

Answers may include some of the following:

- protects consumers when they shop from TV, internet, telephone, catalogue or magazine
- ensures consumers receive clear information about suppliers' details – name, address
- prevents hidden charges in paying for item or delivery
- entitles customers to cancel an order within seven days from receiving the goods
- entitles them to a full refund if goods or services are not received within 30 days
- not Sale and Supply of Goods Act.

All other valid responses will be given credit

[1] basic explanation

[1] competent explanation

(1 × [2])

[2]

Section B – CONSUMER AWARENESSAVAILABLE
MARKS

(c) Describe how the magazine “Which?” supports and informs consumers. (AO1, AO2, AO3)

Answers may address some of the following points:

- monthly magazine produced by the Consumer Association
- consumers subscribe for membership
- carries out product testing and reports on a selection of goods and services
- it establishes a “best-buy” product from independent assessment
- provides a website “www.which.co.uk” which offers information on goods, services and publications
- carries out surveys and uses these to inform campaigns, e.g. unfair bank charges
- publishes books on a range of topics
- it identifies and gives awards for good practice and good products or services
- it presents podcasts to inform consumers about topical consumer related issues
- provides a legal service for members
- provides extensive advice on money management/savings/investments/credit, etc.
- Which? helpline phonecall service will give immediate advice on selecting best product or service
- Which? money helpline – impartial expert advice on everyday money issues
- Which? local – “members only” site which recommends local tradespeople, etc
- do not accept “gives consumer advice”
- make “retailer of the year” award
- makes super-complaints from large groups of consumers
- mystery shoppers to evaluate services.

All other valid points will be given credit

[0] is awarded for a response not worthy of credit

[1] basic description

[2–3] competent description

[4] highly competent description

(1 × [4])

[4]

10

Section B – CONSUMER AWARENESSAVAILABLE
MARKS

- 10** Discuss **how** marketing influences children or consumers buying goods for children. (AO1, AO2, AO3)

Answers may address some of the following points:

- use brightly coloured packaging
 - develop fun image to attract children
 - TV advertising at a time when children are watching, e.g. Saturday morning, or between children's programmes
 - use of free samples
 - endorsement by children's sports or media celebrity
 - use of cartoon character on packaging
 - product placement of children's goods on TV
 - position in store – e.g. end of aisle low shelves
 - pester power – influences adults to buy products that children want.
- All other valid responses will be given credit

[0] is awarded for a response not worthy of credit

Level 1 ([1]–[3])

Overall impression: basic

- identifies and comments on a few obvious points relevant to the question
- a limited discussion applied in simple terms to the question
- quality of written communication is basic.

Level 2 ([4]–[6])

Overall impression: competent

- identifies and comments on some key points relevant to the question
- a competent discussion applied accurately to the question
- quality of written communication is competent.

Level 3 ([7]–[9])

Overall impression: highly competent

- identifies and comments on the key points relevant to the question
- a highly competent discussion applied accurately within the context of the question
- quality of written communication is highly competent. [9]

9

Section B**40****Total****100**