HM Government

T-LEVELS

T Level Technical Qualification in Agriculture, Land Management and Production (Level 3)

Theory Exam Paper 2: Floristry Core Pathway

Sample mark scheme

September 2023 v2.1

City & Guilds

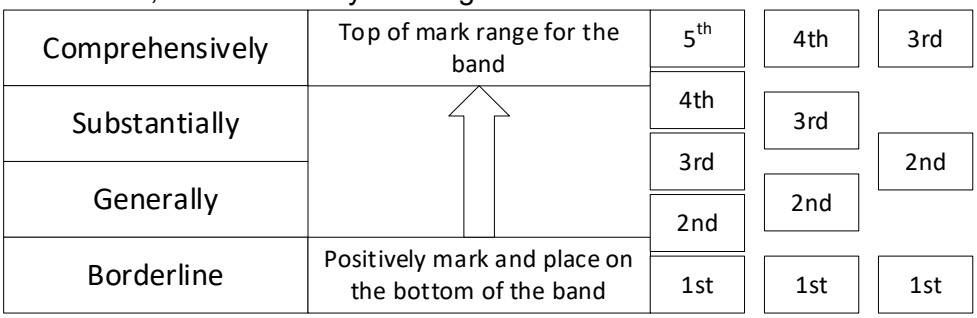
Marker guidance

Unless otherwise stated in the marker guidance for a specific question, the following conventions apply:

- All marking, from start to finish must be consistent and in line with the mark scheme guidance. Continue to refer to the mark scheme throughout marking.
- For questions that ask for a specific number of points, accept the first answers given up to the number requested eg State three… only accept the first three answers listed, and disregard any additional answers provided.
- For questions requiring continuous prose answers, mark positively – all correct answers should receive the appropriate mark according to the mark scheme. Any wrong (**but neutral**) answers should be ignored, and no marks should be lost.
- In some circumstances, it is appropriate to disallow a candidate answer that initially appears to give the correct answer as given in the mark scheme, if it is undermined by the fact that it goes on to actively **contradict** its intention. Sometimes the minimal wording used in the mark scheme allows a match that in reality is trivial and it is clear the candidate is referring to the wrong knowledge/understanding. Only the part of the response to which the contradiction applies should be disallowed, not the whole response. Material that is irrelevant/neutral but not contradictory should be ignored and positive marking applied as above.
- Use the full range of marks for a question as described by the mark scheme – eg for a 2-mark question, 0, 1 or 2 marks will always be available to award (never just 0 or 2). For levels marking, the full range of marks should be used freely as described by the mark scheme including 0 and full marks.
- Always award whole marks; half marks cannot be awarded.
- Allow phonetic misspellings as long as the meaning is clear, ie not so similar to another relevant but wrong term that you have to guess which was intended.
- Only allow 'it' as reference to the question topic if it is clear what 'it' refers to.
- Mark crossed out work **unless** it has been replaced by another response.
- Where judgement is required, apply the guidance. Where the guidance does not sufficiently support for a particular candidate response/interpretation, contact your Team Lead.
- Accept alternative wording that reflects what is given in the mark scheme.
- Contact your Team Lead if any additional correct answers arise which need to be added to the mark scheme.
- For level of response mark schemes:

  Note: indicative content has been provided to help orient the marking, providing a sense of the intentions of the question and expected parameters of the response. It is not exhaustive, and candidates do not need to cover all points referenced. Candidates may provide good quality responses while taking an approach which legitimately focuses either on breadth or depth given the time constraints. While the best responses are more likely to go to some depth across a broader range, there will be acceptable variation. Any pointers in the question towards coverage eg '…a range of…' should be kept in mind and balanced, through professional judgement, as to how much this affects the overall quality of the response when applying the marking instructions.

- First, read the full candidate response and decide which band descriptor best fits the overall level of quality of the response, in the context of the indicative content.
- Then, to decide on a mark within the band, consider the ***degree to which*** **the response fits the criteria**, as indicated by the diagram below:



The table below provides further detail on the descriptors used within each of the mark bands and what is expected at each level. Use the descriptors below alongside the mark scheme to support accurate and consistent judgment of candidate's response and allocation of marks.

AO2	**AO3**
Basic	
Limited understanding that is relevant to the context or question. Limited accuracy in interpretation through lack of application of relevant knowledge and understanding.	Limited accuracy in analysis through lack of application of relevant knowledge and understanding. Unsupported evaluation through lack of application of knowledge and understanding. Unsupported judgement through lack of application of knowledge and understanding.
Good	
Some understanding that is relevant to the context or question. Some accuracy in interpretation through the application of some relevant knowledge and understanding.	Some accuracy in analysis through the application of some relevant knowledge and understanding. Partially supported evaluation through the application of some relevant knowledge and understanding. Partially supported judgement through the application of some relevant knowledge and understanding.
Thorough	
A range of accurate understanding that is relevant to the context or question. Accurate interpretation through the application of relevant knowledge and understanding.	Accurate analysis through the application of relevant knowledge and understanding. Supported evaluation through the application of relevant knowledge and understanding. Supported judgement through the application of relevant knowledge and understanding.
Comprehensive	
A range of detailed and accurate understanding that is fully relevant to the context or question. Detailed and accurate interpretation through the application of relevant knowledge and understanding.	Detailed and accurate analysis through the application of relevant knowledge and understanding. Detailed and substantiated evaluation through the application of relevant knowledge and understanding. Detailed and substantiated judgement through the application of relevant knowledge and understanding.

This exam has been split into **two** sections.

Below details the types of questions and marks available for each section. Please allow time for each section accordingly.

Section A is made up of **44** marks and includes **14** short answer and medium answer questions.
Section B is made up of **36** marks and includes **3** extended response questions.

Assessment Objectives	**Mark allocation**
AO1a Demonstrate knowledge The ability to demonstrate recall of relevant knowledge in response to straightforward questioning.	**10%**
AO1b Demonstrate understanding The ability to explain principles and concepts beyond recall of definitions, but in a general way – ie out of a particular context in response to straightforward questioning.	**15%**
AO2 Apply knowledge and understanding to different situations and contexts Using and applying knowledge and understanding, taking the understanding of generalities and applying them to specific situations. Questions are likely to ask for application in relation to a straightforward situation.	**45%**
AO3a Analyse information and issues Complex thinking that distinguishes patterns and relationships, breaking material into constituent parts, and determining how the parts are related to one another and holistically, inferring underlying assumptions/conditions/relevance/causation.	**30%**
AO3b Evaluate information and issues The ability to make judgements about the value, for some purpose, of own or others' work/ideas/solutions/methods using internal or external criteria or standards relevant for the occupational area. These criteria may include eg quality, accuracy, effectiveness, efficiency, coherence, consistency, and may be quantitative or qualitative.	

Section A

Q1	State **one** purpose of a sketch. (1 mark)	
Mark Scheme	• To ensure the customer is fully aware of what the design looks like (1) • To ensure colleagues are aware of the requirements for the stated design (1) • To ensure the correct stock is ordered for the stated design (1)	**Marking guidance** Award **1 mark** for a correct purpose. Credit any other appropriate response.
Total marks	1	
AO	AO1a	
Qual spec reference	5.2 Documentation and record keeping.	

Q2	State **one** financial factor which could impact sales opportunities. (1 mark)	
Mark Scheme	• Client budgets (1) • Cash flow (1) • Cost of living (1) • Resource costs (1) • Supply (1) • Demand (1) • Global markets (1)	**Marking guidance** Award **1 mark** for a correct financial factor. Credit any other appropriate response.
Total marks	1	
AO	AO1a	
Qual spec reference	6.1 Key sales opportunities within the floristry industry.	

Q3	State **two** working environmental requirements for a floristry business. (2 marks)	
Mark Scheme	• Ventilation (1) • Lighting (1) • Space (1) • Working area (1) • Storage facilities (1) • Temperatures (1)	**Marking guidance** Award **1 mark** for each correct requirement up to a maximum of **2 marks**. Credit any other appropriate response.
Total marks	2	
AO	AO1a	
Qual spec reference	1.3 The working environmental requirements for a floristry business.	

Q4	Identify **two** factors which affect how a florist prioritises their tasks. (2 marks)	
Mark Scheme	• Business aims (1) • Nature of business (1) • Skills of staff (1) • Knowledge of staff (1) • Experience of staff (1) • Sales trends (1) • Stock and deliveries (1) • Planned use for designs (1) • Workload (1) • Time constraints (1) • Corporate image (1) • Finance (1) • Seasonality/availability of products (1) • Dependencies (1)	**Marking guidance** Award **1 mark** for each correct factor up to a maximum of **2 marks**. Credit any other appropriate response.
Total marks	2	
AO	AO1a	
Qual spec reference	6.7 Factors that affect decision-making when allocating and prioritising tasks.	

<table>
<tr><td>Q5</td><td colspan="2">a) State one type of organisation in the floristry supply chain.
(1 mark)

b) Explain the role of the organisation selected in part a).
(2 marks)</td></tr>
<tr><td>Mark Scheme</td><td>Part a)
• Producers/growers (1)
• Auction house (1)
• Wholesaler (1)
• Retailers/Florists (1)
• Corporate client/customer (1)

Part b)
• Producers/growers – a grower is a business who grows large quantities of a particular plant or crop (1) in order to sell them to an auction house/wholesaler/retailer (1)

• Auction house – receives batches of plant material/stock from all over the world (1) which is then sold in bulk to wholesalers/large companies/retailers (1)

• Wholesaler – a business that buys large quantities of botanical materials from auction houses/growers (1) and sells them to florist retailers/customers in smaller amounts/an increased price (1)

• Retailers/florists – person or business that sells a range of floristry goods to customers/clients (1) which can cover general sales/corporate clients/events (1)

• Corporate client/customer – an organisation/business that engages with a floristry business for displays (1) which can include specific events/ongoing cut plant arrangements/maintenance contracts (1)</td><td>Marking guidance
a) Award 1 mark for a correct type of organisation.

b) Award 1 mark for a basic explanation, and award 1 further mark for a developed explanation, to a maximum of 2 marks.

Award a maximum of 2 marks for one role that is fully explained.</td></tr>
<tr><td>Total marks</td><td colspan="2">3</td></tr>
<tr><td>AO</td><td colspan="2">AO1a – 1 mark
AO1b – 2 marks</td></tr>
<tr><td>Qual spec reference</td><td colspan="2">4.1 The supply chain in the floristry industry.</td></tr>
</table>

<table>
<tr><td>Q6</td><td colspan="2">a) State one way to keep customer details secure in the floristry industry.
(1 mark)

b) Give two examples of implications of failing to utilise appropriate security measures.
(2 marks)</td></tr>
<tr><td>Mark Scheme</td><td>Part a)
• Use of passwords (1)
• Use of security software (1)
• Use of suitable locks on buildings (1)
• Use of suitable locks on equipment (1)

Part b)
• Authorities issuing legal implications (1)
• Customers developing negative opinion of the business/reputational damage (1)
• Unauthorised individuals gaining access to company accounts (1)
• Unauthorised individuals being able to physically take information from the building (1)
• Unauthorised individuals taking resources from the organisation (1)</td><td>Marking guidance
a) Award 1 mark for a correct response.

b) Award 1 mark for each correct implication up to a maximum of 2 marks.</td></tr>
<tr><td>Total marks</td><td colspan="2">3</td></tr>
<tr><td>AO</td><td colspan="2">AO1a – 1 mark
AO1b – 2 marks</td></tr>
<tr><td>Qual spec reference</td><td colspan="2">6.6 Different types of security measures in the floristry industry.</td></tr>
</table>

Q7	Explain **one** action that should be taken after unpacking a delivery of fresh materials which have signs of disease. (2 marks)	
Mark Scheme	• Sorting the full delivery of materials to identify the contaminated wraps (1) which will need to be separated from all other botanical materials to ensure no cross contamination (1) • Contact the wholesalers immediately to report the problem (1) so the florist can be provided with a refund or replacements (1) • Take photos of the stock to collect evidence of the contamination (1) so that the wholesaler can inform the grower of the issue (1) • Immediately discard of any/all contaminated wraps away from other stock (1) so that the spores do not contaminate other stock (1)	**Marking guidance** Award **1 mark** for a basic explanation, and award 1 further mark for a developed explanation, to a maximum of **2 marks**. Award a maximum of **2 marks** for **one action** that is fully explained. Credit any other appropriate response.
Total marks	2	
AO	AO1b	
Qual spec reference	3.2 Different types of pests and diseases.	

Q8	Explain **one** reason why the use of botanical nomenclature is essential when ordering stock. (2 marks)	
Mark Scheme	• Stakeholders can ensure they have ordered the correct genus/species to meet customer requirements (1) as a result of the language being universal across all global stakeholders (1) • To reduce chances of misunderstandings when dealing with several people/businesses (1), because variation of common names within different regions/places may lead to mistakes in ordering (1)	**Marking guidance** Award **1 mark** for a basic explanation, and award **1 further mark** for a developed explanation, to a maximum of **2 marks.** Award a maximum of **2 marks** for **one reason** that is fully explained. Credit any other appropriate response.
Total marks	2	
AO	AO1b	
Qual spec reference	7.1 Botanical nomenclature of fresh flowers, foliage and plants.	

Q9	Explain **one** method to repurpose surplus fresh materials and **one** method to repurpose surplus sundries. (4 marks)	
Mark Scheme	• Surplus fresh materials can be transferred to other parts of the business (1) as these will be mature stock with requirements to be used quickly (1) • Surplus sundries can be repurposed from peak periods to be sold in general retail (1) as these items can be easily stored for a length of time as they do not expire (1) • Surplus fresh materials can be donated to local charities/good causes (1) which will increase brand awareness of the business (1) • Surplus sundries can be repurposed into packaging for transporting designs safely and securely (1) which limits the amount of stock being damaged (1)	**Marking guidance** Award **1 mark** for a basic explanation of how fresh materials can be repurposed, and award **1 further mark** for a developed explanation, to a maximum of **2 marks.** Award **1 mark** for a basic explanation of how sundries can be repurposed, and award **1 further mark** for a developed explanation, to a maximum of **2 marks.** Award a maximum of **4 marks** for **two methods** fully explained.
Total marks	4	
AO	AO1b	
Qual spec reference	2.1 Impact of waste management principles.	

Q10	A florist gains permission from customers to collect personal data so they can be sent a digital weekly newsletter. The florist collects the customer's name, email address, race and age. Explain **one** action the florist can take to improve their General Data Protection Regulation (GDPR) compliance. (2 marks)	
Mark Scheme	• The florist should stop collecting information about the race of the customers (1). This information is sensitive and has stronger legal protection under GDPR (1) • The florist should delete their data relating to the race of the customers (1). This information is sensitive and has strong legal protection under GDPR (1) • The florist should consider stop collecting data on the customer's age (1). It is not clear if the florist can justify collecting this sensitive information to send them the newsletter (1)	**Marking guidance** Award **1 mark** for a basic explanation, and award **1 further mark** for a developed explanation, to a maximum of **2 marks.** Award a maximum of **2 marks** for **one action** the florist can take to improve GDPR compliance that is fully explained. Credit any other appropriate response.
Total marks	2	
AO	AO2	
Qual spec reference	5.1 types of data	

Q11	A florist has placed an order to replenish stock to fulfil customer orders, however, the delivery van has broken down and will not be able to make it until the following day. Explain **two** implications of this situation to the florist's business. (4 marks)	
Mark Scheme	• Orders will be unable to arrive on time leading to the florist providing refunds to affected customers (1) resulting in lower profits for the business (1) • The florist could be charged elevated costs to purchase replacement products last minute (1) to honour customer orders and meet deadlines (1) • The florist may receive negative feedback from customers which could result in reputational damage (1) as a result of being unable to fulfil customer orders (1)	**Marking guidance** Award **1 mark** for a basic explanation, and award **1 further mark** for a developed explanation, to a maximum of **2 marks.** Award a maximum of **4 marks** for **two implications** fully explained. Credit any other appropriate response.
Total marks	4	
AO	AO2	
Qual spec reference	4.2 Principles of stock management.	

<table>
<tr><td>Q12</td><td colspan="2">A risk assessment must be completed for the delivery and conditioning of a thousand roses.

In Table 1, for each hazard, explain one way in which staff might be injured and one necessary control measure to minimise the risk.

The control measure must relate to the risk to staff.

(6 marks)</td></tr>
<tr><td>Mark Scheme</td><td>Risk - How might staff be harmed:
Lifting boxes of roses
• Staff may be injured by dropping boxes (1)
• Staff may be injured by using incorrect lifting procedures (1)
What control measure is necessary:
Lifting boxes of roses
• Make sure staff are trained in manual handling eg bending knees properly (1)
• Make sure delivery area is free of trip hazards (1)
• Confirm staff have correct footwear to lift boxes (1)

Risk - How might staff be harmed:
Rose thorns
• Staff may get splinters if exposed to rose thorns (1)
What control measure is necessary:
Rose thorns
• Staff are to dethorn roses below binding point before constructing designs (1)
• Don’t put roses onto shop floor until they have been dethorned (1)
• Make sure staff have appropriate gloves to work with roses (1)

Risk - How might staff be harmed:
Flower food
• Staff may mistakenly ingest flower food (1)
• Staff may get flower food in their eyes (1)
What control measure is necessary:
Flower food
• Train staff to safely work with flower food (1)
• Flower food must be stored in a locked cupboard (1)
• Flower food must be well labelled and in original packaging (1)</td><td>Marking guidance
For each hazard, award a maximum of 1 mark for the risk, and a maximum of 1 mark for the control measure. Up to maximum of 2 marks per hazard.

Marks must only be awarded for control measures that directly relate to the risk given by the candidate.

Credit any other appropriate response.

Candidate answers will be provided on Table 1 on the question paper.</td></tr>
<tr><td>Total marks</td><td colspan="2">6</td></tr>
<tr><td>AO</td><td colspan="2">AO2</td></tr>
<tr><td>Qual spec reference</td><td colspan="2">1.1 Hazards, risks and control measures associated with working in the floristry industry.</td></tr>
</table>

Q13	An unknown person has entered a florist's and asked if the shop would want to buy some foliage cut down from their garden. Explain **three** possible consequences of buying the foliage. (6 marks)	
	• The florist may be prosecuted if the materials were obtained illegally (1) the florist cannot be certain that the materials were obtained legally from this source (1) • If it becomes known that the florist is buying from untrusted sources this could result in reputational damage (1) which could result in a loss of custom for the business (1) • The unknown person may not check for pests and/or diseases (1) which could lead to the infection of pests or diseases which may infect fresh stock (1) • Invasive species could make their way into the waste chain (1) which may cause environmental damage (1)	**Marking guidance** Award **1 mark** for a basic explanation, and award **1 further mark** for a developed explanation, to a maximum of **2 marks**. Award a maximum of **6 marks** for **three consequences** fully explained. Credit any other appropriate response.
Total marks	6	
AO	AO2	
Qual spec reference	3.1 Principles of biosecurity within floristry.	

<table>
<tr><td>Q14</td><td>The florist orders all fresh materials from an auction house in Holland and has a large volume of plastic sundries already in stock at the floristry shop.

Explain how the florist can make changes to their practice to become more ethical and sustainable.

(6 marks)</td></tr>
<tr><td>Mark Scheme</td><td>
<table>
<tr><th>Band</th><th>Marks</th><th>Descriptor</th></tr>
<tr><td>3</td><td>5-6</td><td>Demonstrates thorough application of knowledge and understanding of waste management principles and the supply chain. Reasoning for ethical and sustainable practice is highly detailed and relevant.</td></tr>
<tr><td>2</td><td>3-4</td><td>Demonstrates good application of knowledge and understanding of waste management principles and the supply chain. Reasoning for ethical and sustainable practice is mostly detailed and relevant.</td></tr>
<tr><td>1</td><td>1-2</td><td>Demonstrates basic application of knowledge and understanding of waste management principles and the supply chain. Reasoning for ethical and/or sustainable practice has limited detail and relevance.</td></tr>
<tr><td></td><td>0</td><td>No relevant material</td></tr>
</table>

Indicative content

• Look for sustainable growers locally and see if it is possible to buy direct from them so that the flowers do not go through an international supply chain which increases their carbon footprint.
• Recycle or sell off stock of plastic sundries to increase opportunity to use bio-degradable sundries going forward.
• Research biodegradable sundries as replacements for plastic stock., to ensure the environment isn’t harmed by nondegradable sundries.
• Source growers that have achieved ‘Fairtrade’ certification as it brings money back into the workforce for investment in healthcare, education and other social benefits.
• Research growers who do not use toxic chemicals in pesticides which could damage local ecosystems.
• Move away from artificial/dyed materials when adding to flower designs as they can be bleached or have used harmful dyes.
• Depending on the season, offer seasonal varieties of materials, which will be of improved quality and at a competitive price.
• Be prepared to alter designs to use more sustainably sourced flowers and foliage.
</td></tr>
<tr><td>Total marks</td><td>6</td></tr>
<tr><td>AO</td><td>AO2</td></tr>
<tr><td>Qual spec reference</td><td>2.1 Impact of waste management principles.
4.1 The supply chain in the floristry industry.</td></tr>
</table>

Section B

Q15

A freelance florist, without a shopfront, would like to expand into the wedding market next year and is considering ways to maximise their sales to support this venture.

Analyse and evaluate the techniques the florist could use to maximise sales when expanding into the wedding market.

(12 marks)

Mark Scheme

Band	Marks	Descriptor
4	**10-12**	Demonstrates comprehensive application of knowledge and understanding of techniques to maximise sales in relation to a florist expanding into the wedding market. Demonstrates comprehensive use of analysis of techniques to maximise sales, in relation to the florist expanding into the wedding market. Demonstrates comprehensive evaluative skills by considering the advantages and disadvantages of the techniques to maximise sales. Evaluations are supported with highly detailed and relevant reasoning.
3	**7-9**	Demonstrates thorough application of knowledge and understanding of techniques to maximise sales in relation to a florist expanding into the wedding market. Demonstrates thorough use of analysis of techniques to maximise sales, in relation to the florist expanding into the wedding market. Demonstrates thorough evaluative skills by considering the advantages and disadvantages of the techniques to maximise sales. Evaluations are supported with mostly detailed and relevant reasoning.
2	**4-6**	Demonstrates good application of knowledge and understanding of techniques to maximise sales in relation to a florist expanding into the wedding market. Demonstrates good use of analysis of techniques to maximise sales, in relation to the florist expanding into the wedding market. Demonstrates good evaluative skills by considering the advantages and disadvantages of the techniques to maximise sales. Evaluations are supported with some detail and relevant reasoning.
1	**1-3**	Demonstrates basic application of knowledge and understanding of techniques to maximise sales in relation to a florist expanding into the wedding market. Demonstrates basic use of analysis of techniques to maximise sales, in relation to the florist expanding into the wedding market.

		Demonstrates basic evaluative skills by considering the advantages and/or disadvantages of the techniques to maximise sales. Evaluations are supported with minimal detail and relevant reasoning.
	0	**No relevant material**

Indicative content

Analysis of techniques to maximise sales:

The florist should:

- Advertise (including website and social media):
  - Market the business via social media with pictorial evidence to increase online presence and attract customers. Customers often contact contractors through social media, doing this helps open the business to this market.
  - Ask permission from past customers and venues to use their event photographs in any marketing material to advertise the business so that potential brides can see the work. Focus on events similar in decoration to a wedding, such as engagement and anniversary parties.
  - Place adverts in publications local to the venue (eg newspaper, magazines) with pictorial evidence to attract potential brides/customers. Typically customers will look for florist local to the venue who is accessible to them during the planning/lead up to the wedding.

- Attend consumer focused events (eg wedding fairs/exhibitions):
  - Introduces the florist and their new services to the wedding market on a larger scale.

- View and visit sites:
  - View different wedding venues prior to customer consultations so that the florist can talk confidently about locations and provide guidance to potential clients on displays, and styles etc that complement the location.
  - View the wedding venue with the potential client to hold a discussion about ideas and their feasibility. This may allow the introduction of additional services/products to complement the venue.

- Use promotions and special offers:
  - Create a set of wedding designs and sell them as packages to cover different budgets, for example bronze, silver and gold packages to demonstrate that services can be affordable to a wide range of customers. This aligns with techniques commonly used by the wedding market.
  - Advertise promotions, special offers and discounts to attract potential brides to support the promotion/introduction of the services into the wedding market. Use of promotions supports the building of a customer base who may be attracted by competitive/lower prices.

Advantages and disadvantages of techniques to maximise sales

- Advertising (including website and social media)
    - Use social media to promote new service:
        - Advantages – cost effective method of promoting new service, wide reaching, competitive method of advertising.
        - Disadvantages – may take time and expertise to cultivate positive online presence, public forum for negative feedback to be posted.
    - Use past customers event photographs:
        - Advantages – cost-effective method of displaying skill set of florist, increases portfolio evidence to show potential new customers.
        - Disadvantages – displays for events would not be wedding themed, past customers may not give approval or be difficult to contact.
    - Place adverts in local publications to the venue to attract sales:
        - Advantages – targets local audience and potential new customers in surrounding area, relatively cost effective. Can promote to a group of customers who do not go online.
        - Disadvantages – engagement in publication may be low as could be viewed as an outdated form of media/communication, limited reach depending on the size of the area it is circulated in. Incurs a cost.

- Consumer focused events (eg wedding fairs/exhibitions)
    - Attend wedding fairs/exhibitions:
        - Advantages – opportunity to network and publicise new services being offered to a large number of potential new customers, build relations with other providers for the wedding market (networking) who may recommend florist.
        - Disadvantages – high competition from other florists in attendance, florist will incur set up costs that may impact profits and prices as well as taking time away from other work.

- Visit wedding venues to increase knowledge:
    - Advantages – supports florist in understanding local wedding venues, supports networking (word of mouth) and promotion of the florist and new services.
    - Disadvantages – reduces time to undertake other work, venue staff may not be available to communicate/network with florist, takes planning.

- View wedding venues with potential clients:
    - Advantages – helps the florist to understand customer requirements, builds knowledge of location to support logistical planning, builds rapport with client.
    - Disadvantages – takes time to organise and plan, reduces time to undertake other work. Client will be charged for visit to recoup costs.

	• Promotions and special offers:
	  o Create a set of wedding designs for different budgets:
	  ▪ Advantages – supports the customer in making a selection, provides a range of choice based on their budget, florist may be able to sell more expensive packages to customer.
	  ▪ Disadvantages – the design will have a set cost but unaccounted/variable costs may be introduced impacting on profits for the florist or impact on the final display.
	  o Advertise promotions and special offers:
	  ▪ Advantages – customer will feel like they are getting a better deal or more value for money, leading the customer to select the florist for their wedding instead of a competitor. Florist may be able to sell additional items because of the promotion/special offer.
	  ▪ Disadvantages – may impact on the amount of profit the florist will make, once costs are accounted for.

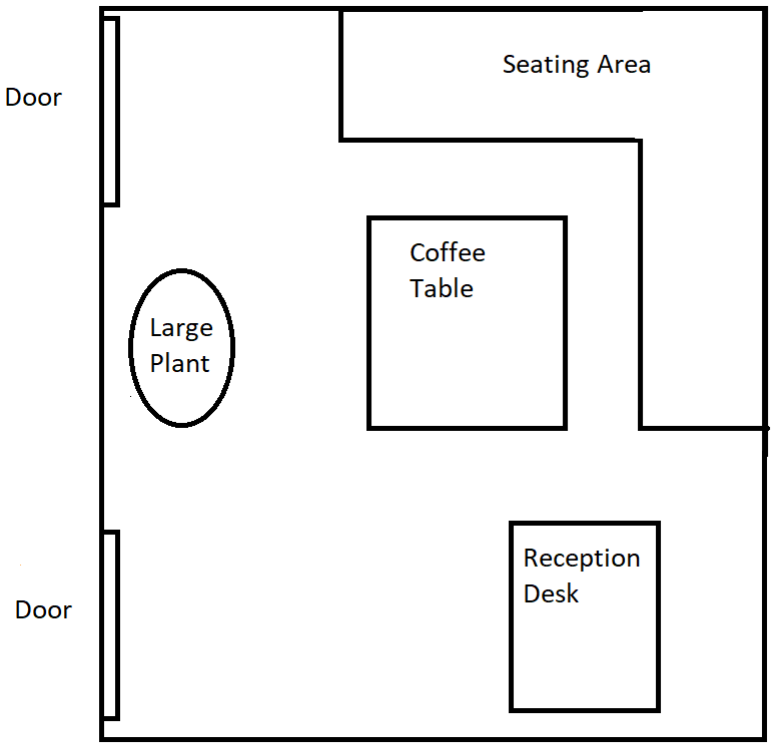
Total marks	12
AO	AO2 – 4 AO3a – 4 AO3b – 4
Qual spec reference	6.2 Techniques used to maximise sales.

Q16

The reception area of a client's office building has the following characteristics:

- Large floor-to-ceiling windows which provides the plant with ample light.
- Two doors which open and let in a breeze.

The client has placed a large specimen plant in between the doors of the reception area, and asked the florist how it should be maintained during the summer.



Analyse how the plant processes will be affected by the environmental conditions of the room in summer and justify how the specimen plant should be maintained during this season.

(12 marks)

Mark Scheme

Band	Marks	Descriptor
4	**10-12**	Demonstrates comprehensive application of knowledge and understanding of the plant processes in relation to the environmental conditions of the room and the required maintenance of the plant. Demonstrates comprehensive use of analysis of how plant processes will be affected and the required maintenance of the plant, in relation to the environmental conditions of the room. Demonstrates comprehensive evaluative skills by justifying an excellent range of ways the specimen plant should be maintained. Justifications are supported with highly detailed and relevant reasoning.

3	**7-9**	Demonstrates thorough application of knowledge and understanding of the physical structure of plants and plant processes in relation to the environmental conditions of the room and the required maintenance of the plant. Demonstrates thorough use of analysis of how plant processes will be affected and the required maintenance of the plant, in relation to the environmental conditions of the room. Demonstrates thorough evaluative skills by justifying a good range of ways the specimen plant should be maintained. Justifications are supported with mostly detailed and relevant reasoning.
2	**4-6**	Demonstrates good application of knowledge and understanding of the physical structure of plants and plant processes in relation to the environmental conditions of the room and the required maintenance of the plant. Demonstrates good use of analysis of how plant processes will be affected and the required maintenance of the plant, in relation to the environmental conditions of the room. Demonstrates good evaluative skills by justifying a moderate range of ways the specimen plant should be maintained. Justifications are supported with some detail and relevant reasoning.
1	**1-3**	Demonstrates basic application of knowledge and understanding of the physical structure of plants and plant processes in relation to the environmental conditions of the room and the required maintenance of the plant. Demonstrates basic use of analysis of how plant processes will be affected and the required maintenance of the plant, in relation to the environmental conditions of the room. Demonstrates basic evaluative skills by justifying a limited range of ways the specimen plant should be maintained. Justifications are supported with minimal detail and relevant reasoning.
	0	**No relevant material**

Indicative content

Analysis of how plant processes are affected by the environment

Process of photosynthesis

- The floor to ceiling windows will allow ample light to come into the room and to the plant, especially during summer.
- This will allow the plant to photosynthesis through the leaves.
- The plant will receive a large amount of energy which is captured by the chlorophyll and allows the reaction of water and carbon dioxide to generate glucose, which the plant needs to grow and produces oxygen as a by-product.

Process of transpiration and evaporation by diffusion

- During the summer the floor to ceiling windows will allow the sun to heat up the inside of the building.

	• Higher temperatures will cause the plant to transpire quicker in order to cool the plant down. • The plant will take up water, through the roots and up the stem as a result of photosynthesis and then water vapour will evaporate through the stomata in the underside of the leaves to cool the plant. • This is called evaporation by diffusion from a high concentration to a low concentration. • When there is high footfall in and out of the building the doors will constantly open and shut, creating a breeze. • The breeze will increase transpiration even more. through the stomata resulting in the plant wilting if it does not have sufficient water. • Water vapour will leave the leaf through the stomata during the day as the stomata remain open. If the environment reaches high humidity, it will then slow down evaporation. Respiration • The windows will allow lots of sunlight in and warm up the environment in the building, which will increase the rate of respiration and release more water into the atmosphere, increasing humidity. Osmosis • Osmosis is the diffusion of water molecules from a dilute solution (high concentration of water) to a more concentrated solution (low concentration of water) across a selectively permeable membrane. • If more water is being lost through transpiration, due to high temperatures the plant will absorb more water at the roots via osmosis. This will occur more frequently due to the high levels of sunlight and draughty conditions. Tropism • Phototropism – would occur in this circumstance as the plants would positively grow towards the light source. **Maintenance** • Basic requirements are air, heat, humidity, light, water, cleaning and feeding. • Air – air circulation should be good in the office due to the breeze coming from the doors, which will keep temperature down in the summer and is generally good for the plant. Doors could be left opened or closed dependant on the external environmental conditions, to optimise airflow. • High temperature – Due to the large windows, the room could be quite warm in summer extremes of temperature such as summer heat waves, the plants could get scorched. If any leaves are scorched they may need to be removed and the plant should be watered more regularly in the heat. • Low temperature – though we are in the summer months, there could be a drop in temperature overnight. If they expect a significant drop in temperature, they should check the plant more regularly for leaves dropping and brown leaves. These leaves should be removed. • Humidity – most plants dislike dry air, and some plants specifically require high humidity levels. This room would most likely have dry air due to the high temperature and breeze. These can be mitigated by misting the air around the plant or standing in a tray of pebbles with water in.

	• Light – light in the environment is excellent, all plants require light. No additional lighting is required in this environment. • Water – plants need more water when actively growing, overwatering will drown the roots and cause root rot. Underwatering means the plant won't get the nutrients to survive and will wilt and die. The high temperature and high light levels of the room will result in the plant drying out more frequently than normal and the plant will require regular watering. • Cleaning – in order for photosynthesis to take place, the plant must be regularly cleaned to stop dust clogging up the leaves. As it is in an office, the plant may be touched regularly or vandalised. The plant should be inspected regularly for human impacts on the plant and cleaned when required. • Nutrients – As the plant is in the growing season, it should be regularly fed. Since the plant will likely be healthy in these conditions, it will grow quickly and require more food than normal.
Total marks	12
AO	AO2 – 4 AO3a – 4 AO3b – 4
Qual spec reference	7.2 The physical structure of plants. 7.3 Plant processes.

Q17

A florist has ordered all the fresh materials from a sole supplier, ready for an evening event. Three days before the event, the supplier states that they can only deliver half the total materials required for the client brief. These will be delivered directly to the venue at 10pm the day before the event. The florist must be there to receive and prepare the stock, ready to construct the designs and has been given a basic empty room as their working environment. The florist must find ways to use what materials they have and source additional materials to fulfil the client's brief.

Analyse how to optimise a safe working environment to receive the order and prepare the stock and justify stock management and supply chain principles the florist could use to fulfil the client brief.

(12 marks)

Mark Scheme

Band	Marks	Descriptor
4	**10-12**	Demonstrates comprehensive application of knowledge and understanding of how to optimise a safe working environment and stock management and supply chain principles, in relation to receiving and preparing the order and fulfilling the client brief. Demonstrates comprehensive use of analysis of how to optimise safe working environments, in relation to receiving and preparing the order. Demonstrates comprehensive evaluative skills by justifying an excellent range of stock management and supply chain principles. Justifications are supported with highly detailed and relevant reasoning.
3	**7-9**	Demonstrates thorough application of knowledge and understanding of how to optimise a safe working environment and stock management and supply chain principles, in relation to receiving and preparing the order and fulfilling the client brief. Demonstrates thorough use of analysis of how to optimise safe working environments, in relation to receiving and preparing the order. Demonstrates thorough evaluative skills by justifying a good range of stock management and supply chain principles. Justifications are supported with mostly detailed and relevant reasoning.
2	**4-6**	Demonstrates good application of knowledge and understanding of how to optimise a safe working environment and stock management and supply chain principles, in relation to receiving and preparing the order and fulfilling the client brief. Demonstrates good use of analysis of how to optimise safe working environments, in relation to receiving and preparing the order.

		Demonstrates good evaluative skills by justifying a moderate range of stock management and supply chain principles. Justifications are supported with some detail and relevant reasoning.
1	**1-3**	Demonstrates basic application of knowledge and understanding of how to optimise a safe working environment and stock management and supply chain principles, in relation to receiving and/or preparing the order and fulfilling the client brief. Demonstrates basic use of analysis of how to optimise safe working environments, in relation to receiving and/or preparing the order. Demonstrates basic evaluative skills by justifying a limited range of stock management and supply chain principles. Justifications are supported with minimal detail and relevant reasoning.
	0	**No relevant material**

Indicative content

Analysis of working environment optimisation

- Florist is working late and should have light sources prepared so they can receive the delivery and condition the fresh materials.
- Florist would discuss with event planner to make sure they are aware of the situation, that they can gain access to the site and to discuss available workspace. They would discuss where to dispose of waste, collect water, where to work, discuss weather conditions and how it would impact the work.
- The florist should check if there are additional suppliers who are working overnight. This would be checked for safety and security, so there are others available in the case of an emergency or in case they require extra support with a task.
- The florist should check with the venue staff to make sure there is sufficient space for the delivery, toilet access is available, drink and food is accessible.
- Florist would check the event toolbox to make sure they have the necessary tools to create the specific designs.
- Florist should double-check the risk assessment based on the situation, and potentially complete a new risk assessment on the new working environment. This is to appropriately manage the risks associated with working at night and potentially alone.
- Florist could take someone with them to ensure they are not working alone, alternatively they could make sure they have a phone with them to contact someone in case of an emergency.

Stock management principles with justifications

- Consider using artificial and/or dried materials:
    - Would be more time effective than looking for more fresh stock.
    - May not fit the brief.

	○ Likely to be more expensive than using fresh stock. • Repurpose existing stock for the event: ○ Cost-effective. ○ May be using stock originally acquired for other events. ○ May not fit with the theme of the event, which means it may not fit with the brief. • Adjust design dependent on which fresh materials the florist can acquire and what is delivered: ○ Job is being completed and the client will receive a display. ○ Must be discussed with the client. ○ May not fully fit client brief. • Adjust quantities of available stock in the designs dependent on what is available: ○ This may lead to profits being impacted if stock is reduced. ○ Can save time if the florist does this instead of searching for additional stock. ○ Reduces time spent conditioning and construction of designs. • Check for immature stock and increase maturity for the event in order to maximise impact: ○ Cheaper as it is existing stock. ○ Can be time effective as florist does not have to search for additional stock. ○ May be using stock required for another order. • Put existing stock into suspended animation to control maturity for the event: ○ Cost-effective. ○ May lead to less stock in the shop at the time. ○ Risk the stock won't last through the event. **Supply chain principles with justifications** • Contact initial supplier to see if they have other stock which could potentially be substituted: ○ Easier route to go down. ○ Can potentially include substituted stock in the current delivery. ○ Could be slightly more expensive than ordering from the grower. • Contact other florists to see if they can support with the stock requirements: ○ More expensive as it will be purchased at retail price. ○ May not have all required stock. • Contact local wholesalers to see if they can support with the stock requirements, determine if they gain stock locally which increases the odds of availability: ○ May be similarly priced to the original wholesaler. ○ May not get materials to the florist in time dependant on their delivery schedule. • Contact local growers directly to see if they can support with the order: ○ May have substitute materials. ○ Available materials will be dependent on the time of year. ○ May not fit exact brief.

	• Directly visit a wholesale market to see exactly what they have in stock and how closely it can fit the brief:
	  o Would take more time than ordering online and increase fuel costs.
	  o Still may not have required materials.
	  o May have a higher premium to other wholesalers.
	• Consider visiting supermarkets to see what they have available:
	  o Most likely expensive due to being at retail price.
	  o Quality may be poorer than from an auction house.
	  o Colour mixes and stem lengths may differ.
	  o Won't be able to purchase in wholesale sizes.

Total marks	12
AO	AO2 – 4 AO3a – 4 AO3b – 4
Qual spec reference	1.4 The environmental requirements for staff in the floristry industry. 4.1 The supply chain in the floristry industry. 4.2 Principles of stock management.

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