





## 0344-412 JANUARY 2017 Higher Diploma in Floristry (ICSF) Level 4 Written

Monday 9 January 2017 If provided, stick your candidate 09:30 - 12:30 barcode label here. Candidate name (first, last) First Last Candidate enrolment number Date of birth (DDMMYYYY) Gender (M/F) Candidate signature and declaration\* Assessment date (DDMMYYYY) Centre number • If any additional answer sheets are used, enter the additional number of pages in this box. • Please ensure that you **staple** additional answer beets to the **back** of this answer booklet, clearly labelling them with your full rank, enrolment number, centre number and qualification number in BLOCK CAPITAL All candidates need to use a black/bluspen. Do not use a pencil or gel pen.
If provided with source documents, these documents will not be returned to City & Guilds, and will be shredded. **Do not** write on the source documents. \*I declare that I had no prior knowledge of the questions in this assessment and that I will not divulge to any person any information about the questions.

## You should have the following for this examination

drawing instruments

## **General instructions**

- Answer all five questions.
- All questions carry equal marks. The maximum marks for each section within a question are shown.
- This is an integrated question and answer booklet. All five questions are shown on page 2 and then repeated at the start of the answer sheets for that question. Additional answer sheets may be used if required following the instructions above.
- Do **not** write or sketch beyond the page margin markers (the + in the corner of each page).
- Where applicable illustrate your answers with labelled sketches using the blank sketch pages provided. Coloured pencils and other drawing materials may only be used on these pages.
- Where plant names are requested, full botanical names should be used, unless otherwise specified in the question.

- 1 Describe the role water plays in the following plant processes **and** how it connects to the next process.
  - i) Osmosis.
    - ii) Transpiration.
    - iii) Photosynthesis.
    - iv) Respiration.

(16 marks)

Explain briefly, how the florist can use this information to maintain the health b) of house plants in a retail environment.

(4 marks)

- A hotel restaurant wants to theme its new garden room in the style of the 2 Italian Renaissance.
  - Describe the characteristics and influences of the Italian Renaissance period.

(5 marks)

- Design **and** produce fully labelled sketches for the following.
  - A large planted design in an urn for the middle of a small fountain.
  - ii) A table design.
  - A large fresh flower pedestal style design to be used at the opening.

(15 marks)

3 A caterer would like to include large floral designs in their buffet packages. Explain what is involved in the planning and construction of **four** designs that could be offered **and** assess the viability of each design.

(20 marks)

Explain why up to date product knowledge is important in a retail floristry environment. 4

(20 marks)

Describe the research sources that could be used to keep ahead of design trends 5 in wedding flowers.

(8 marks)

In wedding flowers.

Describe how research can be used to create a wedding prarketing strategy for the next 12 months. b)

(12 marks)

1	Des	scribe	e the role water plays in the following plant processes <b>and</b> how it connects	
			ext process.	
	a)	i)	Osmosis.	
		ii)	Transpiration.	
		iii)	Photosynthesis.	
		iv)	Respiration.	(16 marks)
	b)	Exp	lain briefly, how the florist can use this information to maintain the health	
		of h	ouse plants in a retail environment.	(4 marks)

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		<ul><li>ii) A table design.</li><li>iii) A large fresh flower pedestal style design to be used at the opening.</li></ul>	(15 marks)
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Sketch Sheet

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(20 marks)

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k	)	Describe how research can be used to create a wedding marketing strategy for
		the next 12 months.

Describe the research sources that could be used to keep ahead of design trends

(8 marks)

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