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City & Guilds

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

If provided, stick your candidate barcode label here.

Monday 9 January 2017
09:30 – 12:30

Candidate name (first, last)

First

Last

Candidate enrolment number

Date of birth (DDMMYYYY)

Gender (M/F)

Assessment date (DDMMYYYY)

Centre number

Candidate signature and declaration*

SAMPLE PAPER

- If any additional answer sheets are used, enter the additional number of pages in this box. ➡ 0 0
- Please ensure that you **staple** additional answer sheets to the **back** of this answer booklet, clearly labelling them with your full name, enrolment number, centre number and qualification number in BLOCK CAPITALS.
- All candidates need to use a **black/blue pen. 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.

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1 Describe the role water plays in the following plant processes **and** how it connects to the next process.

a) i) Osmosis.
ii) Transpiration.
iii) Photosynthesis.
iv) Respiration. (16 marks)

b) Explain briefly, how the florist can use this information to maintain the health of house plants in a retail environment. (4 marks)

2 A hotel restaurant wants to theme its new garden room in the style of the Italian Renaissance.

a) Describe the characteristics and influences of the Italian Renaissance period. (5 marks)

b) Design **and** produce fully labelled sketches for the following.
i) A large planted design in an urn for the middle of a small fountain.
ii) A table design.
iii) 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)

4 Explain why up to date product knowledge is important in a retail floristry environment. (20 marks)

5 a) Describe the research sources that could be used to keep ahead of design trends in wedding flowers. (8 marks)

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

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End of examination