



0344-512 JULY 2017 Master Diploma in Professional Floristry (NDSF) Level 5 Written

If provided, stick your candidate barcode label here.

Tuesday 4 July 2017 09:30 – 12:30

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- Please ensure that you **staple** additional answer cheets to the **back** of this answer booklet, clearly labelling them with your full pane, 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, the 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.

0344	4-512	4 July 2017
1	As part of the induction process, explain the four main areas involved in the quality control of plant material to ensure the optimum life span for the customer.	(20 marks)
2	 a) Describe the key national and cultural characteristics of two i) European countries ii) non-European countries. b) Explain the significance of the flower producers to those countries. 	(6 marks) (6 marks) (8 marks)
3	A regular client orders flowers for a large corporate event quarterly, with the same budget. Explain the costings for the event and variables that would need to be taken into account.	(20 marks)
4	Discuss the advantages and disadvantages of using a) external training provision b) internal training provision.	(10 marks) (10 marks)
5	Explain the setting of SMART Objectives when writing a marketing plan.	(20 marks)

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