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

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*

• If any additional answer sheets are used, enter the additional number of pages in this box.
• 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.
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. (6 marks)
   b) Explain the significance of the flower producers to those countries. (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)

5. Explain the setting of SMART Objectives when writing a marketing plan. (20 marks)
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a) external training provision
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5. Explain the setting of SMART Objectives when writing a marketing plan. (20 marks)