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City & Guilds

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*

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- 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 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 (6 marks)
   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 (10 marks)
   b) internal training provision. (10 marks)

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

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4 Discuss the advantages **and** disadvantages of using

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