Exemplar examination material for

0351-300 Level 3 Award, Certificate & Diploma in Floristry
Test Specification

The knowledge requirements for unit 307 will be assessed by a short answer written test as set out in the Test Specification below. The knowledge requirements of the other units will be assessed within the assignments.

<table>
<thead>
<tr>
<th>Unit</th>
<th>Unit title</th>
<th>No of questions (4 mark each)</th>
<th>No of marks</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>307</td>
<td>Working in the floristry industry</td>
<td>15</td>
<td>60</td>
<td>100</td>
</tr>
</tbody>
</table>

**Totals** 15 60 100

The pass mark for this examination is 50%

Sample questions provided below.
1. Describe **two effective** methods of stock control to be used for cut flowers. (4 marks)

2. A customer complains of non delivery of the flowers he ordered for his wife on the occasion of their wedding anniversary. Briefly describe how this complaint should be dealt with. (4 marks)

3. Describe **four sales** techniques a florist could use to increase sales. (4 marks)

4. **State eight** advantages of using a word processor programme for producing documents within a floristry business. (4 marks)

5. Describe how a database could be set up to store customer information. (4 marks)