

Pre-Leaving Certificate Examination, 2016

Home Economics (Scientific and Social)

Higher Level
Marking Scheme (280/320 marks)

SECTION A SHORT QUESTIONS

60 marks

Answer any ten questions from this section.
Each question is worth 6 marks.
Write your answers in the spaces provided.

Section A Short Questions

1. Differentiate between the following and give one example of each.

(6)

** Explanation (2m), Example (1m).

Essential amino acid (2m)

- amino acids which cannot be manufactured in the body, so therefore must be obtained from food; adults require eight essential amino acids, children require ten essential amino acids

Example

Any 1: (1m)

- valine //
- lysine //
- leucine //
- isoleucine //
- tryptophan //
- methionine //
- threonine //
- phenylalanine //
- arginine - essential for children //
- histidine - essential for children // etc.

Non-essential amino acid (2m)

- amino acids which can be manufactured by the body in sufficient quantities

Example

Any 1: (1m)

- glycine //
- cystine //
- cysteine //
- urease //
- serine //

Section A Short Questions (cont'd.)

Question 1 (cont'd.)

- tyrosine //
- proline //
- glutamine //
- alanine //
- aspergine // *etc.*

2. Complete the following table in relation to the digestion of carbohydrates. (3 × 2m) (6)

Digestive Organ	Secretion	Enzyme	Product
Pancreas	- pancreatic juice	- amylase	- maltose

3. Name the **two** forms of Vitamin D. (2 × 2m) (6)

- cholecalciferol / vitamin D₃
- ergocalciferol / vitamin D₂

State **two** effects of Vitamin D deficiency on the body.

Any 2: (2 × 1m)

- rickets - softening of bones in children //
- osteomalacia - softening of bones in adults //
- dental decay //
- fragile bones and increased risk of bone fractures due to onset of osteoporosis, especially in women // *etc.*

** Accept other appropriate answers.

4. List **three** guidelines that should be followed when planning meals for convalescents. (6)

Any 3: (3 × 2m)

- follow doctor's instructions //
- reduce energy intake, as energy expenditure is low, to prevent weight gain //
- ensure high intake of liquids, especially water, to prevent dehydration, especially during a fever //
- foods should be lightly seasoned and easy to digest //
- avoid spicy foods //
- concentrated levels of protein, minerals and vitamins are necessary to repair damaged tissue, prevent anaemia and for healing //
- fibre is important to prevent constipation, which is more likely because of inactivity //
- hygiene is of particular importance during the storage, preparation, cooking and serving of meals for convalescents //
- portions should be small //
- foods should be appetising and easy to eat // *etc.*

** Accept other appropriate answers.

Section A Short Questions (cont'd.)

5. Complete the table below in relation to the milling of wheat into flour. (3 × 2m)

Flour	Extraction Rate (%)
Wholegrain flour	– 100%
Stoneground flour	– 100%
White flour	– 75%

6. Discuss the role of the following in cheese making.

Lactic acid bacteria (3m)

- a culture of lactic acid bacteria, e.g. *Lactobacillus acidophilus*, is added to pasteurised milk to change lactose to lactic acid. This gives flavour and acts as a preservative

Rennet (3m)

- rennet contains the enzyme rennin which coagulates milk protein (changing caesinogen to casein)

** Accept other appropriate material.

7. Complete the table below in relation to examples and sources of infectious and toxic food-poisoning bacteria.

** Example named (2m), Source (1m).

Any 2: (2 × 3m)

- ① Infectious food-poisoning bacteria

– Example
Salmonella //

– *Listeria monocytogenes* //

– E. Coli 0157 (*Escherichia coli*) //

Source

Any 1:

- intestines of humans and animals //
- human and animal waste //
- unwashed hands //
- rodents // etc.

Any 1:

- in soil //
- human and animal waste // etc.

Any 1:

- intestines of humans and animals //
- human and animal excreta //
- contaminated water //
- unwashed hands //
- soil and decaying matter // etc.

Section A - Short Questions (cont'd.)

Question 7 (cont'd.)

② Toxic food-poisoning bacteria

<u>Example</u>	<u>Source</u>
– <i>Clostridium botulinum</i> //	– in soil and decaying matter //
	– fish and pig intestines //
– <i>Staphylococcus aureus</i> // etc.	– vegetables // etc.
	Any 1:
	– in nose and throat //
	– infected skin, e.g. boils //
	– unwashed hands // etc.

** Accept other appropriate answers.

8. Identify **two** contaminants that may enter food and in each case state a likely source and a possible effect on the body. (6)

** Contaminant named (1m), Likely source (1m), Possible effect (1m).

** Source and effect should correspond to contaminant named.

Any 2: (2 × 3m)

① **Pesticides //**

Likely source

- Any 1: (1m)
- crops (cereals, fruit and vegetables) sprayed with insecticides, herbicides and fungicides //
 - water contaminated with run-offs from crops // etc.

Possible effect on the body

- Any 1: (1m)
- respiratory problems //
 - heart and circulatory problems //
 - affects nervous system //
 - can cause cancer // etc.

② **Antibiotics //**

Likely source

- Any 1: (1m)
- meat from animals and poultry treated with antibiotics to cure disease / prevent infection //
 - milk from treated animals // etc.

Possible effect on the body

- Any 1: (1m)
- builds up resistance to antibiotics //
 - can cause allergies // etc.

③ **Growth promoters //**

Likely source (1m)

- meat from animals and poultry treated with growth promoters to achieve high meat / milk yields // etc.

Possible effect on the body

- Any 1: (1m)
- passed on to humans via meat and milk products // etc.

④ **Metals, e.g. cadmium and lead //**

Likely source

- Any 1: (1m)
- transferred to food from:
 - water //
 - soil //
 - food containers //

Possible effect on the body

- Any 1: (1m)
- damage to kidneys and liver //
 - stomach cramps //
 - affects immune system //
 - affects nervous system // etc.

Section A - Short Questions (cont'd.)

Question 8 (cont'd.)

- cooking equipment // *etc.*
- lead (present in smoke, paints and copper pipes) //
- cadmium (present in burning fuels, batteries and plastics) // *etc.*

5 Dioxins //

- | | |
|---|--|
| <i>Likely source</i> (1m) | <i>Possible effect on the body</i> |
| - transferred to food from water / soil / air from the industrial burning of hydrocarbon fuels // <i>etc.</i> | Any 1: (1m) |
| | - can cause cancer // |
| | - damages immune system // <i>etc.</i> |

6 Radioactive residue //

- | | |
|--|--------------------------------------|
| <i>Likely source</i> (1m) | <i>Possible effect on the body</i> |
| - radiation released from nuclear fuel reprocessing plants, nuclear power stations and testing of nuclear weapons // <i>etc.</i> | Any 1: (1m) |
| | - can cause cancer // |
| | - can cause thyroid disease |
| | - can cause leukaemia // <i>etc.</i> |

7 Packaging material; urea and formaldehyde //

- | | |
|--|--|
| <i>Likely source</i> | <i>Possible effect on the body</i> (1m) |
| Any 1: (1m) | - build-up over time may cause cancer // <i>etc.</i> |
| - urea // | |
| - formaldehyde // | |
| - coating on paper-based packaging material // <i>etc.</i> | |

8 Foreign bodies // *etc.*

- | | |
|-----------------------|--|
| <i>Likely source</i> | <i>Possible effect on the body</i> (1m) |
| Any 1: (1m) | - possible choking hazard // <i>etc.</i> |
| - nails // | |
| - jewellery // | |
| - hair // <i>etc.</i> | |

** Accept other appropriate answers.

9. Outline **three** conditions that are required in order to qualify for a mortgage. (6)

- Any 3: (3 × 2m)
- the amount which may be borrowed // - as a rule, applicants may borrow up to 3.5 times their gross annual salary //
 - if a joint mortgage is being sought 2-3 times the principal salary and 1.25 times the second salary may be borrowed // *etc.*
 - deposit // - as most lending institutions will not lend more than 90% of the house price, a first-time buyer is expected to have saved 10% as a deposit for properties up to €220,000 //
 - for first-time buyers purchasing properties over €220,000 a deposit will be €22,000 plus 20% of the excess over €220,000 is required //

Question 9 (cont'd.)

- income level //
 - good credit history //
 - term of loan //
 - insurance //
 - the property // *etc.*
- a limit of 80% of the house price is in place for non first-time buyers *etc.*
 - all applicants must supply proof of income, *e.g.* P60 or pay slip //
 - borrowers are expected to have a steady income // *etc.*
 - an applicant for a mortgage should have a good financial reputation, no bad debts or unpaid loans, and should have shown an ability to save // *etc.*
 - most house loans are repaid over 15-35 years //
 - older applicants may have to repay over a shorter term, *e.g.* a 50-year old may have to repay over a 15-year period // *etc.*
 - a borrower is legally obliged to take out life assurance, usually in the form of a mortgage protection policy //
 - home insurance must also be arranged before the mortgage is granted //
 - some lending agencies require a mortgage indemnity bond; an indemnity bond is a form of insurance for a lending agency, it ensures that if the house has to be repossessed the lending agency will not make a loss // *etc.*
 - the property must be in a good condition, this applies particularly to older houses //
 - lending agencies get houses surveyed before granting mortgages to determine if they are good investments //
 - obtaining money for older or rundown properties can be more difficult // *etc.*
- ** Accept other appropriate answers.

10. In relation to taxation, explain **each** of the following terms.

(6)

Tax credit

Any 1: (3m)

- help to minimise the tax payable by an individual //
- tax credits are deducted from the gross income thus reducing the amount of income tax paid // *etc.*

** Accept other appropriate material.

Universal Social Charge

Any 1: (3m)

- a tax that replaced the health and income levies in 2011 and is payable where gross income exceeds €13,000 per year //
- it does not apply to social welfare payments and income already subjected to DIRT //
- the USC applies to pension contributions // *etc.*

** Accept other appropriate material.

Section A Short Questions (cont'd.)

11. Outline **two** requirements of the Fire Safety (Domestic Furniture) Order (1988, 1995). (6)

Any 2: (2 × 3m)

- fabrics used in beds, cots, cushions, upholstered furniture, pushchairs, pillows and loose covers must pass a number of fire safety tests //
- permanent safety labels on all items must be securely attached, clearly legible and durable //
- a display or swing safety label must be attached to all items //
- any foam fillings used must be Combustion Modified High Resilience (CMHR) foam or filling // *etc.*

** Accept other appropriate answers.

12. Identify the importance of sustainable development for the environment. (6)

Any 2: (2 × 2m)

- development that meets the needs of the present without compromising the ability of future generations to meet their needs //
- it ensures that the least amount of damage is done to our environment //
- promotes the use of renewable energy resources //
- as consumers we are responsible for minimising the waste we produce to ensure minimum damage to the environment // *etc.*

** Accept other appropriate answers.

Outline the role of the Sustainable Energy Authority of Ireland (SEAI).

Any 1: (2m)

- aims to promote and assist the development of energy awareness in Ireland //
- aims to provide well-timed and informed advice to Government //
- aims to deliver a range of programmes efficiently and effectively //
- aims to engage and motivate a wide range of stakeholders //
- aims to show innovation in all activities // *etc.*

** Accept other appropriate answers.

Answer Question 1 and any other two questions from this section.
Question 1 is worth 80 marks. Questions 2, 3, 4 and 5 are worth 50 marks each.

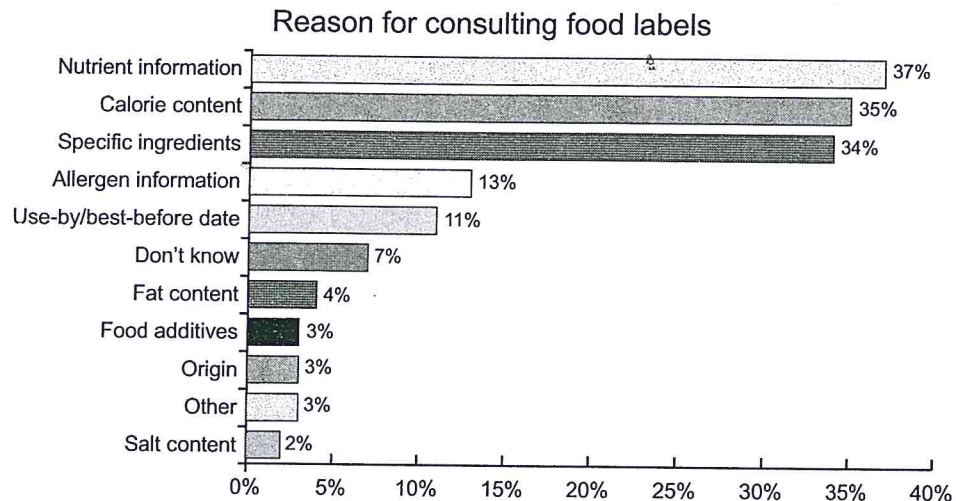
Section B Question 1

(80 marks)

‘Nearly three-quarters (74%) of consumers stated they found food labelling informative, and identified the main benefits associated with reading those labels.’

(FSAI 2009: *A Research Study into Consumers’ Attitudes to Food Labelling*)

The chart below identifies the reasons why consumers consult food labels before purchasing food.



- (a) In relation to the information provided in the chart, comment **and** elaborate on the reasons why consumers consult food labels prior to purchase.

(24)

- ** Expect reference to at least 6 reasons given in the chart.
** Expect reference to high/low, good/bad trends, *etc.*
** Comment (2m), Elaborate (2m).

Any 6: (6 × 4m)

Nutrient information

- 37% of consumers said they checked food labels for nutritional content; this is over one-third of consumers, which is high //
- consumers are becoming more aware of healthy eating and nutritional information on food labels //
- nutritional labelling provides information regarding the nutrient content per 100g/100ml or per portion of product, therefore making it easier to compare different products //
- it is necessary if a nutritional claim is being made, *e.g.* a product is gluten-free //
- it generally gives carbohydrate, protein, fat, fibre, sugar, sodium, vitamin and mineral levels //
- fortified food must be clearly labelled // *etc.*

Calorie content

- 35% of consumer said they checked food labels for calorie content, one of the highest //
- with rising levels of obesity, consumers are more aware of calorie or energy values in food //
- this is particularly relevant for people on low-calorie diets or weight-reducing programmes //
- the energy values on food labels are normally given in kcal //
- the use of artificial sweeteners gives some products zero calories, *e.g.* diet drinks // *etc.*

1. (a) (cont'd.)

Specific ingredients

- 34% of consumers said they checked food labels for a specific ingredient which is diet related; this is high //
- if the particular claim, such as low sugar, is made for a product, the content of the specific ingredient must be given importance/prominence on the label //
- this is important to those consumers who do not wish to eat certain foods, *e.g.* meat //
- many people suffer from allergies or medical conditions and cannot eat certain products containing gluten or lactose; therefore checking food labels promotes good health // *etc.*

Allergen information

- 13% of consumers said they checked food labels for allergen information, which is quite low, but representative of the group probably suffering from allergies or food intolerances //
- it is important that labelling does not mislead the consumer, *e.g.* no gluten present for those with coeliac disease; therefore checking food labels can promote good health // *etc.*

Use-by / Best-before date

- 11% of consumers said they checked food labels for use-by/best-before dates, which is quite low //
- this is essential information for consumers as food eaten after these dates can pose a health risk or taste inferior //
- many consumers work outside the home, having busy lifestyles, so the longer the best-before date, especially on perishable products, the better // *etc.*

Don't know

- 7% of consumers said they didn't know why they checked food labels, which is quite low //
- consumers probably scan food labels for general information // *etc.*

Fat content

- 4% of consumers said they checked food labels for fat content, which is surprisingly low //
- this is essential information for consumers on weight-reducing or low cholesterol diets //
- fat content is normally given as saturated and unsaturated fat //
- detailed labelling on the fat content of food enables consumers to make informed food choices // *etc.*

Food additives

- 3% of consumers said they checked food labels for information on additives, which is quite low //
- any additives present by law must be stated on a food label //
- any additives which claim to improve nutritional value must also be listed on a food label //
- some additives have been linked to hyperactivity in children // *etc.*

Origin

- 3% of consumers said they checked food labels for origin information, which is quite low //
- this information may be important for personal reasons, *e.g.* buy Irish to support Irish jobs, *etc.* //
- this information may be important for political reasons, *e.g.* an embargo on foods from certain countries for safety reasons, *e.g.* due to the BSE scare Irish beef was banned in certain countries // *etc.*

1. (a) (cont'd.)

Other

- 3% of consumers said they checked food labels for other reasons, which is quite low //
- other reasons could be instructions for use, storage and cooking //
- manufacturer's name and address //
- whether or not the food has been irradiated //
- whether or not a food contains a genetically modified organisms (GMO) // *etc.*

Salt content

- 2% of consumers said they checked food labels for salt content, which is quite low //
- this is essential information for consumers with conditions associated with sodium intake, *e.g.* high blood pressure, coronary heart disease or stroke //
- consumers are more aware of the dangers of hidden salt in foods //
- salty foods should not be eaten by babies // *etc.*

** Accept other appropriate material.

(b) Give a detailed account of *iron* and refer to:

(18)

- sources in the diet

Any 4: (4 × 1m)

- offal, *e.g.* kidney, liver //
- red meat //
- meat products //
- chicken //
- wholegrain flour //
- dark green vegetables, *e.g.* spinach, cabbage, broccoli //
- pulses //
- eggs //
- cereals // *etc.*

** Accept other appropriate answers.

- biological functions (3 × 2m)

- essential in the formation of the pigment haemoglobin in red blood cells, which transports oxygen around the body //
- involved in the production of myoglobin, an oxygen-binding protein //
- required for efficient functioning of enzymes in the body // *etc.*

** Accept other appropriate answers.

- factors that inhibit absorption in the body.

Any 2: (2 × 2m)

- excess fibre in the diet //
- tannins in tea and coffee bind with iron //
- choosing only non-haem sources of iron //
- phytates in wholegrain breads and cereals combine with iron, which prevents absorption - making it insoluble //
- oxalic acid in rhubarb and spinach binds with iron, inhibiting its absorption // *etc.*

** Accept other appropriate answers.

1. (b) (cont'd.)

- factors that assist absorption in the body.
 - Any 2: (2 × 2m)
 - haem iron is more easily absorbed than non-haem iron from plant sources //
 - vitamin C (ascorbic acid) promotes the absorption of non-haem iron, it reduces ferric iron to the absorbable ferrous state //
 - eating animal and plant sources of iron together helps the body absorb more non-haem iron //
 - hydrochloric acid in the stomach aids non-haem iron by converting it to usable haem iron // *etc.*
- ** Accept other appropriate answers.

(c) Identify **two** other mineral elements **and** discuss the role of each in the body. (18)

- ** Mineral identified (3m), Role in the body (2 × 3m).
- ** Expect two points of information on the role of a mineral in the body.

<u>Mineral</u>	<u>Role in the body</u>
– zinc //	Any 2: <ul style="list-style-type: none"> - for good general health and normal hormone activity // - metabolises protein and carbohydrate // - aids enzyme activity, especially in the lungs // <i>etc.</i>
– iodine //	<ul style="list-style-type: none"> - produces thyroxine (thyroid hormone) // - regulates metabolism // - regulates growth and development // <i>etc.</i>
– sodium //	Any 2: <ul style="list-style-type: none"> - regulates water balance in the body // - involved in transmission of nerve impulses // - regulates muscle contractions // <i>etc.</i>
– potassium //	Any 2: <ul style="list-style-type: none"> - for protein metabolism // - required for transmission of nerve impulses // - regulates muscle contractions, <i>e.g.</i> in the heart // - maintains fluid balance in body tissues // <i>etc.</i>
– calcium // <i>etc.</i>	Any 2: <ul style="list-style-type: none"> - for healthy bone and tooth formation // - required for normal blood clotting // - required for normal enzyme activity // - required for healthy muscle contractions // - required for normal nerve function // - to prevent osteoporosis, especially in women // <i>etc.</i>

- ** Accept other appropriate answers.

- (d) Discuss the dietary guidelines that should be followed during pregnancy and lactation to ensure an adequate supply of essential nutrients to both mother and baby. (20)

Any 5: (5 × 4m)

- introduce folic acid (folate) prior to and during pregnancy to reduce the risk of neural tube defects (spina bifida) in the newborn //
- increase the intake of protein during pregnancy to aid growth and development of baby //
- increase the intake of calcium and vitamin D during pregnancy to ensure healthy bones for mother and baby //
- increase intake of iron and vitamin C during pregnancy to ensure healthy blood for mother and baby //
- include plenty of fibre in the diet to prevent constipation, a common problem during pregnancy //
- ensure a good intake of fatty acids to aid the development of a healthy nervous system in baby //
- extra fluid intake is required for milk production during breastfeeding //
- avoid salt as it increases the risk of high blood pressure and water retention //
- avoid eating raw eggs, soft cheeses, seafood and cook-chill food as they are a source of possible food poisoning, e.g. *Salmonella*, *Listeria* infection can increase the risk of miscarriage //
- slightly increase the amount of calories taken in each day; a slight increase in nutrient intake will ensure the adequate amounts of vitamins and minerals required by mother and baby //
- avoid excessive weight gain (>12 kg) //
- avoid alcohol, as it can cause foetal alcohol syndrome // etc.

** Accept other appropriate answers.

Fats and oils are an important part of a healthy diet.

- (a) Discuss the nutritional and dietetic contribution that fats and oils make to the diet. (20)

① Nutritional contribution

Any 4: (4 × 3m)

- protein // - most fats and oils are deficient in protein; butter and margarine contain traces of protein (<1%) //
- fat // - fat content varies from around 82% fat (butter) to 99.9% fat (salad and cooking oils); low-fat margarines and dairy spreads contain approximately 40% fat //
- carbohydrate // - fats and oils are deficient in carbohydrate //
- vitamins // - a trace amount in suet //
- butter and dairy spreads contain traces of the fat-soluble vitamins A and D //
- margarine is fortified with vitamins A and D //
- no vitamin C //
- minerals // - traces of calcium are present in butter and margarine //
- water // etc. - varies in proportion to fat content // etc.

** Accept other appropriate answers.

② Dietetic contribution

Any 4: (4 × 2m)

- depends on the fat or oil //
- supply heat to the body //
- supply a concentrated source of energy //
- protect delicate organs //
- insulate nerve fibres //
- supply essential fatty acids //
- act as an insulation/energy reserve //
- are a source of fat-soluble vitamins A, D, E and K //
- omega fatty acids improve brain activity //
- add flavour to food //
- are more filling and help to delay hunger //
- saturated fats should be reduced, especially for those on low-calorie or low-cholesterol diets // etc.

** Accept other appropriate answers.

- (b) Outline the culinary uses of fats and oils in modern day cooking. (15)

Any 5: (5 × 3m)

- spreading on and adding flavour to food, e.g. bread, vegetables, salad //
- vegetable oils are suitable for shallow and deep fat frying due to their high boiling points //
- fat inhibits the formation of long protein strands in pastry, resulting in a short crumbly texture (shortening) //
- used for creaming in baking, i.e. Madeira and all-in-one mixes //
- fats improve the keeping quality and therefore the shelf-life of bread and cakes / prevent cakes and biscuits from drying out //
- fats and oils can form an emulsion with water, e.g. mayonnaise // etc.

** Accept other appropriate answers.

(c) Describe the stages involved in the manufacture of margarine. (15)

** Stages must form the complete product for full marks.

Any 5: (5 × 3m)

- extraction of oil //
 - oils from various sources are extracted and refined //
 - oils may come from vegetable sources (e.g. soya, sunflower, rapeseed); animal sources (e.g. beef fat) and marine sources (e.g. whale oil) //
- hydrogenation //
 - hydrogen is forced through the oil; one molecule of hydrogen is absorbed by each double bond in the unsaturated fatty acids of the oil, converting them to saturated fats //
 - $-\text{CH}=\text{CH}- + \text{H}_2 \rightarrow -\text{CH}_2-\text{CH}_2-$ //
 - a nickel catalyst speeds up hydrogenation //
- refining //
- blending //
 - the oils are refined again //
 - different oils are blended together //
 - the choice of oils depends on the desired properties of the final product in terms of plasticity, creaming, shortening properties, low cholesterol, etc. //
- other ingredients added //
 - water or skimmed milk, salt, flavouring, colours, vitamins A and D //
- emulsification //
 - an emulsifying agent such as lecithin is added //
 - the oil- and the water-based ingredients are mixed together in a machine called a votator/rotator until they form an emulsion //
 - the emulsion is cooled and kneaded until the texture is smooth //
- packaging // etc.
 - the margarine is weighed, chilled, wrapped, packaged and labelled // etc.

** Accept other appropriate answers.

The way we shop is evolving in unexpected ways.

- (a) Evaluate the radical changes in shopping patterns in recent years. (18)

Any 6: (6 × 3m)

- large shopping centres offer ‘one-stop shopping’, reducing the stresses of traffic and offering free parking //
- restaurant and crèche facilities encourage shoppers to spend more time on premises //
- availability of late-night / 24-hour shopping / Sunday shopping / more flexible opening hours //
- increase in the number of specialist shops offering ethnic, gourmet foods //
- increase in purchase of organic and Fairtrade goods //
- consumers are now more confident in complaining about services or prices //
- increased price wars particularly among the multiple chain stores; this competition usually involves expensive advertising campaigns that can influence shopping patterns as consumers avail of bargain elsewhere //
- consumers are more nutritionally aware, seeking high quality in terms of texture, flavour and nutritive value //
- self-service check-out is now being offered by larger chains, e.g. Tesco //
- cash transactions are generally being replaced by laser, credit card and contactless card transactions //
- many supermarkets offer a home delivery service, which is convenient for people with limited transport options //
- high standards of hygiene are expected; food shops in particular must be well-maintained with well-stocked shelves, no bad odours and goods prepared, packaged and displayed safely and hygienically //
- consumers are returning to farmers’ markets, which sell local Irish produce //
- consumers are more environmentally aware and are choosing products with less wasteful packaging and choosing energy efficient appliances //
- many retail outlets are adjusting to take multicultural influences into account //
- discount stores provide good value for money //
- online and TV shopping are becoming increasingly popular; goods can be purchased at any time and delivered to the home, even next-day delivery // etc.

** Accept other appropriate answers.

- (b) Identify and explain **two** types of consumer research **and** comment on the value of consumer research to manufacturers and retailers. (2 × 5m) (18)

** Identify (3m), Explain (2m).

Types of consumer research

① Field research

Explained

Any 1:

- a detailed and expensive type of research //
- surveys are done through direct contact via mail, telephone or in person //
- includes observation, e.g. watching and documenting consumer behaviours //
- interviews of a sample number of the target group // etc.

** Accept other appropriate answers.

4. (b) (cont'd.)

② Desk research

Explained

Any 1:

- a quick and very general method of research //
- looks at data already collected by
 - state agencies, e.g. Central Statistics Office //
 - economic reports, e.g. by ESRI //
 - trade associations // etc.

** Accept other appropriate answers.

Value of consumer research to manufacturers and retailers

Any 4: (4 × 2m)

- identifies consumer wants and expectations //
- reduces the financial risk involved in launching a new product or business //
- gives an insight into consumer attitudes, behaviour and factors that affect decision making //
- this information is valuable for developing / improving new / existing products and services //
- enables manufacturers / retailers to compile consumer profiles for future products and services //
- provides information on current market trends and market size so over-production is avoided //
- protects market position by identifying competitors and analysing their strengths and weaknesses //
- identifies potential markets //
- recognises the advertising and marketing techniques of the competition // etc.

** Accept other appropriate answers.

(c) Name and outline the role of one statutory body concerned with consumer protection.

(14)

** Name (2m).

** Role (4 × 3m).

Statutory body

Any 1: (2m)

- Competition and Consumer Protection Commission (CCPC) //
- Office of the Ombudsman //
- Citizens' Information Board //
- National Standards Authority of Ireland (NSAI) //
- European Consumer Centre // etc.

** Accept other appropriate answers.

Role

① **Competition and Consumer Protection Commission (CCPC) //**

- formed following the amalgamation of the National Consumer Agency (NCA) and the Competition Authority in October 2014 //
- to investigate and challenge practices that are damaging to consumers //
- to enforce a wide range of consumer legislation //
- to enforce Irish and European competition law //
- to bring anti-competitive practices that are harmful to consumers to an end //

4. (c) (cont'd.)

- to provide information to consumers to help them make informed decisions //
- to advise policy makers regarding consumer protection matters //
- responsibility for monitoring and processing non-food product recalls in Ireland // *etc.*

② **Office of the Ombudsman //**

- to investigate complaints made by the public against government departments, the HS (Health Service Executive), local authorities, An Post, insurance companies and credit institutions //
- to investigate complaints concerning compliance by public bodies with the Disability Act, 2005 //
- to carry out an independent review of a complaint, decide whether it is justified and make recommendations to the public body in order to resolve the problem // *etc.*

③ **Citizens' Information Board //**

- to provide information and advice to the public relating to all aspects of social service *e.g.* social welfare benefits and entitlements, health services and consumer rights //
- to offer this information online or at any of the Citizen's Information centres located around the country //
- to fund and support the Money Advice and Budgeting Service (MABS) and the National Advocacy Service for People with Disabilities // *etc.*

④ **National Standards Authority of Ireland (NSAI) //**

- to establish standards in relation to safety and quality of products //
- to implement standards in Irish industry in order to provide better and safer products for the consumer //
- it is the national certification authority for CE awards //
- it aims to inspire consumer confidence in Irish products //
- to create the infrastructure for Irish products and services to be recognised and relied on worldwide // *etc.*

⑤ **European Consumer Centre // *etc.***

- established in conjunction with the European Commission and the Director of Consumer Affairs //
- a walk-in advice centre //
- to provide consumers with information on consumer rights and protection in Ireland and in the EU // *etc.*

** Accept other appropriate answers and material.

Family structure in Ireland is moving beyond the traditional model.

- (a) (i) Define the term family. (21)

Any 1: (3m)

- a group of people related through blood, marriage or adoption //
- UN definition (1994) defines the family 'as the basic unit of society, which acts as a support for its members and which transmits values from one generation to the next' //
- UN Article 16: 'the family is the natural and fundamental group unit of society and is entitled to protection by society and the State' //
- Article 41 of the Irish Constitution: 'the family is the natural, primary and fundamental unit group of society' //
- a social institution, *i.e.* an organised social arrangement whose fundamental function is the production and rearing of children // *etc.*

** Accept other appropriate answers.

- (ii) Identify **three** family structures that are common in Ireland today **and** outline **two** characteristics of each type.

** Structure named (2m), Characteristics outlined (2 × 2m).

Any 3: (3 × 6m)

① **Nuclear family**

Characteristics

Any 2:

- consists of parent(s) and children //
- usually small in number, with widely dispersed relatives //
- economically self-sufficient; both parents are often wage earners //
- have integrated conjugal roles, *i.e.* roles of mother and father overlap (egalitarian roles) //
- are mobile; may move for career or other reason //
- can be isolated in times of crisis //
- make decisions democratically //
- concluded on the death of spouse or in the case of divorce // *etc.*

② **Extended family**

Characteristics

Any 2:

- consists of parents, children, grandparents, aunts, uncles and cousins //
- usually large in number, living together in one home or nearby //
- economically inter-dependent //
- many members may work in a family business (or agricultural business) and may therefore be immobile //
- roles for men and women usually more segregated //
- more authoritarian (patriarchal) than democratic //
- strong and supportive during times of crisis //
- long-lasting //
- children generally settle in close proximity to where they were reared //
- not mobile due to large numbers // *etc.*

5. (a) (ii) (cont'd.)

③ Lone-parent family

Characteristics

Any 2:

- consists of one parent and child / children //
- may arise due to divorce, separation, death, imprisonment, unplanned pregnancy outside of marriage and / or no desire to get married //
- women are more likely than men to head a lone-parent family //
- may encounter difficulties such as poverty, isolation, stress, increased workload and childcare issues //
- often dependent on state benefits //
- there may be an absence of role models for children within the family unit // *etc.*

④ Blended family

Characteristics

Any 2:

- consists of partners with children from previous relationships and in some cases their own children //
- increasingly common due to rising rates of divorce and separation //
- have a large extended family //
- may lead to conflict within the family //
- may be difficult to maintain relationships with the absent biological parent in a blended family //
- there may be difficulties maintaining discipline between step-parents and children //
- some characteristics similar to the nuclear family //
- may be under extra financial pressure if two families are to be supported // *etc.*

** Accept other appropriate answers and material.

(b) Discuss how gender issues within the family can impact on family roles.

(20)

Any 5: (5 × 4m)

- there is increased equality between men and women in the home //
- men are more involved in childminding and running the home //
- many women work outside of the home; in some cases they are the only wage earner //
- due to the increase in lone-parent families, the distinction between men's and women's roles is becoming less //
- education is seen as a priority for male and female children //
- for children, certain colours, toys, *etc.* are regarded as masculine or feminine and reinforce gender stereotypes //
- children's household chores may be allocated according to gender, *e.g.* girls do the washing up, while boys wash the car, *etc.* //
- gender segregation becomes less obvious as children move towards adolescence //
- ideally there should be no more 'typical' male or female roles // *etc.*

** Accept other appropriate answers.

(c) Identify **and** explain the importance of **one** law that protects the family.

** Law named (3m), Importance explained (2 × 3m).

Any 1: (9m)

① **Family Law (Maintenance of Spouses and Children) Act 1976**

- financial support is paid by a person for the benefit of a dependent spouse and dependent children //
- for a child to be deemed a dependent, he/she must be
 - under 18 years of age //
 - under 23 years of age and in full-time education //
 - a child with a disability //
- a dependent can apply for maintenance even if living with their spouse //
- a parent can apply for maintenance for a dependent child from the other parent regardless of whether or not they are married to each other //
- factors such as number of children, income, *etc.* are taken into account before a settlement is reached //
- if parties cannot agree maintenance, a court order may be obtained from the District or Circuit Court detailing the amount and method of payment //
- an Attachment of Earnings Order can be granted if a spouse fails to pay maintenance; this allows money to be deducted from his/her wages and paid directly to the dependent spouse //
- a 1987 amendment allows a parent to apply for maintenance for a child from the other parent, even if they were never married to each other // *etc.*

** Accept other appropriate answers.

② **Family Home Protection Act 1976**

- the family home, *i.e.* the home where the married couple ordinarily live, cannot be sold or mortgaged, or ownership transferred, without the consent of both spouses //
- this is regardless of which spouse owns the family home //
- most family homes are in joint ownership // *etc.*

** Accept other appropriate answers.

③ **Domestic Violence Act 1996**

- a spouse can apply to the court for a safety, barring or protection order if they or their dependent children are under the threat of sexual, physical or psychological violence from any family member //
- intended to protect a person who is threatened with sexual, physical or psychological abuse in their home //
- a safety order prohibits a person from using or threatening violence against the person applying for the order and/or their dependent children, and can apply for up to a period of 5 years //
- a barring order (Section 22, Family Law Act 1976) obligates the person against whom the order is made to leave the home where the spouse and their dependents live and not to return until a time specified by the court, and can apply for a period of up to 3 years //
- a protection order is a temporary safety order which lasts until the full court hearing of the application for a safety or barring order //
- under a protection order the abuser can continue to live in the family home, but must not instigate violence // *etc.*

** Accept other appropriate answers.

5. (c) (cont'd.)

④ **Judicial Separation Act 1989**

- enables the court to grant a decree of Judicial Separation where a marriage has broken down to the extent that the court is satisfied that a normal marital relationship has not existed between the spouses for a period of at least 1 year immediately preceding the date of the application // *etc.*

** Accept other appropriate answers.

⑤ **Family Law (Divorce) Act 1996**

- a spouse who wished to end an existing legal marriage can make an application to the court for a decree of divorce //
- an advising solicitor must inform the applicant of the available counselling and mediation services //
- the court will grant a divorce if the couple have lived apart for a least 4 of the previous 5 years //
- the court will grant a divorce if there is no prospect of reconciliation //
- the court will grant a divorce if it is satisfied that the spouse and dependent children have been adequately provided for //
- a decree of divorce gives a spouse the right to remarry // *etc.*

** Accept other appropriate answers.

⑥ **Child Care Act 1991**

- makes provision for the care and protection of children //
- the HSE can intervene in family situations if a child is deemed to be at risk, *e.g.* if the child has been neglected, assaulted or sexually abused //
- the HSE can apply to the courts for a Care Order, allowing the child to be removed from the family home and placed into care for the long or short term //
- an Emergency Care Order allows the HSE to take custody of a child for a period of up to 8 days //
- the HSE may apply for a Supervision Order, which allows HSE officials to visit the child in the family home periodically to monitor the child's health and welfare // *etc.*

** Accept other appropriate answers.

⑦ **Children's Act 1997**

- allows unmarried fathers to become joint legal guardians of a child (with the mother's consent) without having to go to court //
- an agreement must be signed by both parents in the presence of a Peace Commissioner // *etc.*

** Accept other appropriate answers.

Students selecting this elective must answer 3(a) and either 3(b) or 3(c).

3.(a) (i) Social and economic changes have impacted greatly on family life in Ireland. Discuss this statement in relation to:

(20)

- the improvement in the provision of education

** Identify (1m), Elaborate (1m).

Any 4: (4 × 2m)

- education is available to everyone aged 4-19 years of age //
- free education - introduced in the late 1960s //
- expenses such as books, uniforms, sports equipment, *etc.* must be covered by parents; the Back to School Allowance can ease the financial burden on parents receiving social welfare payments//
- government investment in school buildings, equipment, staffing and running costs //
- school transport systems particularly in rural areas //
- the introduction of a range of courses (JCSP, LCVP and LCA) at second level to accommodate a variety of ability levels //
- the availability of a wide range of courses in third-level colleges and universities //
- better support for students with special needs has helped to reduce the burden on families //
- state financial assistance such as means-tested grants for university students //
- adult and second-chance education encouraged in government policy //
- a range of incentives introduced by the government to encourage the long-term unemployed to return to education // *etc.*

** Accept other appropriate answers.

- the improvement in the provision of social welfare

** Identify (1m), Elaborate (1m).

Any 3: (3 × 2m)

- the family unit feels less responsibility for the retired, disabled, unemployed or widowed since the introduction of social welfare //
- old age pensions, living alone allowances and a range of benefits such as free electricity have helped to alleviate hardship among the elderly //
- child benefit has helped to reduce the incidence of child poverty //
- families dependent on one parent, as in the case of widowed people or lone parents, can receive state assistance //
- families on low incomes can avail of social welfare in the form of family income supplement // *etc.*

** Accept other appropriate answers.

- the reduction in working hours and increase in leisure time.

** Identify (1m), Elaborate (1m).

Any 3: (3 × 2m)

- EU legislation governs maximum working hours for various occupations and for young people (under 18s); any extra work is viewed as overtime and must be paid accordingly //
- legislation governs minimum holidays and paid leave such as maternity leave; parental leave (unpaid leave) is also a legal entitlement for parents //
- the development of the trade union movement, which seeks to improve working conditions including reduced working hours //

Q.3 Elective 3 – Social Studies (cont'd.)

3.(a) (i) (cont'd.)

- due to the recent economic decline many people have become unemployed or have had their working hours reduced //
- the growth in the leisure industry indicated a greater appreciation of the benefits of leisure in reducing work-related stress // *etc.*

** Accept other appropriate answers.

(ii) Analyse how changing attitudes to parenting have impacted on modern family life. (20)

Any 5: (5 × 4m)

- previously, childcare was chiefly the domain of the mother; the father was seen as disciplinarian and control within the home was patriarchal //
- nowadays, parenting is a more egalitarian (equal) process with mother and father sharing parental responsibilities //
- younger children can also spend a lot of time with childcarers, who play a role in disciplining children //
- the provision of day-care facilities in the workplace, paid maternity leave and options of flexitime or job sharing encourage a woman to remain at work while acknowledging her role as a parent //
- there is more democracy in family life; children have a greater say in family matters //
- discipline is less likely to take the form of corporal punishment //
- sometimes parents of teenagers tend to be lenient, allowing their children more freedom than is advisable //
- lack of parental supervision is often seen as a factor in the increasing social problems of alcohol, drug abuse and street violence //
- the introduction of paternity and parental leave acknowledge the role of the father as well as the mother in parenting and childcare // *etc.*

** Accept other appropriate answers.

(iii) Name and outline the role of one voluntary organisation that helps the modern family to perform its basic functions. (10)

** Voluntary organisation named (1m).

** Expect 3 points of information on the support offered to families. (3 × 3m).

Any 1: (10m)

① **Society of Saint Vincent de Paul**

- a large, national, voluntary-led, decentralised, Christian organisation working with poor and disadvantaged people //
- involved in a diverse range of activities characterised by support and friendship //
- promotes self-sufficiency //
- works for social justice //
- services include community resource centres; hostels and refuges; social housing projects; visits to homes, hospitals and prisons; youth clubs; shops; crèches; education grants; holiday centre // *etc.*

** Accept other appropriate answers.

3.(a) (iii) (cont'd.)

2 Focus Ireland

- works to prevent people becoming or remaining homeless through the provision of quality services, supported housing and advocacy //
- works with young people, single adults and families //
- believes that everyone has a right to a place called home which is safe, secure and appropriate to their needs //
- the Focus Ireland Crisis Desk provides information and advice to those who are homeless or at risk of becoming homeless // *etc.*

** Accept other appropriate answers.

3 The Carers Association

- supports family members who provide essential care and attention for frail older persons, or persons with physical, learning, emotional or other disabilities or illnesses, and any other persons receiving care or requiring care in the home //
- provides home respite care, recognised training in homecare and information //
- operates a carers helpline
- lobbies for and promotes the interests of carers //
- it represents carers' interests in Social Partnership and in the National Economic and Social Forum //
- provides a carers' information pack online // *etc.*

** Accept other appropriate answers.

4 Simon Communities Ireland

- works with people who experience homelessness and housing exclusion in Ireland by assisting people at risk of becoming homeless //
- campaigns for legislative and policy changes and resources that will deliver responsive services for people experiencing homelessness //
- provides quality care, accommodation, projects and services which support people and enable them to acquire and sustain an appropriate home of their own // *etc.*

** Accept other appropriate answers.

5 Aware

- provides vital emotional support and information for those who experience depression and their families //
- works to create greater public awareness of the nature and consequences of depressive illness //
- services include a network of support groups nationwide, lo-call helpline open 365 days a year, Beat the Blues (a secondary school awareness programme), free information service and regular public lectures //
- information booklets and leaflets are available for download from the website // *etc.*

** Accept other appropriate answers.

6 Barretstown // *etc.*

- provides a programme of therapeutic recreation for children with cancer and other serious illnesses //
- the children, aged 7 to 17, come from Ireland and 22 other European countries to take part in activities such as horse riding, canoeing, archery and drama //
- through their achievements, they stop seeing themselves as 'sick kids' and begin to regain self-confidence, independence and self-esteem //

Q3. Elective 3 – Social Studies (cont'd.)

3.(a) (iii) (cont'd.)

- the programme is recognised by medical specialists as playing a valuable role in a child's recovery from serious illness //
- everything, including medical care and airfare, is provided free of charge // *etc.*

** Accept other appropriate answers.

and

3.(b) (i) Elaborate on the **five** major causes of poverty in Ireland today. (15)

** Named (2m), Elaborated (1m).

Any 5: (5 × 3m)

- cycle of poverty //
 - children brought up in poverty are more likely to repeat the cycle //
 - behaviour and attitudes of people in poverty tend to keep them in the poverty cycle for longer // *etc.*
- poor education //
 - leaving school early without any formal qualifications results from a lack of encouragement for educational achievement // *etc.*
- low-paid jobs //
 - lack of educational opportunities leads to low-paid, unskilled employment, with little opportunity to achieve long-term career goals // *etc.*
- economic recession //
 - during times of recession, unemployment rates increase, leading to a greater dependency on State benefits and a greater chance of living on or below the poverty line // *etc.*
- type of family //
 - lone parents living on State benefits often live in poverty //
 - large families with only one income often live in poverty // *etc.*
- social issues //
 - addictions such as alcohol, drugs or gambling result in money being spent elsewhere // *etc.*
- increasing cost of living // *etc.*
 - utility bills, food bills and housing costs are all increasing, putting further pressure on those with already limited incomes // *etc.*

** Accept other appropriate answers.

(ii) Discuss the negative effects of poverty on the modern family. (15)

** Named (2m), Discussed (1m).

Any 5: (5 × 3m)

- poor nutrition //
 - caused by a lack of nutritional information / education //
 - over-reliance on convenience foods //
 - not enough money to buy food to feed the family // *etc.*
- unemployment //
 - many people are long-term unemployed and caught in the cycle of poverty // *etc.*
- lack of educational opportunity //
 - students leave school early and/or with no formal qualifications //
 - a lack of encouragement from home // *etc.*

Q3. Elective 3 – Social Studies (cont'd.)

3.(b) (ii) (cont'd.)

- inadequate housing // - many people live in cold, damp or overcrowded housing, due to poverty //
- psychological problems and poor health // - homeless families often live in B&B accommodation, often without proper cooking or cleaning facilities // *etc.*
- family discontent // *etc.* - people living in poverty are more likely to suffer from depression or low self-esteem, or feel isolated //
- - poor nutrition and inadequate housing conditions can lead to poor health //
- - financial worries may lead to tension and arguments between family members and the main wage earner, who may become frustrated at being unable to provide for his/his family // *etc.*

** Accept other appropriate answers.

or

3.(c) All children, including children with special educational needs, have a right to an education which is appropriate to their needs.

- (i) Discuss the provisions for students with special needs in mainstream education. (18)

Any 3: (3 × 6m)

- mainstream schools (both primary and secondary) with learning support, resource teachers and Special Needs Assistants (SNAs) //
- funding is available from the Department of Education and Skills through the Visiting Teacher Service for children and young people with hearing or visual impairments (the VTHI/VTVI service); from point of referral to third-level education, the visiting teacher supports the child, the teacher and the family //
- the Department of Education and Skills provides special classes with a low pupil/teacher ratio in the mainstream education setting //
- special schools such as Cope, which provide education for students with mild to severe learning disabilities //
- special schools for visually and hearing impaired children //
- special schools also provide education for members of the Travelling community, teenagers in detention centres, *etc.* //
- the integration of students with special needs into mainstream education is believed to be the best approach for everybody involved //
- use of laptops, iPads for students with dyslexia, difficulties with handwriting *etc.* // *etc.*

** Accept other appropriate answers.

Q3. Elective 3 – Social Studies (cont'd.)

3.(c) (cont'd.)

(ii) Write an informative note on the National Education Welfare Board (NEWB). (12)

Any 3: (3 × 4m)

- the National Education Welfare Board (NEWB) was established by the Education Welfare Act 2000 //
- it supports regular school attendance //
- it looks after the education of children and young people //
- education welfare officers work in conjunction with schools to track attendance //
- a student cannot be absent from school for more than 20 days in a school year //
- early school leavers must register with the board so that their progress in education or employment can be monitored //
- it includes the Home–School–Community Liaison service and the School Completion Programme // *etc.*

** Accept other appropriate answers.