




0175-501 March 2022

Level 3 Advanced Technical Diploma in Floristry (540)

Level 3 Floristry – Theory exam (1)

Q1	Fill in the blanks on the following table. (3 marks)				
	Cut flowers	Genus	Species/cultivar	Natural season	Special treatment/significant characteristics
	a)  www.trianglenursery.co.uk	Allium	sphaerocephalon	Summer	
	b)  www.trianglenursery.co.uk	Calendula		Summer	Great for drying.
c)  www.trianglenursery.co.uk	Narcissus	sp.		Sap can be an irritant.	

Acceptable answer(s)

a) Smells like onions/garlic (1) / Change water often to avoid stems going mushy (1) / Use a bacteria stat (inhibitor) if possible (1)

b) Officinalis (1)

c) Spring (1)

1 mark for each answer, up to a maximum of 3 marks.

Q2

Fill in the blanks on the following table. (3 marks)

Cut foliage	Genus	Species/ cultivar	Natural season	Special treatment/significant characteristics
a)  www.trianglenursery.co.uk	Brassica	oleracea	Autumn	
b)  www.trianglenursery.co.uk		sanderiana	All year round	Also good as pot plants.
c)  www.trianglenursery.co.uk	Skimmia		Autumn	Also in green.

Acceptable answer(s)

a) Part of the cabbage family (1) / Bad odour (1) / Place in shallow water (1)



b) Dracaena (1)

c) Japonica (1)

1 mark for each answer, up to a maximum of 3 marks.

Q3

Fill in the blanks on the following table. (2 marks)

Pot plants	Genus	Species/cultivar	Plant group	Special treatment/significant characteristics
<p>a)</p>  <p>https://hortology.co.uk</p>	Ficus	benjamina	Foliage	
<p>b)</p>  <p>https://hortology.co.uk</p>	Yucca	elephantipes	Foliage	

Acceptable answer(s)

a) sensitive to changes in their environment (1)

b) In bright or high light settings (1) Allow the top 1/4 or 1/3 of soil to dry out before watering well (1)

Accept any other suitable answer.

1 mark for each answer, up to a maximum of 2 marks.

Q4

With reference to Figure 1, name the design theory. (1 mark)

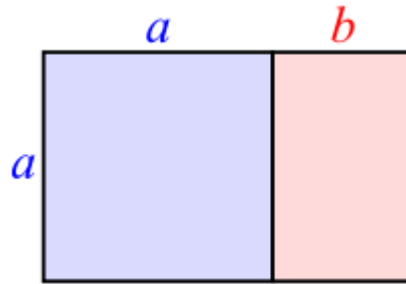


Figure 1
www.wikipedia.org

Acceptable answer(s)

- The golden section (1)
- The golden ratio (1)
- Proportion (1)
- 1/3:2/3 (1)
- 3:5:8 (1)

Accept any other suitable answer.

1 mark for answer, up to a maximum of 1 mark.

Q5	Name the three points of growth from the design schema. (3 marks)
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Acceptable answer(s)

- Focal area (1)
- Single point of growth (1)
- Multiple centres of growth (1)

Accept any other suitable answer.

1 mark for each answer, up to a maximum of 3 marks.

Q6

Identify the line direction in **each** of the following designs:

a) (1 mark)



Figure 2

www.pinterest.com

b) (1 mark)



Figure 3

www.pinterest.com

c) (1 mark)



Figure 4

www.pinterest.com

Acceptable answer(s)

- a) Parallel
- b) Crossing
- c) Radial

1 mark for each answer, up to a maximum of 3 marks.

Q7 Give **two** reasons why it is important to use the design schema. (2 marks)

Acceptable answer(s)

- Push design boundaries. (1)
- Able to see where you have gone wrong. (1)
- Able to see where you can improve on a design. (1)
- Underpinning knowledge to produce a design that will stand out. (1)
- To create a more aesthetically pleasing design. (1)

Accept any other suitable answer.

1 mark for each answer, up to a maximum of 2 marks.

Q8 Evaluate Figure 5, using the design schema. (4 marks)



Figure 5
<https://passionis.co.uk/>

Acceptable Answer (s):

- Symmetrical (1)
- Decorative (1)
- Radial (1)
- Single point of growth (1)
- Grouping (1) /Grouped (1)

1 mark for each answer, up to a maximum of 4 marks.

Q9 Describe a potential harmful effect of **two** different named plants/flowers that are classed as hazardous. (4 marks)

Acceptable answer(s)



(see image on next page)

Aconitum napellus	Monkshood		Arum italicum	
Colchicum autumnale	Autumn Crocus		Convallaria majalis	Lily of the Valley
Dieffenbachia picta	Dumb Cane		Digitalis purpurea	
Euphorbia spp. (except E. pulcherrima)	Spurge		Gloriosa rothschildiana	
Primula obconica	Primula		Ricinus communis	Castor Oil Plant
Taxus baccata	Yew		Veratrum nigrum	
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Aucuba japonica	Spotted Laurel/ Japanese Laurel		Aglaonema spp.	Chinese Evergreens
Aloe spp.	Aloe		Alstromeria peruviana	
Amaryllis belladonna	Belladonna		Anthurium andreanum	Flamingo Flower
Arachniodes adiantiformis	Leather Leaf Fern		Asparagus spp. except A. officinalis	Asparagus Fern
Caladium spp.	Angel's Wings		Capsicum annuum	
Chrysanthemum spp.	Chrysanthemum		Clivia miniata	
Chlorophytum comosum	Spider Plant		Cupressocyparis leylandii	Leyland Cypress
Delphinium elatum	Larkspur		Euonymus europaeus	
Fagus sylvatica nut	Beech		Ficus benamina	
Ficus carica	Common Fig		Hedera spp.	Ivy
Helleborus niger	Christmas Rose		Hippeastrum spp.	
Hyacinthoides non-scripta/hispanica	Bluebell/Spanish bluebell		Hyacinthus orientalis	
Ilex aquifolium Berries	Holly Berries		Hypericum perforatum	
Iris spp.	Iris		Ligustrum ovalifolium	
Lupinus spp.	Lupin		Monstera deliciosa	Swiss Cheese Plant
Narcissus spp.	Daffodil		Ornithogalum	Star of Bethlehem
Papaver somniferum	Poppy		Passiflora caerulea	
Philodendron spp.	Philodendron		Polygonatum x hybridum	
Prunus laurocerasus and lusitanica seeds	Cherry Laurel and Portugal Laurel		Rhus	
Scindapsus aureus	Devil's Ivy		Schefflera actinophylla	Umbrella Plant
Solanum spp.			Spathiphyllum wallisii	
Symphoricarpos spp.	Snowberry		Tulipa spp.	Tulip
Viscum album			Zantedeschia aethiopica	Arum Lily/ Calla Lily)

Guidance
1 mark per named flower up to a maximum of 2 marks.
1 mark per effect up to a maximum of 2 marks.
Max marks 4
Ref AO2 304.01.01

1 mark per named flower up to a maximum of 2 marks.
1 mark per effect up to a maximum of 2 marks.

Q10	Explain the botanical processes that happen in two different parts of a plant. (6 marks)
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Acceptable answer(s):

1. **Roots** (1) – **osmosis** (1) take place in the roots where water is absorbed through the root system through a semi-permeable membrane from a less concentrate solution to a more concentrated one. (1)
Hydrotropism (1) roots grow towards water (1)
Positive geotropism (1) root responds to gravity and grows downward (1)
2. **Stems** (1) – they carry and store food and water from the root system to the leaves and flowers. The stem contains fluid conducting tissue called vascular bundles. (1) Water moves up the xylem through a process called **capillary action**. (1)
Positive phototropism (1), whereby they grow towards the light. (1)
Thigmotropism (1) – **tendrils** from the stem (1) respond to **touch** (1)
3. **Leaves** – (1)
 - a. the **leaves** of a plant make food via a process called **photosynthesis** (1). Leaves also dispense water vapour and gases through tiny pores on the underside of the leaves called stomata. (1)
 - b. plants give off water into the atmosphere, which cools the plant. (1) Water vapour **evaporates** from within the plant through the pores in the leaves called **stomata**. (1)
 - c. Plants combine the sugars made in photosynthesis with oxygen from the air to produce the energy they need for growth and other processes; (1) this is called **respiration**. (1)
4. **Flowers** (1) – sexual reproduction part of a flowering part. (1) **Pollination** is the transfer of pollen from the stamens to the stigma. (1)

Accept any other suitable answer.

Up to 3 marks for each explanation, up to maximum of 6 marks

Q11	Describe two basic care requirements for house plants. (4 marks)
<p>Acceptable answer(s)</p> <ol style="list-style-type: none"> 1. Air (1) – good ventilation will help the plant maintain its life balance and keep the temperature down in summer months. (1) 2. Heat (1) – indoor plants need temperature of between 10 – 20° which will maintain all the processes to happen.(1) 3. Humidity (1) – most plants dislike dry air and prefer moisture in the atmosphere. (1) / Humidity is a fine balance as too much will cause Botrytis cinerea. (1) 4. Light (1) – plants need sunlight in order to produce food in the leaves. (1) 5. Water (1) – correct watering will lead to correct growth; too much can result in rotting roots and too little can result in wilting and death. (1) 6. Feeding (1) –feeding plants regularly so that they remain healthy and create a lush, attractive display (1) 7. Grooming (1) –Dust diminishes the ability of the leaves to function. (1) / The leaves need to breathe in order to grow. (1) / Dust will block the breathing pores (stomata) and reduce the amount of light that can feed the growth-activating cells within the leaves. (1) <p><i>Accept any other suitable answer.</i> <i>Up to 2 marks for each description, up to maximum of 4 marks</i></p>	

Q12	List five details to be itemised on a job advert for a junior position in a floristry shop. (5 marks)
<p>Acceptable answer(s)</p> <ul style="list-style-type: none"> • Job title (1) • Main duties (1) • Role (1) • Hours (1) • Location (1) • Salary (1) • Skills required (1) • The business (1) • Training/promotion opportunities (1) <p><i>Accept any other suitable answer.</i> <i>1 mark for each answer, up to a maximum of 5 marks.</i></p>	

Q13	<p>Give two advantages and two disadvantages for each of the following types of sales:</p> <p>a) Face to face. (4 marks)</p> <p>b) Online shop. (4 marks)</p>			
	<p>Acceptable answer(s)</p> <p>a) Face to face</p> <ul style="list-style-type: none"> • Advantages <ul style="list-style-type: none"> ○ builds a better customer relationship/service (1) ○ more intimate details can be discussed (1) • Disadvantages <ul style="list-style-type: none"> ○ Does not attract new customers (1) ○ Shop might be busy and you have limited time to interact with customer (1) <p><i>Accept any other suitable answer. 1 mark for each answer, up to a maximum of 4 marks.</i></p> <p>b) Online shop</p> <ul style="list-style-type: none"> • Advantages <ul style="list-style-type: none"> ○ Easily accessible and instant notification (1) ○ Opportunity for wider audience (1) • Disadvantages <ul style="list-style-type: none"> ○ Expensive to keep up to date (1) ○ Big relay companies are competitors (1) ○ Lack of personal service (1) <p><i>Accept any other suitable answer. 1 mark for each answer, up to a maximum of 4 marks.</i></p>			

Q14	<p>A floristry business needs to make preparations for Valentine’s Day falling on a Sunday. Discuss the key areas to be covered when planning for three typical designs, to include:</p> <ul style="list-style-type: none"> • SWOT analysis and demographics. • Types of fresh materials suitable for customer needs. • Application of design schema to designs. • Roles, responsibilities and allocation of duties. <p style="text-align: right;">(12 marks)</p>	
	Acceptable answer(s)	Guidance
Q14	<p>Indicative content</p> <p>Completion of a SWOT analysis</p> <ul style="list-style-type: none"> • Strengths • Weaknesses • Opportunities • Threats <p>Explanation of local demographics</p> <ul style="list-style-type: none"> • Analyse influences on floristry business, including, trends and forecasts • Setting of SMART objectives – Specific, Measurable, Achievable, Realistic, Time-constrained. <p>Product range</p> <ul style="list-style-type: none"> • Design categories • Knowledge of conditioning and care • Specific range of materials and/or designs • Hazardous materials, poisonous/irritant • Impact on purchasing fresh and sundries <p>Logistics</p> <ul style="list-style-type: none"> • Extra vehicle to deliver products • Size of van <p>Identification of customers’ needs</p> <ul style="list-style-type: none"> • Specific designs for easy assembly • Types of sales • Advertising and marketing • Add on sales • Packaging materials • Sustainability 	<p>Band 1: 1-4 marks</p> <p>A basic understanding of what needs to be taken into account in relation to the customer’s needs, designs and the impact on the business for a peak period which falls on a Sunday. Limited reference to SWOT analysis, impact on business, plant names, conditioning, care and storage. Roles and responsibilities of staff and allocation of duties.</p> <p>To access the higher marks in the band, a wider range of depth on SWOT analysis and the connection to opportunities, customer needs and the impact on the business is needed. A good understanding of staff, roles and responsibilities and timeline of allocation of duties is needed</p> <p>Band 2: 5-8 marks</p> <p>A good understanding of what needs to be taken into account in relation to the customer’s needs, designs and the impact on the business for a peak period which falls on a Sunday. Broader reference to SWOT analysis, impact on business, plant names, conditioning, care and storage. Roles and responsibilities of staff and allocation of duties.</p> <p>To access the higher marks in the band, a wider range of breadth and depth on SWOT analysis and the connection to opportunities, customer needs and the impact on the business is needed. A thorough understanding of staff, roles and responsibilities and timeline of allocation of duties is needed</p> <p>Band 3: 9-12 marks</p> <p>A thorough understanding of what needs to be taken into account in relation to the customer’s needs, designs and the impact on business, plant names, conditioning, care and storage. Roles and responsibilities of staff and allocation of duties.</p> <p>To access the higher marks in the band, a comprehensive understanding of SWOT analysis and the connection to the impact on the business financially. Comprehensive understanding of staff, roles and responsibilities and timeline of allocation of duties is needed.</p>

	<p>Management of staff</p> <ul style="list-style-type: none">• staff roles• are there sufficient number of staff to cover extra workload• do you need to recruit more staff• where the roles sit within the team• key areas of responsibility• training requirements• work area – is it big enough, extra storage facilities	
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