



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 (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)

SAMPLE PAPER

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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)

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5 Explain the setting of SMART Objectives when writing a marketing plan.

(20 marks)

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