

Exam Preparation

Section A - Multiple Choice Questions (5 marks)

Question 1

Sam purchases his meals from his local convenience store because the nearest supermarket is over 20km away from his home, and he has no way of travelling there.

This is an example of which social factor influencing food accessibility?

- a. income
- b. location
- c. transport
- d. available time

The answer is not A. There is no reference to how much money Sam spends on food.

The answer is B. The information provided states that Sam buys food from his local convenience store due to the supermarket being located 20km from his home.

The answer is not C. Transport is not one of the social factors.

The answer is not D. There is no indication of the amount of time Sam has available in the question.

Question 2

Eating pizza with friends after playing a basketball game every Friday night is most likely influenced by:

- a. education
- b. income
- c. cultural norms
- d. available time

The answer is not A. There is no reference to education in the question.

The answer is not B. There is no reference to income in the question.

The answer is cultural norms. A cultural norm is an expectation, rule, or practice consistent within a social group. The friends order pizza every Friday night, which is a cultural norm.

The answer is not D. There is no reference to how much time the group of friends has available.

Question 3

A meal kit is a subscription service where a company sends customers pre-portioned and sometimes partially-prepared food. Working parents with little time to cook may opt for this service.

This is an example of which social factor influencing food choice?

- a. income
- b. cultural norms
- c. education
- d. available time

The answer is not A. While working parents have been mentioned, the amount of money they spend on meal kits has not.

The answer is not B. There is no reference to any expectations or rules among working parents using this service.

The answer is not C. There has been no reference to the knowledge or skills needed to prepare the meals.

The answer is D. The amount of time they have to cook was mentioned.

Question 4

Buying deep-fried chips from a local shop because healthier fast food options cost more is an example of which social factor influencing food choices?

- a. available shops
- b. income
- c. local enterprise
- d. accommodation

The answer is not A. Available shops are not a social factor.

The answer is B. The cost of the deep-fried chips compared to healthier fast food options was discussed.

The answer is not C. Local enterprise is not a social factor.

The answer is not accommodation. Where a person lives or their food preparation facilities have not been mentioned.

Question 5

As recommended by a dietician, selecting low-salt food products is an example of which social factor influencing a person's response to food information?

- a. education
- b. accommodation
- c. food accessibility
- d. location

The answer is A. The dietician had educated a person to select low-salt food.

The answer is not B. There is no reference to accommodation in the question.

The answer is not C. Food accessibility is not a social factor.

The answer is not location. There is no reference to a location in the question.

Section B – Short Answer Responses (15 marks)

Question 1 (3 marks)

Imagine this prepared and packaged salad product recently introduced on the food market.



Source: https://www.freepik.com/free-photo/vegetable-salad-delivery-box-isolated-white-background_20922725.htm#query=salad%20package&position=10&from_view=search

- a. Name one social factor that may influence a person to purchase this food product. (1 mark)

For 1 mark, the student needed to state one social factor. The exact name of the social factor must be used.

Any social factors could have been named: available time, accommodation, education, income, location, or cultural norms.

- b. Explain why this social factor may influence a person's food choice. (2 marks)

For 2 marks, the student needed to explain why the social factor they named may influence a person's food choice.

Any of the following answers were accepted:

Available Time – People without much time to make a salad from scratch may buy this salad instead.

Accommodation – People with limited food preparation and cooking facilities may buy this salad because they do not have the facilities to store the ingredients or equipment to make this salad in their accommodation.

Income – It might be cheaper to buy a prepared salad than buy all of the different ingredients needed to make it from scratch. For some people, this may be a more affordable option to get a variety of ingredients.

Income – This might be an option for some people with more money. Buying all of the ingredients to make this salad might cost more, but you would get better value for money (that is, more food for your money).

Location – This might be a good option for people who are at work and do not have lunch with them. This may be the only food available at convenience stores that is healthy.

Education – People may lack the education (knowledge and skills) to make their food and may have to buy it.

Cultural Norms – This may be someone's lunch they buy with friends. This would be a healthy option for people who mix in circles where the expectation is that they buy their lunch.

Question 2 (3 marks)

Click and collect – sometimes called local pickup or in-store pickup - allows customers to collect their orders from a shopfront. Once they have placed an order online or via phone, they receive a notification when that order is ready for collection.

Identify one social factor and describe how this social factor could influence a person to use 'Click and Collect.'

For 1 mark, the student needed to identify the social factor. The exact name of the social factor must be named.

For 2 marks, the student needed to explain why the social factor they identified influences a person to use 'Click and Collect.' No marks were awarded if the explanation did not support the social factor named.

Available time – People may prefer to order their goods online and then go to the carpark to pick them up. This may benefit people with limited time available to buy groceries.

Income – People who want to control their spending might buy groceries online. They can delete purchases in their cart before they make the final order. Having the groceries delivered may incur an additional charge, so they may click and collect them instead, which might incur a small (if any) fee.

Location – People travelling a distance to the shops might want to click and collect to ensure the things they buy are in stock before arriving at the shops. They might not want to travel a distance and then find that groceries stores do not have the things they want to buy.

Question 3 (9 marks)

NielsonIQ is a company that tracks, diagnoses, and analyses consumer behaviour. They surveyed over 10,000 Australian households who recorded their drink consumption in 2017.

The survey results below show how much various drinks have increased in sales over two years.

<i>Kombucha</i>	<i>Water</i>	<i>Chilled Juice</i>	<i>Mineral Water</i>	<i>Flavoured Milk</i>	<i>Carbonated Soft Drink</i>
173.8%	15.6%	8%	4.9%	2.5%	-0.5%

Source: <https://www.news.com.au/lifestyle/health/the-low-sugar-drink-hitting-a-sweet-spot-in-australia-growing-seven-times-in-the-last-two-years/news-story/b2190c8af38ba2fce0f102812cec0473>

- a. Using the data in the table, identify one trend evident in the data above. (1 mark)

For 1 mark, one trend in the table needed to be identified. The student must refer to the table to be awarded the mark.

It is best to relate the answer to kombucha as part c. relates to kombucha.

The consumption of kombucha increased in sales by 173.8%.

The consumption of all the drinks increased, particularly kombucha, at 173.8%.

The consumption of water increased by 15.6%

- b. Explain one role of each of the social factors given below to account for the trend identified in part a. across Australia. (4 marks)

Education

For 2 marks, the student needed to explain how the social factor of education accounted for the trend they identified in part a. Reading an entire question before responding is essential to ensure students identify the trend that will likely give them a better chance of getting full marks.

Increase in kombucha sales - More people might be drinking kombucha because they have been educated about its health benefits. It contains probiotics which are beneficial to health.

Increase in water sales - More people might buy water because they follow the Australian Guide to Healthy Eating and drink more water.

Cultural Norms

Increase in kombucha or water sales – If more people are consuming a drink like water or kombucha, other people are more likely to copy it, particularly people in the same social group. Drinking kombucha or water then becomes a cultural norm.

Or

This drink may have been advertised a lot, and people might consider it a cultural norm to drink it. It becomes part of their regular behaviour, and other people begin to do the same.

- c. Kombucha is a probiotic drink that contains beneficial bacteria that can contribute to health and wellness.

Discuss why consuming beneficial bacteria may promote health. (4 marks)

For 4 marks, the student needed to explain two health benefits of consuming kombucha.

Kombucha contains probiotics which are beneficial bacteria.

Two of the following responses about probiotics was required.

- Probiotics increase the variety and quantity of microbiota in the gut. They can help the body to fight disease-causing pathogens like viruses.
- Probiotics help to reduce inflammation in the body.
- Probiotics can assist in disease prevention.
- Probiotics can assist in synthesising and absorbing vitamins.
- Probiotics can help control blood sugar levels and diabetes.
- Probiotics can assist with digestive health and help prevent constipation and diarrhoea.