

Level 3 Advanced Technical Diploma in Floristry

0175-30 (540) – Theory Exam

Underline essential technical terms to be seen in the answer

Embolden **and**, **not** or **or** within the answer to clarify requirements for the mark,

Use brackets to indicate text that is extraneous for the mark (but supports examiner understanding)

Use slash to separate alternative/equivalent acceptable terms within an answer

Standard wording:

*Do **not** accept..... (Expected responses that are incorrect but close)*

*Answer must focus on..... and **not**..... (Clarification of the required focus/ clarifies boundary between acceptable and unacceptable – word ‘focus’ can be replaced as appropriate – capture, explain, elicit, highlight etc)*

Allow..... (Answers that may be on the boundary of acceptable – elaborate to clarify if necessary – usually added at standardisation)

Confidential

1.

Cut Flowers	Genus	Species/cultivar	Natural season	Special treatment needs/ Significant characteristics
	Genista	fragrans	January - April	<ul style="list-style-type: none"> • Good air circulation to prevent flower drop • Round lobed leaves covered in small hairs.
	Stephanotis	floribunda	June - December	<ul style="list-style-type: none"> • Sold in airtight bags which can be left unopened for several days. • Once open spray regularly. • Scented
	Tanacetum	parthenium	July - October	<ul style="list-style-type: none"> • Herb • Scented • Can be an irritant wash hands after use.
	Zantedeschia	aethiopica	July - October	<ul style="list-style-type: none"> • Soft stems ends curl. • Use an opaque container, or wrap clear tape around ends after cutting. • Check water daily as stems go slimy.

2.				
Cut Foliages	Genus	Species/cultivar	Natural season	Special treatment needs/ Significant characteristics
	Dracaena	sanderiana	All Year Round	<ul style="list-style-type: none"> • Straight linear stems • shiny texture
	Panicum	grass	May – November	<ul style="list-style-type: none"> • Fragile stems • Handle careful to prevent bending.
	Pinus	strobos	All Year Round	<ul style="list-style-type: none"> • Groups of long fine needles of branches. • Sticky sap

3.				
Pot plants	Genus	Species/cultivar	Natural season	Special treatment needs/ Significant characteristics
	Asplenium	sp	All Year Round	<ul style="list-style-type: none"> • Humid conditions. • spray regularly.
	Coleus	sp	Summer	<ul style="list-style-type: none"> • Need good strong light. • Regular pruning and pinching out of any flowers. • Bright colours • Annual plant grown easily from seed.
	Nertera	sp	Spring - Summer	<ul style="list-style-type: none"> • Spray occasionally. • Keep moist. • Needs bright light. • Keep outside late spring until berries appear. • Berries after flowering.
			Total marks: 10	

Confidential

Q	Acceptable answer(s)	Guidance	Max mks
1	Answer: 1 mark for each answer.	Highlighted in yellow in table above.	1
2	Answer: 1 mark for each answer.	Highlighted in yellow in table above.	1
3	Answer: 1 mark for each answer.	Highlighted in yellow in table above.	1
4	Answer: 1 x mark for any one of the following; <ul style="list-style-type: none">• Aconitum napellus• Arum italicum• Colchicum autumnale• Convallaria majalis• Dieffenbachia• Digitalis purpurea• Euphorbia spp. (except E. pulcherrima)• Gloriosa rothschildiana• Primula obconica• Ricinus communis• Taxus baccata• Veratrum nigrum• Aucuba japonica• Aglaonema spp		2

	<ul style="list-style-type: none">• Aloe spp• Allium spp• Alstromeria peruviana• Amaryllis belladonna• Anthurium andreanum• Arachniodes adiantiformis• Asparagus spp. except A. officinalis• Caladium spp• Capsicum annuum (ornamental cultivar)• Chrysanthemum spp• Clivia miniata• Chlorophytum comosum• Cupressocyparis leylandii• Delphinium elatum• Euonymus europaeus• Fagus sylvatica• Fallopia japonica• Ficus benjamina• Ficus carica• Hedera spp• Helleborus niger• Hippeastrum spp• Hyacinthoides non-scripta• Hydrangea spp• Hayacinthus orientalis• Ilex aquifolium• Hypericum perforatum• Iris spp• Ligustrum ovalifolium• Lupinus spp• Monstera deliciosa• Narcissus spp• Ornithogalum thyrsoides		
--	--	--	--

Confidential

	<ul style="list-style-type: none">• Papaver somniferum• Passiflora caerulea• Philodendron spp• Polygonatum x hybridum• Prunus laurocerasus and lusitanica• Rhus diversiloba,• Scindapsus aureus• Schefflera actinophylla• Solanum spp (cultivated ornamental species except S.dulcamara)• Spathiphyllum wallisii• Symphoricarpos spp• Tulipa spp• Viscum album• Zantedeschia aethiopica <p>Maximum two marks</p>		
5	<p>Answer: 1 mark for correct answer.</p> <ul style="list-style-type: none">• Planning stage		1
6	<p>Answer: 1 x mark to be awarded for any one of the following, maximum 3 marks.</p> <ul style="list-style-type: none">• Design/methodology• Culture• Emotion• Technique/craft• Botanical• Economics/commercial viability		3

7	<p>Answer:</p> <p>1 mark for any of the following points (max of 3 marks):</p> <ul style="list-style-type: none"> • materials are arranged according to how they grow in their natural habitat • inspiration from different types of landscape • an individual season • one or more growth points • heights should mirror natural growing condition • asymmetrical balance. 	3														
8	<p>Answer:</p> <p>1 mark per question stated relating to the following (max of 3) 1 mark per reason given relating to stated questions (max of 3)</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 50%;">Question</th> <th style="width: 50%;">Reasons</th> </tr> </thead> <tbody> <tr> <td>Delivery details</td> <td>To work out transport arrangements</td> </tr> <tr> <td>Date of wedding</td> <td>Seasonal availability/cost/peak period/prior commitments</td> </tr> <tr> <td>Place/venue,</td> <td>this will lead to theme, style, cost, principles and elements of design and source of inspiration</td> </tr> <tr> <td>Style/colour of dress</td> <td>this will lead to theme, style, cost, principles and elements of design and source of inspiration</td> </tr> <tr> <td>Proportion of bride</td> <td>Scale and proportion, cost</td> </tr> <tr> <td>Personal preferences with regards plant materials</td> <td>Cost, seasonal availability, poisonous/irritant plants, technique</td> </tr> </tbody> </table>	Question	Reasons	Delivery details	To work out transport arrangements	Date of wedding	Seasonal availability/cost/peak period/prior commitments	Place/venue,	this will lead to theme, style, cost, principles and elements of design and source of inspiration	Style/colour of dress	this will lead to theme, style, cost, principles and elements of design and source of inspiration	Proportion of bride	Scale and proportion, cost	Personal preferences with regards plant materials	Cost, seasonal availability, poisonous/irritant plants, technique	6
Question	Reasons															
Delivery details	To work out transport arrangements															
Date of wedding	Seasonal availability/cost/peak period/prior commitments															
Place/venue,	this will lead to theme, style, cost, principles and elements of design and source of inspiration															
Style/colour of dress	this will lead to theme, style, cost, principles and elements of design and source of inspiration															
Proportion of bride	Scale and proportion, cost															
Personal preferences with regards plant materials	Cost, seasonal availability, poisonous/irritant plants, technique															

Confidential

	<table border="1"> <tr> <td data-bbox="271 145 719 328">Budget</td> <td data-bbox="719 145 1160 328">Seasonal availability, style, colour of dress. Proportion of bride, place and venue, techniques, principles and elements of design and source of inspiration</td> </tr> <tr> <td data-bbox="271 328 719 384">.</td> <td data-bbox="719 328 1160 384"></td> </tr> </table>	Budget	Seasonal availability, style, colour of dress. Proportion of bride, place and venue, techniques, principles and elements of design and source of inspiration	.														
Budget	Seasonal availability, style, colour of dress. Proportion of bride, place and venue, techniques, principles and elements of design and source of inspiration																	
.																		
9	<p>Answer</p> <p>Award 1 mark per each tropism where the candidate has stated the correct external stimulus and the effect on the plant (max of 4)</p> <table border="1"> <thead> <tr> <th data-bbox="271 703 584 759">External stimulus</th> <th data-bbox="584 703 925 759">Scientific term</th> <th data-bbox="925 703 1319 759">Effect on plant</th> </tr> </thead> <tbody> <tr> <td data-bbox="271 759 584 906">Gravity</td> <td data-bbox="584 759 925 906">Geotropism</td> <td data-bbox="925 759 1319 906">Roots grow down towards gravity</td> </tr> <tr> <td data-bbox="271 906 584 1015">Light</td> <td data-bbox="584 906 925 1015">Phototropism</td> <td data-bbox="925 906 1319 1015">Stems grow towards light</td> </tr> <tr> <td data-bbox="271 1015 584 1118">Water</td> <td data-bbox="584 1015 925 1118">Hydrotropism</td> <td data-bbox="925 1015 1319 1118">Roots grow towards water</td> </tr> <tr> <td data-bbox="271 1118 584 1222">Touch</td> <td data-bbox="584 1118 925 1222">Thigmotropism</td> <td data-bbox="925 1118 1319 1222">Plants respond to touch.</td> </tr> </tbody> </table>	External stimulus	Scientific term	Effect on plant	Gravity	Geotropism	Roots grow down towards gravity	Light	Phototropism	Stems grow towards light	Water	Hydrotropism	Roots grow towards water	Touch	Thigmotropism	Plants respond to touch.		4
External stimulus	Scientific term	Effect on plant																
Gravity	Geotropism	Roots grow down towards gravity																
Light	Phototropism	Stems grow towards light																
Water	Hydrotropism	Roots grow towards water																
Touch	Thigmotropism	Plants respond to touch.																

10	<p>Answer:</p> <p>1 mark for any of the following points (max of 3):</p> <ul style="list-style-type: none"> • Plants need light so the process of photosynthesis can occur. (1) • Photosynthesis converts energy from the light, carbon dioxide and water into carbohydrates for the plant ie food. (1) • The plants use this food to grow. (1) • Any other relevant answer. 		3
11	<p>Answer</p> <p>Band 1: 1-4 Limited range of appropriate materials and sundries with some justification for choice, showing limited relevance to the customer brief.</p> <p>Band 2: 5-8 Good range of appropriate materials and sundries described with clear justification for choice, showing reasonable relevance to the customer brief.</p> <p>Band 3: 9-12 Wide range of appropriate materials and sundries with clear and well-argued justification for choice, showing thorough relevance to the customer brief.</p>	<p>Indicative content.</p> <ul style="list-style-type: none"> • All materials biodegradable • full botanical names of plant materials • Large design suggested for family tribute. • Contemporary style • Seasonality correct. • All materials listed for construction of the design including mechanics. • Correct techniques. • The principles and elements of design • Sources of inspiration 	12
12	<p>Answer:</p> <p>1 mark for description of sexual reproduction and 1 mark for description of asexual reproduction:</p> <ul style="list-style-type: none"> • Asexual reproduction –only needs one parent. The offspring is a copy of the parent. They are genetically identical to their parent ie they are clones of their parents. 		2

Confidential

	<ul style="list-style-type: none"> Sexual reproduction – needs two parents. The offspring is unique, they have combination of genes from both parents. Any other relevant answer. 											
13	<p>Answer:</p> <p>1 mark for any of the following points (max of 1 mark):</p> <ul style="list-style-type: none"> Smothers aggressively native plants by outgrowing them invades buildings and domestic properties dominates habitats any other relevant answer. 		1									
14	<p>Answer:</p> <p>1 mark for each appropriate place to advertise a job named (max of 3) 1 mark for appropriate advantage and 1 mark for appropriate disadvantage per place (max of 6 marks)</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 25%;"></th> <th style="width: 25%;">Advantage</th> <th style="width: 50%;">Disadvantages</th> </tr> </thead> <tbody> <tr> <td>Shop window</td> <td>Attracts local attention</td> <td>Non-qualified. Not seen by many people – only seen by local footfall.</td> </tr> <tr> <td>Job centre</td> <td>Attracts local attention. Help with the vetting process and marketing</td> <td>Non-qualified. Not all people would have relevant skills.</td> </tr> </tbody> </table>		Advantage	Disadvantages	Shop window	Attracts local attention	Non-qualified. Not seen by many people – only seen by local footfall.	Job centre	Attracts local attention. Help with the vetting process and marketing	Non-qualified. Not all people would have relevant skills.		9
	Advantage	Disadvantages										
Shop window	Attracts local attention	Non-qualified. Not seen by many people – only seen by local footfall.										
Job centre	Attracts local attention. Help with the vetting process and marketing	Non-qualified. Not all people would have relevant skills.										

Confidential

	Local college	Attracts local attention. Help with the vetting process and marketing. Clear reference of floristry skills.	Not commercial speed		
	Job website	Large audience. National and international. Help with vetting process.	Too many applicants. Inappropriate skills. costs		
	Newspaper	National audience.	Attracts certain readership, costs		
	Social Media	National and international audience.	Too many applicants. Inappropriate skills.		
	BFA	Professional industry organisation.	Costs, Narrow audience,		
	Business website	Costs,	Narrow audience		
	Word of mouth	Costs, networking skills	misinformation		
	Any other appropriate answer				

15	<p>a. Answer: 1 mark for stating one peak period and 1 mark for an example of an 'add on':</p> <p>b. Valentine's Day</p> <ul style="list-style-type: none"> a. Hearts b. Vases c. Candles d. Teddies e. Jewellery f. Balloons g. Champagne h. Chocolate i. Card <p>c. Mothering Sunday</p> <ul style="list-style-type: none"> a. Vases b. Cards c. Basket d. Teddy bears e. Wine f. Balloons g. Mugs h. Teapots i. Chocolate <p>d. Easter</p> <ul style="list-style-type: none"> a. Cards b. Balloons c. Easter eggs d. Cross e. Bunnies f. Chicks g. Basket <p>e. Christmas</p> <ul style="list-style-type: none"> a. Christmas cards b. Christmas decorations 		4
----	---	--	---

- c. Basket
- d. Candles
- e. Chocolates
- f. Teddies
- g. Champagne

b. Answer:

1 mark for any of the following (max of 2)

The importance of 'add-on' sales:

- f. To increase profit
- g. To give the customer the 'whole package'
- h. To differentiate a florist from a supermarket
- i. To offer items that the customer may not have thought off
- j. Any other relevant answer