DIRECTIONS TO CANDIDATES

- **Section I** (10 marks) Attempt ONE question.
- **Section II** (15 marks) Attempt ONE question.
- Answer each question in a SEPARATE Writing Booklet.
- You may ask for extra Writing Booklets if you need them.
SECTION I
(10 Marks)

Attempt ONE question.
Answer the question in a SEPARATE Writing Booklet.

EITHER

QUESTION 1

A number of companies develop organic foods to meet the needs of some consumers.

(a) Define organic foods.

(b) Discuss how the following factors have influenced consumer demands for organic foods:

   (i) health;
   (ii) environment;
   (iii) price.

(c) Identify and discuss industry guidelines and government legislation in relation to organic foods.

OR

QUESTION 2

A food company has decided to develop a ‘new millennium’ sports drink.

Discuss this decision with reference to the following aspects:

- market research
- consumer demands
- technological development
SECTION II
(15 Marks)

Attempt ONE question.
Answer the question in a SEPARATE Writing Booklet.

EITHER

QUESTION 3

The Dietitians’ Association of Australia is attempting to modify consumer choices by promoting the Seven-a-Day program. This program encourages Australians of all ages to eat at least two serves of fruit and five serves of vegetables a day.

Discuss this program strategy in relation to:

(a) health concerns;
(b) lifestyle and culture;
(c) availability of resources;
(d) current Australian dietary guidelines.

OR

QUESTION 4

A company wishes to import a pre-packaged food product into Australia.

(a) Outline Australian government legislation relating to imported pre-packaged foods.
(b) Discuss why a company would make the decision to sell imported pre-packaged foods in Australia.
(c) Analyse factors that determine whether consumers will purchase the imported food, or an equivalent Australian product.

End of paper