



Pendle Hill High School

Assessment Task Cover Sheet

Faculty/Subject:	Food Technology	Assessment Task No:	1
Year:	10	Assessment weighting:	15%
Date Given:	25th June 2015	Date Due:	30th July 2015
Student Name:		Teacher:	Mrs Prants

SUBMISSION INSTRUCTIONS

- The task must be completed by the due date. Hardcopies must be handed to your regular classroom teacher during school hours and signed for.
- Email submissions must be sent to the following email account:
- Assignments received after 3pm on the due date will incur a late penalty

ABSENCE/LATE SUBMISSION

- **Late submission:** For students in Years 11 and 12, the penalty is 40% for the first calendar day and 20% for each calendar day thereafter. The penalty includes weekend and public holidays. For students in Years 7, 8, 9 and 10 the penalty is 20% per day. Any assignment more than one week late will result in an N award warning letter being mailed to parents.
- **Absence:** if you are absent from school on the day the task is to be completed, you are required on your return to school to provide a medical certificate/documentation to the front office. Failure to provide adequate documentation will result in late submission penalties being applied

STUDENT CONFIRMATION

- This is all my own work. I have referenced any work used from other sources and have not plagiarised the work of others. I understand that plagiarised work will receive zero marks and an N award warning letter.
- I have attached a complete bibliography.
- I have kept a copy of my assignment.

Student Signature: _____

Assessment Task Receipt

Students are to record all details before handing in. Teachers sign as a receipt.

Student Name: _____ Subject: _____

Task Number: _____ Date Due: _____ Date Submitted: _____

Student Signature: _____ Teacher Signature: _____

Outcomes to be assessed

- 5.6.1 Examines the relationship between food, technology and society
- 5.5.2 Plans, prepares, presents and evaluates food solutions for specific purposes

Task Description

Part A There are many companies that produce food in Australia.

1. **Name a company** which produces **food** in **Australia**.
2. Choose **ONE** food product that this company produces in Australia. **Write down the name of the product** and give a **detailed description of the product**
3. **Identify** the target market/s for this product.
4. **Research** the methods chosen by the company to **promote this product** to the target market in Australia. Use this information to **describe TWO promotional** techniques used by the company and **explain** why these techniques are successful in promoting the product.
5. **Include a bibliography**. This means **the exact website/s address** that you use for use for information.

Part B As part of the course work in the Food Technology Unit “Food Product Development”

You have chosen a recipe for a **healthy slice or scone** to prepare in class.

1. **Name** and **describe** the food product you have selected.
2. **Research TWO** similar products currently available on the market. **Name** and **describe** these products including brand name, ingredients, price, quantity and/or weight.
3. Complete a **costing sheet** for the chosen slice/scone.
4. **Identify** the **price** you would sell your slice/scone. Give **reasons** why you have chosen this price.
5. **Make** the **slice/scone** in **class**.
6. **Evaluate** the slice/scone in terms of the **criteria for success**.
7. **Describe THREE** ways to introduce and **promote** your slice/scone to the community in a promotional campaign.

Marking Criteria

Part A

	Possible Mark	Mark Achieved
1. Names a food company in Australia that produces food.	1	
2. Names and describes, in detail, a food product made by this company. Uses correct punctuation and spelling. Names and briefly describes a food product made by this company Names a food product made by this company	3 2 1	
3. Correctly identifies the target market/s of this product	1	
4. Thoroughly describes TWO promotional techniques and explains why they are successful. Uses correct spelling, and punctuation. Soundly describes TWO promotional techniques and explains in limited detail why they are successful. Names and gives a limited description of TWO promotional techniques.	5-6 3-4 1-2	
5. Exact website address and day of accessing is given in the bibliography	1	
TOTAL MARK for PART A	12	

Part B

	Possible Mark	Mark Achieved
1. Names and describes in detail the chosen food product using descriptive language, correct spelling and punctuation. Names and describes the chosen food product making use of some descriptive language and spelling and punctuation is mostly correct. Names the chosen product and describes it in limited detail.	3 2 1	
2. Names and describes TWO similar products with all required information included. Names and describes TWO similar products with most required information included. Names and describes ONE similar product with all required information included Names and describes ONE similar products with most required information required.	4 3 2 1	
3. Completes costing sheet accurately and fully.	4	

Partially completes costing sheet and/or completes sheet with some errors.	1-3	
4. Identifies a realistic selling price and gives valid reasons for this price. Identifies a selling price with some explanation..	2 1	
<p>5. The student is well organised with all required practical equipment , has a comprehensive list of utensils recorded on the recipe sheet , uses the correct equipment, works safely and hygienically, and demonstrates well developed preparation skills and cleaning skills. An excellent product is produced.</p> <p>The student brings most practical equipment to class, has recorded the majority of utensils on the recipe sheet, mostly uses the correct equipment, usually works safely and hygienically and demonstrates sound preparation and cleaning skills. A sound product is produced.</p> <p>The student hires all equipment, has some utensils recorded, usually works safely and or/ hygienically, demonstrates limited preparation and/or cleaning skills. A product is produced.</p> <p>Unprepared for practical lesson or working unsafely.</p>	<p>13-16</p> <p>7-12</p> <p>2-6</p> <p>0-1</p>	
6. A clear, well thought out evaluation is completed using all the criteria for success. A sound evaluation is completed using most of the criteria for success. A basic evaluation is completed.	3 2 1	
<p>7. Describes, in detail, THREE promotional strategies which could be used to promote the slice/scone. Relevant jargon, and correct spelling and punctuation are used. .</p> <p>Describes TWO promotional strategies in limited detail. Some jargon is used and spelling and punctuation are mostly correct Or Describes TWO promotional strategies in detail.</p> <p>Describes TWO promotional strategies in limited detail. Some jargon used and spelling and punctuation are mostly correct Or Describes ONE promotional strategy in detail</p> <p>THREE promotional strategies listed</p>	<p>6</p> <p>4-5</p> <p>2-3</p>	

	1	
TOTAL MARK for PART B	38	
TOTAL MARK for TASK	50	

Comment
