

4 (a) Explain **two** reasons why high quality is important for FF.

Reason 1: .....  
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Explanation: .....  
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Reason 2: .....  
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Explanation: .....  
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[8]

(b) Using Appendix 3 and other information, consider the following **two** ways FF could contribute to sustainable development. Which way should Kathryn choose? Justify your answer.

- Buying all flowers from sustainable sources
- Using electricity from renewable sources

Buying all flowers from sustainable sources: .....

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Using electricity from renewable sources: .....

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Recommendation: .....

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