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3

91471M



914715



NEW ZEALAND QUALIFICATIONS AUTHORITY
MANA TOHU MĀTAURANGA O AOTEAROA

QUALIFY FOR THE FUTURE WORLD
KIA NOHO TAKATŪ KI TŌ ĀMUA AO!

SUPERVISOR'S USE ONLY

Tohua tēnei pouaka mēnā
KĀORE koe i tuhi kōrero
ki tēnei pukapuka

Ohaoha Kāinga, Kaupae 3, 2022

91471M Te tātari i ngā awenga o te whakatairanga kai ki te
oranga

Ngā whiwhinga: E whā

Paetae	Kaiaka	Kairangi
Te tātari i ngā awenga o te whakatairanga kai ki te oranga.	Te tātari i ngā awenga o te whakatairanga kai ki te oranga, kia hōhonu.	Te tātari i ngā awenga o te whakatairanga kai ki te oranga, kia tōtōpū.

Tirohia kia kitea ai e rite ana te Tau Ākonga ā-Motu (NSN) kei runga i tō puka whakauru ki te tau kei runga i tēnei whārangi.

Me whakamātau koe i ngā wāhanga KATOĀ o te tūmahi kei roto i tēnei pukapuka.

Tangohia te Pukapuka Rauemi 91471R mai i te puku o tēnei pukapuka.

Ki te hiahia wāhi atu anō koe mō ō tuhinga, whakamahia ngā whārangi wātea kei muri o tēnei pukapuka.

Tirohia kia kitea ai e tika ana te raupapatanga o ngā whārangi 2–13 kei roto i tēnei pukapuka, ka mutu, kāore tētahi o aua whārangi i te takoto kau.

Kaua e tuhi ki tētahi wāhi e kitea ai te kauruku whakahāngai (✂). Ka poroa pea taua wāhanga ka mākahia ana te pukapuka.

HOATU TE PUKAPUKA NEI KI TE KAIWHAKAHAERE HEI TE MUTUNGA O TE WHAKAMĀTAUTAU.

NGĀ TOHUTOHU

Mātaihia ngā whakatairanga e toru kei te **Pukapuka Rauemi 91471R** ka kōwhiri ai i TĒTAHI hei whakaoti i ngā wāhanga KATO A o te tūmahi kei tēnei pukapuka. Whakamahia te whakatairanga i kōwhiria ai e koe, tae atu ki ōu ake māramatanga e pā ana ki te taioranga, ki te tātari i ngā awenga o te whakatairanga kai ki ngā kōwhiringa kai a te tangata me te ora.

E tautohua ana i te tūtohi, kei raro iho nei, ngā tikanga whakatairanga e whakamahia ana i ia whakatairanga. Kōwhiria TĒTAHI whakatairanga hei whakaoti i te tūmahi.

Te whakatairanga	Tohua TĒTAHI (✓)	Te tikanga (1)	Te tikanga (2)
MOO Chews	<input type="checkbox"/>	Ka whakamahia te pārongo taioranga e piki ai te whakaponotia	Ka honoa ngā hua kai, ngā tohu pakihi rānei ki tētahi momo āhuatanga noho
Te Pāka Kai Magnum a KFC	<input type="checkbox"/>	Ka tukuna he poapoatanga ā-whakatairanga ki te kaihoko	Ka kīia, he mahi roa, he uaua hoki te taka kai me te tunu kai
Chantal Organics Granola	<input type="checkbox"/>	Ka whakaatu i tētahi āhua whakaaro nui ki te taiao	Ka whakamahia te pārongo taioranga e piki ai te whakaponotia

TE TŪMAHI

Tātarihia te awenga o te whakatairanga kai ki ngā kōwhiringa kai a te tangata me te ora o te tangata mā te whakaoti i ngā wāhanga e whai ake nei.

- (a) Whakaahuatia te āhua o te whakamahinga o te tikanga (1) me te tikanga (2) o te whakatairanga, i te tūtohi o runga nei, i te whakatairanga i kōwhiria ai e koe.

Te tikanga (1): _____

Te tikanga (2): _____

INSTRUCTIONS

Study all three advertisements in **Resource Booklet 91471R** and choose ONE to answer ALL parts of the question in this booklet. Use your chosen advertisement, as well as your own nutritional knowledge and understanding, to analyse how food advertising influences food choices and well-being.

The table below identifies advertising techniques used in each advertisement. Choose ONE advertisement to answer the question.

Advertisement	Tick ONE (✓)	Technique (1)	Technique (2)
MOO Chews	<input type="checkbox"/>	Uses nutrition information to gain credibility	Links food products or brands to a particular lifestyle
KFC Magnum Box Meal	<input type="checkbox"/>	Offers promotional deals to purchasers	Implies that meal preparation and cooking are time consuming and difficult
Chantal Organics Granola	<input type="checkbox"/>	Projects an environmentally responsible image	Uses nutrition information to gain credibility

QUESTION

Analyse the influence of food advertising on people's food choices and well-being by answering the following parts.

- (a) Describe how advertising techniques (1) and (2) **from the table above** have been used in your chosen advertisement.

Technique (1): _____

Technique (2): _____

- (b) I tēnā, i tēnā o ngā tikanga e rua i whakaahuatia rā e koe i te wāhanga (a), whakaahuatia ngā āhuatanga mataaho e RUA i whakamahia rā i te whakatairanga, ka matapaki ai i te āhua o tā aua āhuatanga kawē i ngā karere matahuna.

Te tikanga (1)

Te āhuatanga mataaho (1): _____

Te karere matahuna: _____

Te āhuatanga mataaho (2): _____

Te karere matahuna: _____

Te tikanga (2)

Te āhuatanga mataaho (1): _____

Te karere matahuna: _____

Te āhuatanga mataaho (2): _____

Te karere matahuna: _____

- (b) For each of the two techniques that you described in part (a), describe TWO explicit features used in the advertisement, and discuss how these features convey implicit messages.

Technique (1)

Explicit feature (1): _____

Implicit message: _____

Explicit feature (2): _____

Implicit message: _____

Technique (2)

Explicit feature (1): _____

Implicit message: _____

Explicit feature (2): _____

Implicit message: _____

In your answer, consider:

**He whārangi anō ki te hiahiatia.
Tuhia te tau tūmahi mēnā e hāngai ana.**

TE TAU
TŪMAHI

Extra space if required.
Write the question number(s) if applicable.

QUESTION
NUMBER

**He whārangi anō ki te hiahiatia.
Tuhia te tau tūmahi mēnā e hāngai ana.**

TE TAU
TŪMAHI

Extra space if required.
Write the question number(s) if applicable.

QUESTION
NUMBER

English translation of the wording on the front cover

Level 3 Home Economics 2022

91471M Analyse the influences of food advertising on well-being

Credits: Four

Achievement	Achievement with Merit	Achievement with Excellence
Analyse the influences of food advertising on well-being.	Analyse, in depth, the influences of food advertising on well-being.	Analyse comprehensively the influences of food advertising on well-being.

Check that the National Student Number (NSN) on your admission slip is the same as the number at the top of this page.

You should attempt ALL parts of the question in this booklet.

Pull out Resource Booklet 91471MR from the centre of this booklet.

If you need more room for any answer, use the extra space provided at the back of this booklet.

Check that this booklet has pages 2–13 in the correct order and that none of these pages is blank.

Do not write in any cross-hatched area (XXXX). This area may be cut off when the booklet is marked.

YOU MUST HAND THIS BOOKLET TO THE SUPERVISOR AT THE END OF THE EXAMINATION.

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