

91471



NEW ZEALAND QUALIFICATIONS AUTHORITY  
MANA TOHU MĀTAURANGA O AOTEAROA

3

SUPERVISOR'S USE ONLY

## Level 3 Home Economics, 2013

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

2.00 pm Thursday 21 November 2013

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 of the questions in 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 2–15 in the correct order and that none of these pages is blank.

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

TOTAL

ASSESSOR'S USE ONLY

You are advised to spend one hour answering the questions in this booklet.

## INSTRUCTIONS

There are three questions in this examination. For EACH question, you are required to analyse comprehensively the influence of a food advertisement on people's food choices and well-being.

### QUESTION ONE: COCA-COLA SHARE A MOMENT

Study the advertisement below and refer to it, as well as your own knowledge and skills, to support your analysis when answering (a)–(c) on pages 3–5.

*For copyright reasons, this resource cannot be reproduced here.*

Source: [www.coke.nz/shareasong](http://www.coke.nz/shareasong) (accessed 1 June 2013).

(a) Describe the techniques used in this advertisement.

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(b) Circle and number the features on the advertisement that indicate the use of the techniques you have described in (a).

Explain **how** AND **why** these features convey both the implicit and explicit messages of the advertising.

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**Part (b) continues on the next page**





**QUESTION TWO: ALFA™ ONE RICE BRAN OIL SPREAD**

Study the advertisement below and refer to it, as well as your own knowledge and skills, to support your analysis when answering (a)–(c) on pages 7–9.

*For copyright reasons, this resource cannot be reproduced here.*

(a) Describe the techniques used in this advertisement.

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(b) Circle and number the features on the advertisement that indicate the use of the techniques you have described in (a).

Explain **how** AND **why** these features convey both the implicit and explicit messages of the advertising.

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**Part (b) continues on the next page**







**QUESTION THREE: KELLOGG'S® SULTANA BRAN**

Study the advertisement below and refer to it, as well as your own knowledge and skills, to support your analysis when answering (a)–(c) on pages 11–13.

*For copyright reasons, this resource cannot be reproduced here.*

Source: *New Zealand Healthy Food Guide*, Feb 2012.

(a) Describe the techniques used in this advertisement.

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(b) Circle and number the features on the advertisement that indicate the use of the techniques you have described in (a).

Explain **how** AND **why** these features convey both the implicit and explicit messages of the advertising.

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