See back cover for an English translation of this cover

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SUPERVISOR'S USE ONLY

NEW ZEALAND QUALIFICATIONS AUTHORITY
MANA TOHU MĀTAURANGA O AOTEAROA

Ohaoha Kāinga, Kaupae 3, 2013

91471 Tātarihia ngā awenga o ngā mahi whakatairanga kai ki te oranga

2.00 i te ahiahi o te Rāpare, te 21 o Whiringa-ā-rangi, 2013
Whiwhinga: E whā

Paetae	Kaiaka	Kairangi
Tātarihia ngā awenga o ngā mahi whakatairanga kai ki te oranga	Kia hōhonu te tātarihia o ngā awenga o ngā mahi whakatairanga kai ki te oranga.	Kia whānui te tātarihia o ngā awenga o ngā mahi whakatairanga kai ki te oranga.

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

Me whakamātau koe i ngā pātai KATOA kei roto i tēnei puka.

Mena ka hiahia whārangi atu anō hei tuhituhi i ō whakautu, whakamahia ngā whārangi wātea kei muri o tēnei puka.

Tirohia mena e tika ana te raupapatanga o ngā whārangi 2–31 kei roto i tēnei puka, ka mutu, kāore tētahi o aua whārangi i te takoto kau.

ME HOATU KOE I TĒNEI PUKA KI TE KAIWHAKAHAERE Ā TE MUTUNGA O TE WHAKAMĀTAUTAU.

TE TAPEKE

MĀ TE KAIMĀKA ANAKE

© Mana Tohu Mātauranga o Aotearoa, 2013. Pūmau ana te mana.
Kāore e whakaaetia kia tāruahia tētahi paku wāhanga o tēnei puka ki te kore te Mana Tohu Mātauranga e mātua whakaae.

Ko te whakahau, kia whakapau koe i te kotahi haora e whakautu ana i ngā pātai kei roto i tēnei puka.

MĀ TE KAIMĀKA ANAKE

NGĀ TOHUTOHU

E toru ngā pātai i tēnei whakamātautau. Mō IA pātai, me whānui tō tātari i ngā awenga o tētahi whakatairanga kai ki ngā kōwhiringa kai a te iwi, ki tōna oranga hoki.

TE PĀTAI TUATAHI: TE WHAI WĀ ITI KI TE COCA-COLA

Mātaitia te whakatairanga o raro nei, ā, i a koe e whakautu ana i ngā wāhanga (a)–(c) kei ngā whārangi 3, 4, me te 5, me hoki ō whakaaro ki te whakatairanga nei, ki ōu ake mōhiotanga, pūkenga hoki hei taunaki i tō tātaritanga.

He tapu tēnei rauemi. E kore taea te tuku atu.
Aata tirohia ki ngā kupu kei raro iho i te pouaka nei.

Te Mātāpuna: www.coke.nz/shareasong (i tirohia i te 1 o Pipiri, 2013).

MĀ TE KAIMĀKA ANAKE

(a) Whakaahuatia mai ngā tikanga i whakamahia ai i tēnei whakatairanga.

(b) Porohitatia, ā, tuhia he nama ki ngā wāhanga o te whakatairanga e tohu ana i ngā tikanga kua whakaahuatia mai e koe i te wāhanga (a).

Whakamahukitia mai ka **pēhea** tā aua wāhanga whakaata i ngā karere torohū me ngā karere mārama o te whakatairanga, KA MUTU, **he aha i pērā ai.**

Ka rere tonu te wāhanga (b) ki te whārangi e whai ake nei

MĀ TE KAIMĀKA ANAKE

MĀ TE KAIMĀKA ANAKE

(c) Whakamahukitia mai **he aha i whakamahia ai** tēnei huarahi whakatairanga, ā, ka **pēhea** tana whakaawe i ngā kōwhiringa kai a te iwi, i tōna oranga anō hoki.

Tohea ngā karere e whakaatahia ana e ngā tikanga me ngā wāhanga o te whakatairanga, ka mutu, me whai take ō tohe.

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

ASSESSOR'S USE ONLY

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 7, 8, and 9.

For copyright reasons, this resource cannot be reproduced here.

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

ASSESSOR'S USE ONLY

(a) Describe the techniques used in this advertisement.

(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.

Part (b) continues on the next page

ASSESSOR'S USE ONLY

(c) Explain **why** this advertising approach has been used and **how** it influences people's food choices and well-being.

Challenge the messages conveyed by the techniques and features in the advertisement using reasoned argument.

ASSESSOR'S USE ONLY

PĀTAI TUARUA: TĀ ALFA™ ONE PANI HINU RAIHI

Mātaitia te whakatairanga o raro nei, ā, i a koe e whakautu ana i ngā wāhanga (a)–(c) kei ngā whārangi 11, 12, me te 13, me hoki ō whakaaro ki te whakatairanga nei, ki ōu ake mōhiotanga, pūkenga hoki hei taunaki i tō tātaritanga.

He tapu tēnei rauemi. E kore taea te tuku atu.
Aata tirohia ki ngā kupu kei raro iho i te pouaka nei.

Te Mātāpuna: *Te Rārangi Kai Hauora o Aotearoa*.

MĀ TE KAIMĀKA ANAKE

(a) Whakaahuatia mai ngā tikanga i whakamahia ai i tēnei whakatairanga.

(b) Porohitatia, ā, tuhia he nama ki ngā wāhanga o te whakatairanga e tohu ana i ngā tikanga kua whakaahuatia mai e koe i te wāhanga (a).

Whakamahukitia mai ka **pēhea** tā aua wāhanga whakaata i ngā karere torohū me ngā karere mārama o te whakatairanga, KA MUTU, **he aha i pērā ai.**

Ka rere tonu te wāhanga (b) ki te whārangi e whai ake nei

MĀ TE KAIMĀKA ANAKE

MĀ TE KAIMĀKA ANAKE

(c) Whakamahukitia mai **he aha i whakamahia ai** tēnei huarahi whakatairanga, ā, ka **pēhea** tana whakaawe i ngā kōwhiringa kai a te iwi, i tōna oranga anō hoki.

Tohea ngā karere e whakaatahia ana e ngā tikanga me ngā wāhanga o te whakatairanga, ka mutu, me whai take ō tohe.

QUESTION TWO: ALFA™ TE 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 15, 16, and 17.

For copyright reasons, this resource cannot be reproduced here.

Source: *New Zealand Healthy Food Guide*.

ASSESSOR'S USE ONLY

(a) Describe the techniques used in this advertisement.

(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.

Part (b) continues on the next page

ASSESSOR'S USE ONLY

(c) Explain **why** this advertising approach has been used and **how** it influences people's food choices and well-being.

Challenge the messages conveyed by the techniques and features in the advertisement using reasoned argument.

ASSESSOR'S USE ONLY

TE PĀTAI TUATORU: TĀ KELLOGG'S® PĀPAPA KĀKĀREPE

Mātaitia te whakatairanga o raro nei, ā, i a koe e whakautu ana i ngā wāhanga (a)–(c) kei ngā whārangi 19, 20, me te 21, me hoki ō whakaaro ki te whakatairanga nei, ki ōu ake mōhiotanga, pūkenga hoki hei taunaki i tō tātaritanga.

He tapu tēnei rauemi. E kore taea te tuku atu.
Aata tirohia ki ngā kupu kei raro iho i te pouaka nei.

Te Mātāpuna: *Te Rārangi Kai Hauora o Aotearoa,* Hui-tanguru 2012.

MĀ TE KAIMĀKA ANAKE

(a) Whakaahuatia mai ngā tikanga i whakamahia ai i tēnei whakatairanga.

(b) Porohitatia, ā, tuhia he nama ki ngā wāhanga o te whakatairanga e tohu ana i ngā tikanga kua whakaahuatia mai e koe i te wāhanga (a).

Whakamahukitia mai ka **pēhea** tā aua wāhanga whakaata i ngā karere torohū me ngā karere mārama o te whakatairanga, KA MUTU, **he aha i pērā ai.**

Ka rere tonu te wāhanga (b) ki te whārangi e whai ake nei

MĀ TE KAIMĀKA ANAKE

MĀ TE KAIMĀKA ANAKE

(c) Whakamahukitia mai **he aha i whakamahia ai** tēnei huarahi whakatairanga, ā, ka **pēhea** tana whakaawe i ngā kōwhiringa kai a te iwi, i tōna oranga anō hoki.

Tohea ngā karere e whakaatahia ana e ngā tikanga me ngā wāhanga o te whakatairanga, ka mutu, me whai take ō tohe.

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 23, 24, and 25.

For copyright reasons, this resource cannot be reproduced here.

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

ASSESSOR'S USE ONLY

(a) Describe the techniques used in this advertisement.

(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.

Part (b) continues on the next page

ASSESSOR'S USE ONLY

(c) Explain **why** this advertising approach has been used and **how** it influences people's food choices and well-being.

Challenge the messages conveyed by the techniques and features in the advertisement using reasoned argument.

ASSESSOR'S USE ONLY

He whārangi anō ki te hiahiatia.
Tuhia te nama o te pātai, mena e hāngai ana.

TAU PĀTAI

MĀ TE KAIMĀKA ANAKE

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

QUESTION NUMBER

ASSESSOR'S USE ONLY

He whārangi anō ki te hiahiatia.
Tuhia te nama o te pātai, mena e hāngai ana.

TAU PĀTAI

MĀ TE KAIMĀKA ANAKE

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

QUESTION NUMBER

ASSESSOR'S USE ONLY

He whārangi anō ki te hiahiatia.
Tuhia te nama o te pātai, mena e hāngai ana.

TAU PĀTAI

MĀ TE KAIMĀKA ANAKE

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

QUESTION NUMBER

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English translation of the wording on the front cover

Home Economics, Level 3, 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.

91471M

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 2–31 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.

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