See back cover for an English translation of this cover

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91471M

914715

MĀ TE KAIWHAKAHAERE ANAKE

NEW ZEALAND QUALIFICATIONS AUTHORITY
MANA TOHU MĀTAURANGA O AOTEAROA

Ohaoha Kāinga, Kaupae 3, 2014

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

9.30 i te ata o te Rāapa, te 19 o Whiringa-ā-rangi, 2014
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 2–27 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, 2014. 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.

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 tangata, ki tōna oranga anō hoki.

TE PĀTAI TUATAHI: NGĀ 'PINGO' A MOTHER EARTH

Mātaitia te whakatairanga o raro nei. Kōrerohia te whakatairanga nei, me ōu ake mōhiotanga, pūkenga anō hoki, i a koe e whakautu ana i ngā wāhanga (a) ki te (c) kei ngā whārangi 3, 6, me 8, 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.

Mātāpuna: http://www.motherearth.co.nz/nz/our-range/pingos/ (He mea toro i te 28 o Haratua 2014).

MĀ TE KAIMĀKA ANAKE

(a) Whakaahuatia ngā tūāhuatanga i whakamahia i tēnei whakatairanga.

(b) Porohitatia ka tuhia ai he nama ki ngā wāhanga o te whakatairanga e tohu ana i ngā tūāhuatanga kua whakaahuatia mai e koe i te wāhanga (a).

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

E rere tonu ana te wāhanga (b) i te whārangi 6

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: MOTHER EARTH PINGOS

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 5, 7, and 9.

For copyright reasons, this resource cannot be reproduced here.

Source: http://www.motherearth.co.nz/nz/our-range/pingos/ (accessed 28 May 2014).

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 page 7

MĀ TE KAIMĀKA ANAKE

ASSESSOR'S USE ONLY

(c) Whakamāramatia **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 tūāhuatanga me ngā wāhanga o te whakatairanga. Me whaitake ō tohe.

MĀ TE KAIMĀKA ANAKE

(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 TUARUA: TĀ ANCHOR™ PARAKUIHI FAST START™

Mātaitia te whakatairanga o raro nei. Kōrerohia te whakatairanga nei, me ōu ake mōhiotanga, pūkenga anō hoki, i a koe e whakautu ana i ngā wāhanga (a) ki te (c) kei ngā whārangi 11, 14, me 16, 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.

Mātāpuna: *NEXT Magazine,* Hui-tanguru, 2014.

MĀ TE KAIMĀKA ANAKE

(a) Whakaahuatia ngā tūāhuatanga i whakamahia i tēnei whakatairanga.

(b) Porohitatia ka tuhia ai he nama ki ngā wāhanga o te whakatairanga e tohu ana i ngā tūāhuatanga kua whakaahuatia mai e koe i te wāhanga (a).

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

E rere tonu ana te wāhanga (b) i te whārangi 14

QUESTION TWO: ANCHOR™ FAST START™ BREAKFAST

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 13, 15, and 17.

For copyright reasons, this resource cannot be reproduced here.

Source: *NEXT Magazine,* Feb 2014.

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 page 15

MĀ TE KAIMĀKA ANAKE

ASSESSOR'S USE ONLY

MĀ TE KAIMĀKA ANAKE

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

Tohea ngā karere e whakaatahia ana e ngā tūāhuatanga me ngā wāhanga o te whakatairanga. Me whaitake ō tohe.

(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: LEAN CUISINE

Mātaitia te whakatairanga o raro nei. Kōrerohia te whakatairanga nei, me ōu ake mōhiotanga, pūkenga anō hoki, i a koe e whakautu ana i ngā wāhanga (a) ki te (c) kei ngā whārangi 19, 22, me 24, 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.

Mātāpuna: *Marie Claire* Magazine, Whiringa-ā-nuku, 2013.

MĀ TE KAIMĀKA ANAKE

(a) Whakaahuatia ngā tūāhuatanga i whakamahia i tēnei whakatairanga.

(b) Porohitatia ka tuhia ai he nama ki ngā wāhanga o te whakatairanga e tohu ana i ngā tūāhuatanga kua whakaahuatia mai e koe i te wāhanga (a).

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

E rere tonu ana te wāhanga (b) i te whārangi 22

QUESTION THREE: LEAN CUISINE

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 21, 23, and 25.

For copyright reasons, this resource cannot be reproduced here.

Source: *Marie Claire* Magazine, Oct 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 page 23

MĀ TE KAIMĀKA ANAKE

ASSESSOR'S USE ONLY

MĀ TE KAIMĀKA ANAKE

(c) Whakamāramatia **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 tūāhuatanga me ngā wāhanga o te whakatairanga. Me whaitake ō tohe.

(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

English translation of the wording on the front cover

Level 3 Home Economics, 2014

91471 Analyse the influences of food advertising on well-being

9.30 am Wednesday 19 November 2014
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 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 2–27 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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