

91471



NEW ZEALAND QUALIFICATIONS AUTHORITY
MANA TOHU MĀTAURANGA O AOTEAROA

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

3

SUPERVISOR'S USE ONLY

Level 3 Home Economics, 2015

91471 Analyse the influences of food advertising on well-being

9.30 a.m. Thursday 12 November 2015
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 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

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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: NATURE'S® FRESH

Study the advertisement below and refer to it, as well as your own knowledge and understanding, to support your answers to (a), (b), and (c) on pages 3–5.

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(a) Describe TWO 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

QUESTION TWO: MOST™

Study the advertisement below and refer to it, as well as your own knowledge and understanding, to support your answers to (a), (b), and (c) on pages 7–9.

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Source: *Mindfood Magazine*, Nov 2014, p. 25.

QUESTION THREE: McDONALD'S®

Study the advertisement below and refer to it, as well as your own knowledge and understanding, to support your answers to (a), (b), and (c) on pages 11–13.

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Source: http://www.boredpanda.com/minimalist-print-ads/?image_id=minimalist-ads-wi-fries.jpg (accessed 28 April 2015).

(a) Describe TWO 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.

Part (b) continues on the next page

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