See back cover for an English translation of this cover

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91471M

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SUPERVISOR'S USE ONLY

NEW ZEALAND QUALIFICATIONS AUTHORITY
MANA TOHU MĀTAURANGA O AOTEAROA

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

Ohaoha Kāinga, Kaupae 3, 2015

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

9.30 i te ata o te Rāpare, te 12 o Whiringa-ā-rangi, 2015
Whiwhinga: E whā

Paetae	Kaiaka	Kairangi
Te tātari i ngā awenga o ngā mahi whakatairanga kai ki te oranga.	Te tātari hōhonu i ngā awenga o ngā mahi whakatairanga kai ki te oranga.	Te tātari whānui i ngā awenga o ngā mahi whakatairanga kai ki te oranga.

Tirohia mēnā 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 tūmahi KATOA kei roto i tēnei pukapuka.

Mēnā ka hiahia wāhi atu anō mō ō tuhinga, whakamahia ngā whārangi wātea kei muri o tēnei pukapuka.

Tirohia mēnā e tika ana te raupapatanga o ngā whārangi 2–27 kei roto i tēnei pukapuka, ka mutu, kāore tētahi o aua whārangi i te takoto kau.

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

TE TAPEKE

MĀ TE KAIMĀKA ANAKE

© Mana Tohu Mātauranga o Aotearoa, 2015. 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 tūmahi kei tēnei whakamātautau. Mō IA tūmahi, me whānui tō tātari i ngā awenga o tētahi whakatairanga kai ki ngā kōwhiringa kai a te tangata, ki tōna oranga anō hoki.

TE TŪMAHI TUATAHI: NATURE'S® FRESH

Mātaitia te whakatairanga kei raro iho nei, ka kōrero ai i ōna āhuatanga, ā, tāpirihia hoki ō māramatanga me ō mōhiotanga, hei tautoko i ō tuhinga mō ngā wāhanga (a), (b), me (c) kei ngā whārangi 3, 6, me 8.

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

Te Mātāpuna: *New Zealand Healthy Food Guide* Magazine, Hakihea, 2014, wh. 85.

MĀ TE KAIMĀKA ANAKE

(a) Whakaahuatia ngā tūāhuatanga e RUA 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: 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 5, 7, and 9.

For copyright reasons, this resource cannot be reproduced here.

Source: *New Zealand Healthy Food Guide* Magazine, Dec 2014, p. 85.

ASSESSOR'S USE ONLY

(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 page 7

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 te oranga.

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 well-being.

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

ASSESSOR'S USE ONLY

TE TŪMAHI TUARUA: MOST™

Mātaitia te whakatairanga kei raro iho nei, ka kōrero ai i ōna āhuatanga, ā, tāpirihia hoki ō māramatanga me ō mōhiotanga, hei tautoko i ō tuhinga mō ngā wāhanga (a), (b), me (c) kei ngā whārangi 11, 14, me 16.

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

Te Mātāpuna: *Mindfood* Magazine, Whiringa ā-rangi, 2014, wh. 25.

MĀ TE KAIMĀKA ANAKE

(a) Whakaahuatia ngā tūāhuatanga e RUA 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: 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 13, 15, and 17.

For copyright reasons, this resource cannot be reproduced here.

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

ASSESSOR'S USE ONLY

(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 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 te oranga.

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 well-being.

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

ASSESSOR'S USE ONLY

TE TŪMAHI TUATORU: McDONALD'S®

Mātaitia te whakatairanga kei raro iho nei, ka kōrero ai i ōna āhuatanga, ā, tāpirihia hoki ō māramatanga me ō mōhiotanga, hei tautoko i ō tuhinga mō ngā wāhanga (a), (b), me (c) kei ngā whārangi 19, 22, me 24.

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

Te Mātāpuna: http://www.boredpanda.com/minimalist-print-ads/?image_id=minimalist-ads-wi-fries.jpg
(he mea toro i te 28 o Paenga-whāwhā, 2015).

MĀ TE KAIMĀKA ANAKE

(a) Whakaahuatia ngā tūāhuatanga e RUA 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: 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 21, 23, and 25.

For copyright reasons, this resource cannot be reproduced here.

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

ASSESSOR'S USE ONLY

(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 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 te oranga.

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 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 tau tūmahi mēnā e hāngai ana.

TE TAU TŪMAHI

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, 2015

91471 Analyse the influences of food advertising on well-being

9.30 a.m. Thursday 12 November 2015
Credits: Four

91471

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 2–27 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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