See back cover for an English translation of this cover

3

91471M

914710

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, 2016

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

9.30 i te ata o te Rāhina, te 21 o Whiringa-ā-rangi, 2016
Ngā whiwhinga: E whā

Paetae	Kaiaka	Kairangi
Te tātari i ngā awenga o te whakatairanga kai ki te oranga.	Te hōhonu o te tātari i ngā awenga o te whakatairanga kai ki te oranga.	Te matatau o te tātari i ngā awenga o te 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 whārangi atu anō mō ō tuhinga, whakamahia ngā whārangi wātea kei muri o tēnei pukapuka.

Tirohia mēnā e tika ana te raupapatanga o ngā whārangi 2–29 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

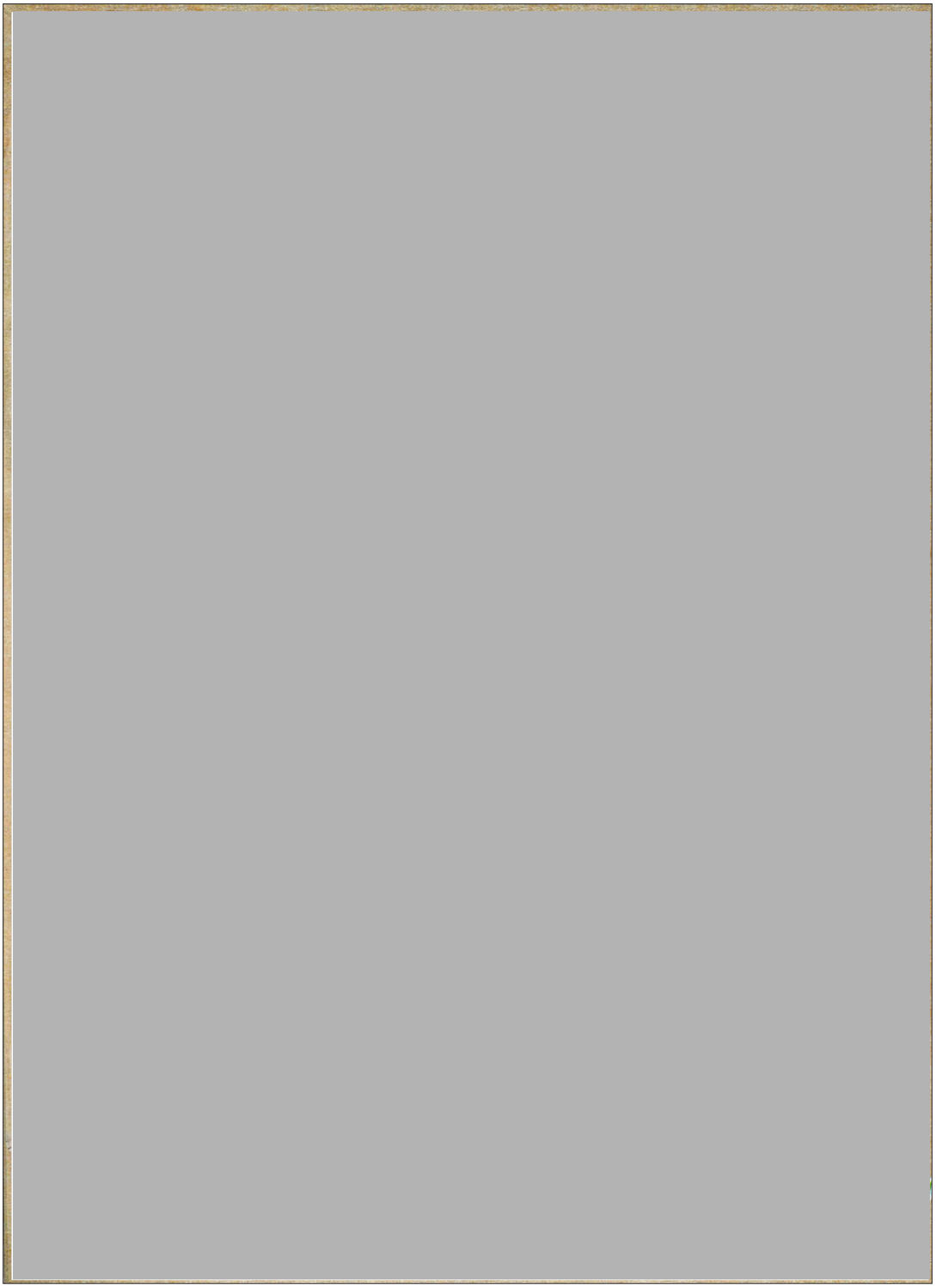
© Mana Tohu Mātauranga o Aotearoa, 2016. Pūmau ana te mana.
Kāore e whakaaetia ana kia tāruahia tētahi paku wāhanga o tēnei pukapuka ki te kore te Mana Tohu Mātauranga e mātua whakaae.

NGĀ TOHUTOHU

E toru ngā tūmahi kei roto i tēnei whakamātautau. I IA tūmahi, me tātari rawa koe, i runga i te matatau, i te awenga o tētahi whakatairanga kai ki ngā kōwhiringa kai a te tangata, ki te oranga hoki o te tangata.

TE TŪMAHI TUATAHI: NGĀ KAI TAIORA NUI A BIOGLAN®

Āta tirohia te whakatairanga kei raro nei, ā, kōrerohia ōna āhuatanga tae atu ki ōu mōhiotanga me ōu māramatanga, hei tautoko i ō tuhinga ki te wāhanga (a), ki te wāhanga (b) me te wāhanga (c) kei te whārangi 3, 6, me te 8.



Te mātāpuna: Te Puka Maheni o *New Idea*, i te 11 o Kohitātea, i te tau 2016, wh. 41.

MĀ TE KAIMĀKA ANAKE

(a) Whakaahuatia ngā tikanga e RUA i whāia i tēnei whakatairanga.

(b) Porohitatia ngā āhuatanga, tuhia hoki he nama i te taha o ngā āhuatanga i te whakatairanga e tohu ana i te whakamahinga o ngā tikanga kua whakaahuatia e koe i te wāhanga (a).

Whakamāramatia te **āhua** o tā ēnei āhuatanga kawe i ngā karere huna me ngā karere mārama o roto i te whakatairanga ME **ngā take** e kawea ana e te whakatairanga aua karere.

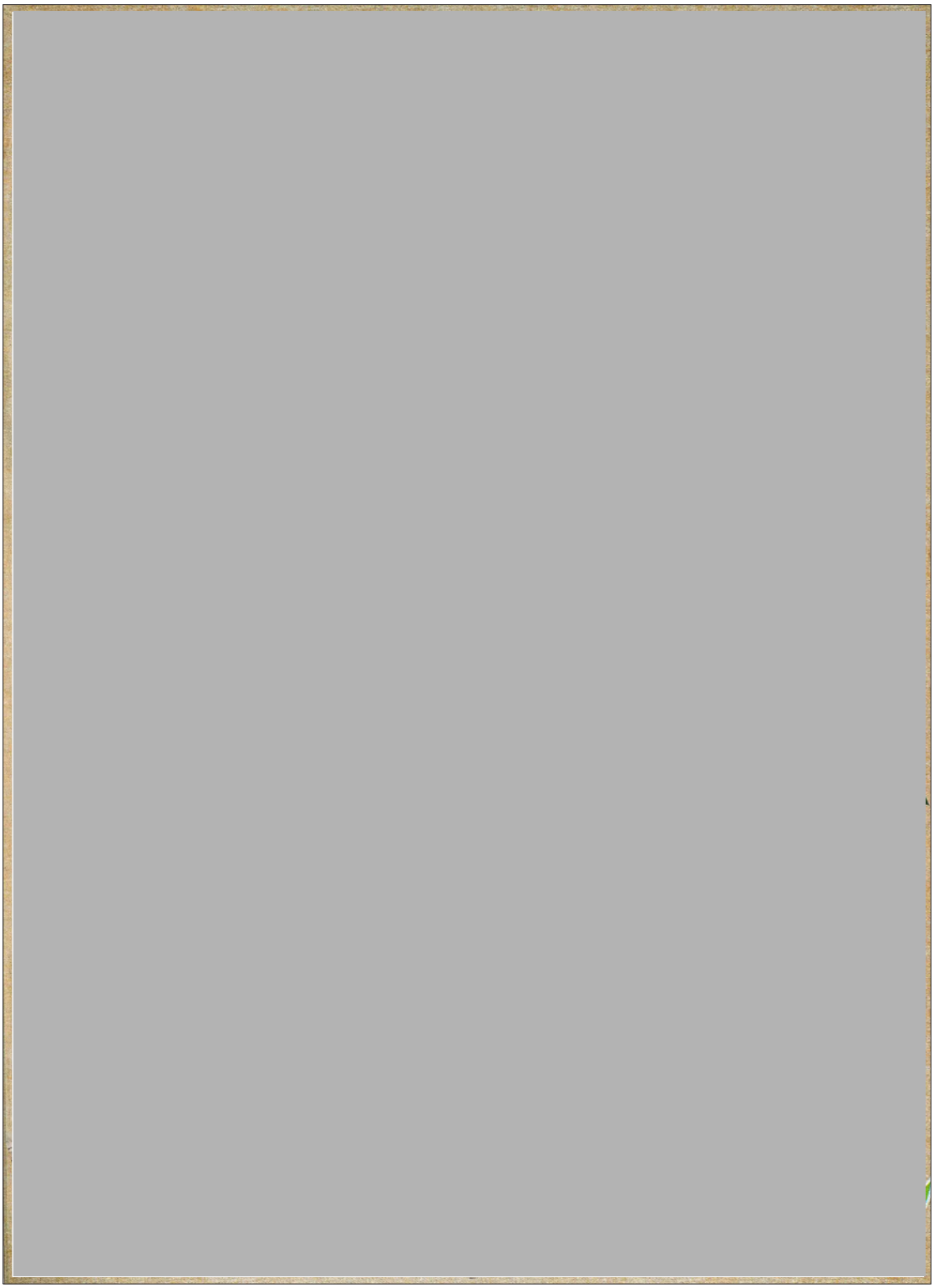
E rere tonu ana te wāhanga (b) i te whārangi 6

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: BIOGLAN® SUPER FOODS

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.



Source: *New Idea* Magazine, 11 Jan 2016, p. 41.

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 advertisement.

Part (b) continues on page 7

MĀ TE KAIMĀKA ANAKE

ASSESSOR'S USE ONLY

(c) Whakamāramatia **ngā take** i whāia ai tēnei huarahi whakatairanga me **te āhua** o tana whakaawe i te oranga.

Whakapātarihia ngā karere e kawea ana e ngā tikanga me ngā āhuatanga o roto i te whakatairanga, mā te whakatakoto tohenga whai māramatanga.

MĀ TE KAIMĀKA ANAKE

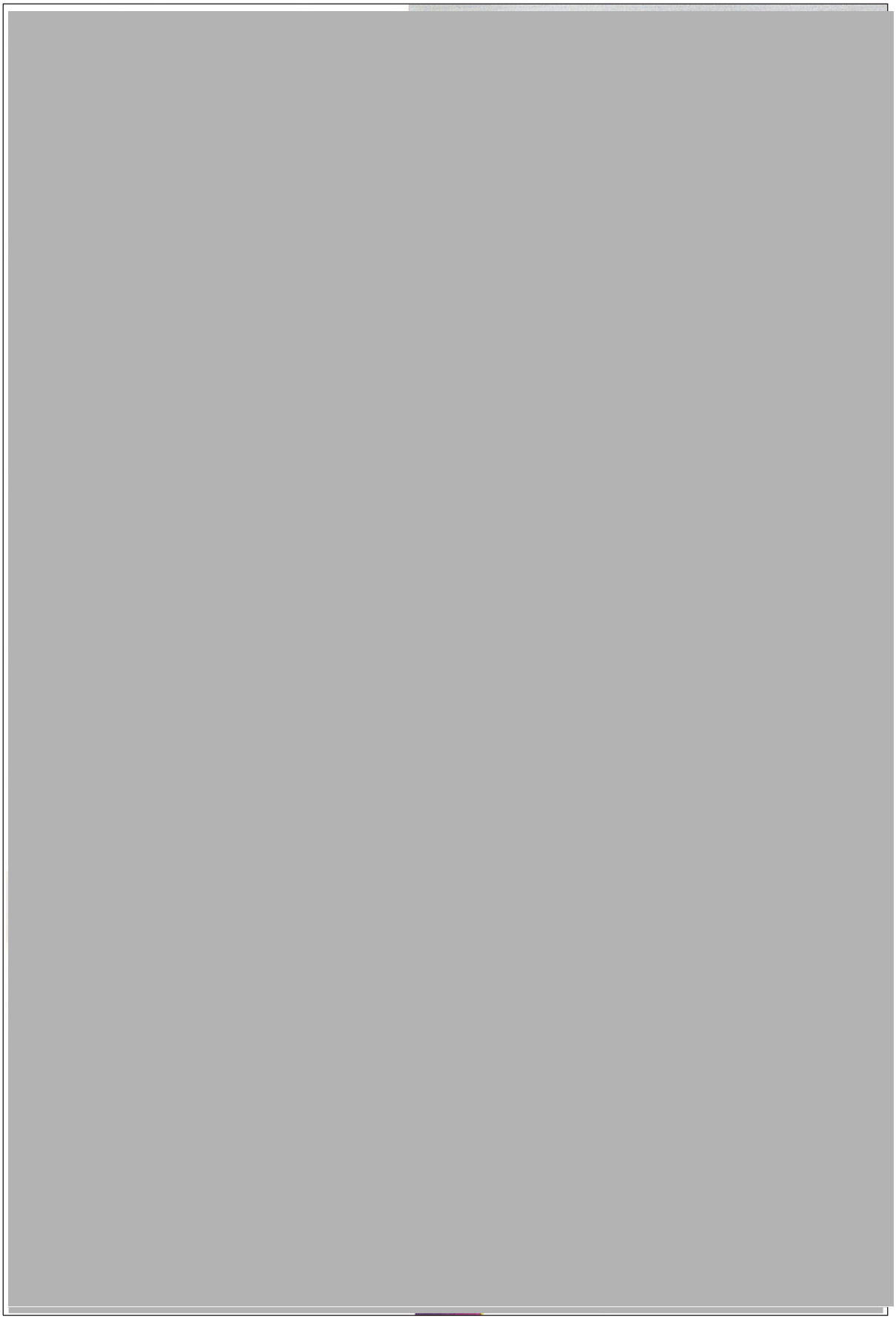
(c) Explain **why** this advertising approach has been used, and **how** it influences well-being.

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

ASSESSOR'S USE ONLY

TE TŪMAHI TUARUA: NESTLÉ

Āta tirohia te whakatairanga kei raro nei, ā, kōrerohia ōna āhuatanga tae atu ki ōu mōhiotanga me ōu māramatanga, hei tautoko i ō tuhinga ki te wāhanga (a), ki te wāhanga (b) me te wāhanga (c) kei te whārangi 11, 14, me te 16.



Te mātāpuna: Te puka maheni o *Marie Claire Australia*, i te Whiringa-ā-rangi, i te tau 2015.

MĀ TE KAIMĀKA ANAKE

(a) Whakaahuatia ngā tikanga e RUA i whāia i tēnei whakatairanga.

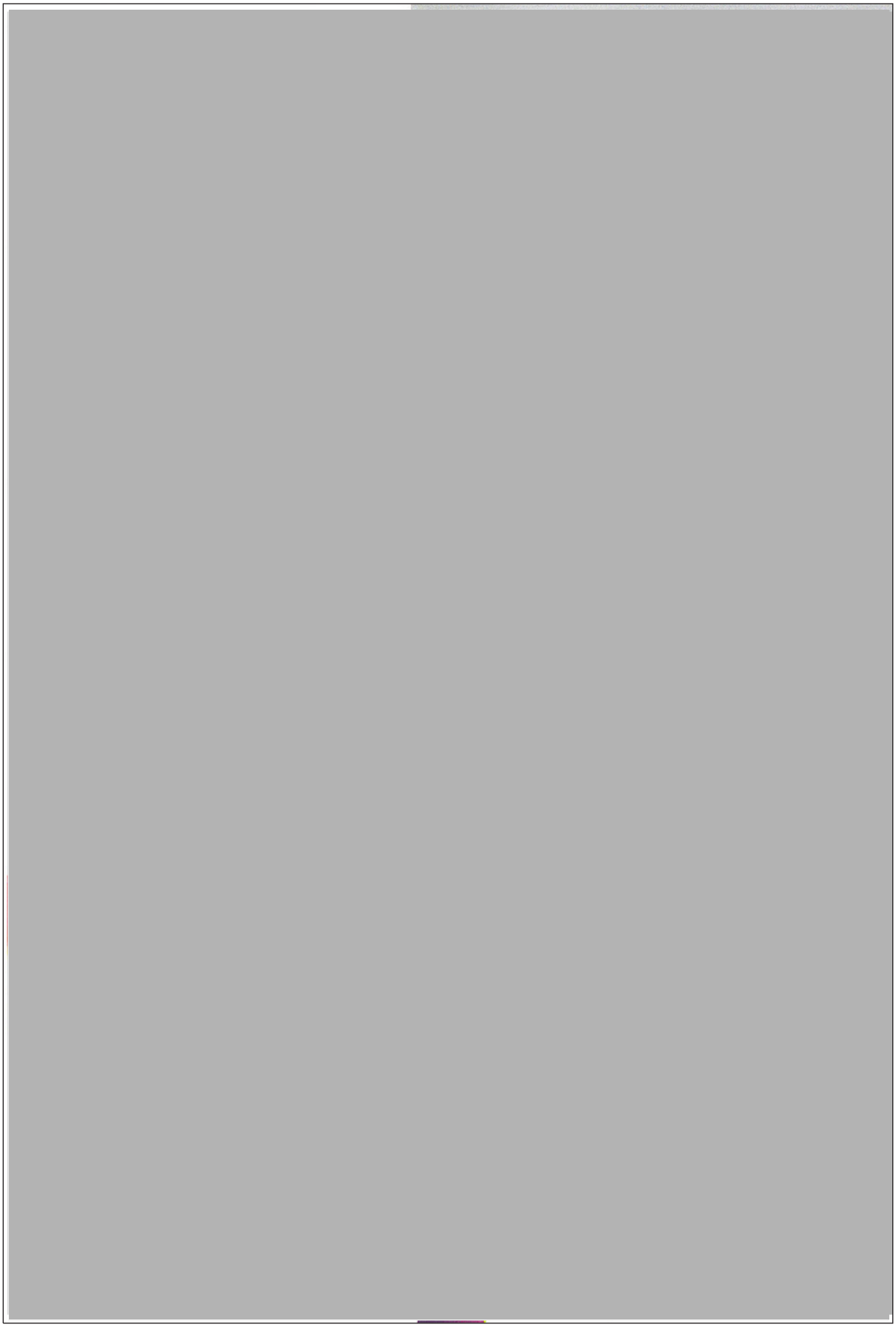
(b) Porohitatia ngā āhuatanga, tuhia hoki he nama i te taha o ngā āhuatanga i te whakatairanga e tohu ana i te whakamahinga o ngā tikanga kua whakaahuatia e koe i te wāhanga (a).

Whakamāramatia te **āhua** o tā ēnei āhuatanga kawe i ngā karere huna me ngā karere mārama o roto i te whakatairanga ME **ngā take** e kawea ana e te whakatairanga aua karere.

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

QUESTION TWO: NESTLÉ

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.



Source: *Marie Claire Australia* Magazine, Nov 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 advertisement.

Part (b) continues on page 15

MĀ TE KAIMĀKA ANAKE

ASSESSOR'S USE ONLY

(c) Whakamāramatia **ngā take** i whāia ai tēnei huarahi whakatairanga me **te āhua** o tana whakaawe i te oranga.

Whakapātarihia ngā karere e kawea ana e ngā tikanga me ngā āhuatanga o roto i te whakatairanga, mā te whakatakoto tohenga whai māramatanga.

MĀ TE KAIMĀKA ANAKE

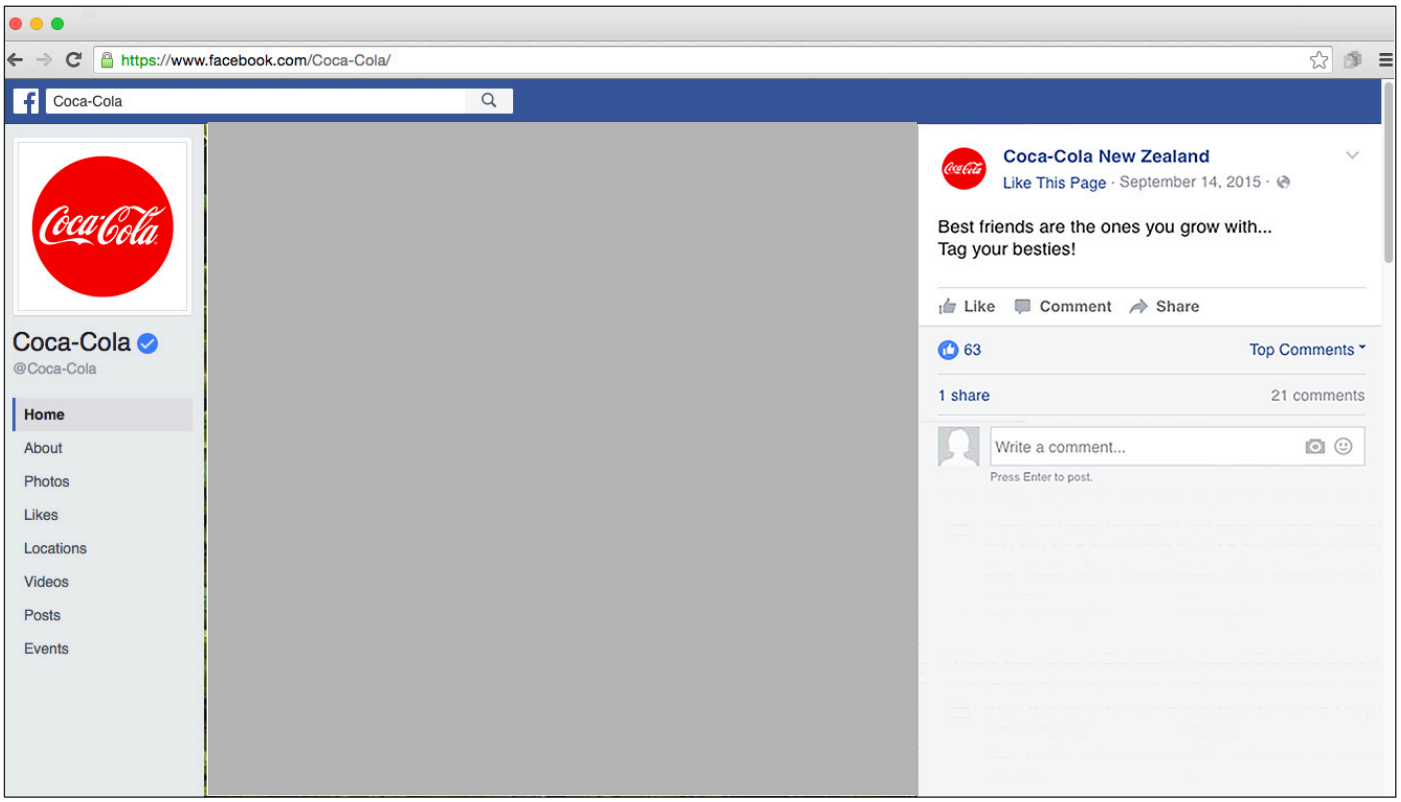
(c) Explain **why** this advertising approach has been used, and **how** it influences well-being.

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

ASSESSOR'S USE ONLY

TE TŪMAHI TUATORU: COCA-COLA®

Āta tirohia te whakatairanga kei raro nei, ā, kōrerohia ōna āhuatanga tae atu ki ōu mōhiotanga me ōu māramatanga, hei tautoko i ō tuhinga ki te wāhanga (a), ki te wāhanga (b) me te wāhanga (c) kei te whārangi 19, 22, me te 24.



Te mātāpuna: https://www.facebook.com/CocaColaNZ/photos/a.139891749402059.24548.130209467036954/975779742479918/?type=1&theater (i toroa i te 21 o Haratua i te tau 2016).

MĀ TE KAIMĀKA ANAKE

(a) Whakaahuatia ngā tikanga e RUA i whāia i tēnei whakatairanga.

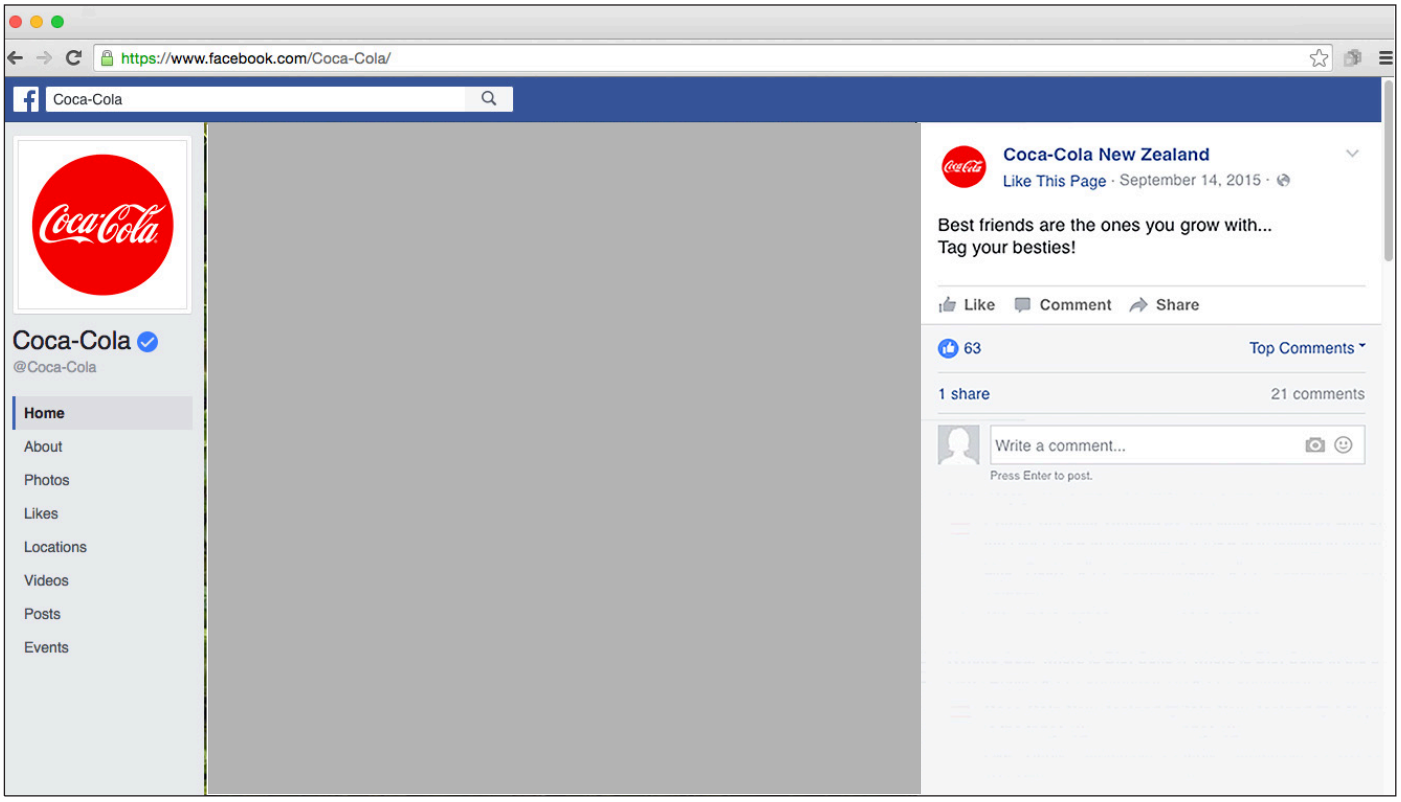
(b) Porohitatia ngā āhuatanga, tuhia hoki he nama i te taha o ngā āhuatanga i te whakatairanga e tohu ana i te whakamahinga o ngā tikanga kua whakaahuatia e koe i te wāhanga (a).

Whakamāramatia te **āhua** o tā ēnei āhuatanga kawe i ngā karere huna me ngā karere mārama o roto i te whakatairanga ME **ngā take** e kawea ana e te whakatairanga aua karere.

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

QUESTION THREE: COCA-COLA®

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.



Source: https://www.facebook.com/CocaColaNZ/photos/a.139891749402059.24548.130209467036954/975779742479918/?type=1&theater (accessed 21 May 2016).

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 advertisement.

Part (b) continues on page 23

MĀ TE KAIMĀKA ANAKE

ASSESSOR'S USE ONLY

(c) Whakamāramatia **ngā take** i whāia ai tēnei huarahi whakatairanga me **te āhua** o tana whakaawe i te oranga.

Whakapātarihia ngā karere e kawea ana e ngā tikanga me ngā āhuatanga o roto i te whakatairanga, mā te whakatakoto tohenga whai māramatanga.

MĀ TE KAIMĀKA ANAKE

(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

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, 2016

91471 Analyse the influences of food advertising on well-being

9.30 a.m. Monday 21 November 2016
Credits: Four

91471M

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 2–29 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.