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NEW ZEALAND QUALIFICATIONS AUTHORITY
MANA TOHU MĀTAURANGA O AOTEAROA

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

SUPERVISOR'S USE ONLY

Level 3 Home Economics, 2018

91471 Analyse the influences of food advertising on well-being

2.00 p.m. Monday 12 November 2018
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 parts of the question in this booklet.

Pull out Resource Booklet 91471R from the centre of this booklet.

You **MUST** refer to the advertisements provided in the resource booklet to answer the question.

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 2–8 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

ASSESSOR'S USE ONLY

INSTRUCTIONS

Study the advertisements in **Resource Booklet 91471R** before answering the question in this booklet. Use the resources, as well as your own nutritional knowledge and understanding, to comprehensively analyse the influence of food advertising on people's food choices and well-being.

QUESTION

Refer to the three advertisements on pages 2–5 of the resource booklet when answering (a).

- (a) Describe the **main** technique AND the **supporting** technique used in EACH advertisement.

Advertisement One: *Golden Days Natural Products*

Main technique: _____

Supporting technique: _____

Advertisement Two: *Trident*

Main technique: _____

Supporting technique: _____

Advertisement Three: *Karma Cola*

Main technique: _____

Supporting technique: _____

Select below ONE advertisement from the resource booklet to use when answering (b) to (e).

Advertisement	Tick <input checked="" type="checkbox"/> ONE
<i>Golden Days Natural Products</i>	<input type="checkbox"/>
<i>Trident</i>	<input type="checkbox"/>
<i>Karma Cola</i>	<input type="checkbox"/>

(b) Describe the features of your selected advertisement that indicate the use of the main technique and the supporting technique that you described in (a).

(c) Explain **how** AND **why** these features convey both the explicit and implicit messages of your selected advertisement.

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