

See back cover for an English translation of this cover

3

91471



NZQA

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

Tick this box if there is no writing in this booklet

Ohaoha Kāinga, Kaupae 3, 2020

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

2.00 i te ahiahi o Tāite, te 3 o TThema, 2020
Ngā whiwhinga: E whā

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

Tirohia kia kitea ai 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 wāhanga KATOĀ o te tūmahi kei roto i tēnei pukapuka.

Tangohia te Pukapuka Rauemi 91471R mai i te puku o tēnei pukapuka.

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

Tirohia kia kitea ai e tika ana te raupapatanga o ngā whārangi 2–13 kei roto i tēnei pukapuka, ka mutu, kāore tētahi o aua whārangi i te takoto kau.

HOATU TE PUKAPUKA NEI KI TE KAIWHAKAHAERE HEI TE MUTUNGA O TE WHAKAMĀTAUTAU.

TE TAPEKE

MĀ TE KAIMĀKA ANAKE

NGĀ TOHUTOHU

Āta tirohia ngā whakatairanga kei te **Pukapuka Rauemi 91471R** i mua i tō whakaoti i te tūmahi kei tēnei pukapuka. Whakamahia ngā rauemi me ōu ake mōhiotanga, me ōu ake māramatanga anō hoki ki te taioranga ki te tātari, i runga i te matatau, i ngā awenga o te whakatairanga kai ki ngā kōwhiringa kai a te tangata me te oranga.

TE TŪMAHI

Kōrerotia ngā whakatairanga e toru kei ngā whārangi 2–7 o te pukapuka rauemi i a koe e whakaoti ana i te wāhanga (a).

- (a) Whakaahuatia ngā tikanga e rua kua whāia i IA whakatairanga.

Te Whakatairanga Tuatahi: *Woop*

Te Tikanga Tuatahi: _____

Te Tikanga Tuarua: _____

Te Whakatairanga Tuarua: *Remedy Kombucha*

Te Tikanga Tuatahi: _____

Te Tikanga Tuarua: _____

Te Whakatairanga Tuatoru: *The Alternative Meat Co.*

Te Tikanga Tuatahi: _____

Te Tikanga Tuarua: _____

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 2–7 of the resource booklet when answering (a).

- (a) Describe two techniques used in EACH advertisement.

Advertisement One: *Woop*

Technique One: _____

Technique Two: _____

Advertisement Two: *Remedy Kombucha*

Technique One: _____

Technique Two: _____

Advertisement Three: *The Alternative Meat Co.*

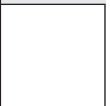
Technique One: _____

Technique Two: _____

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

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

- (d) Whakapātarihia ngā karere e kawea ana e ngā tikanga me ngā āhuatanga o roto i te whakatairanga i kōwhiria rā e koe mā te whakatakoto tohenga whai māramatanga.



English translation of the wording on the front cover

Level 3 Home Economics 2020

91471 Analyse the influences of food advertising on well-being

2.00 p.m. Thursday 3 December 2020
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 parts of the question in this booklet.

Pull out Resource Booklet 91471R from the centre of 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 2–13 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.