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SUPERVISOR'S USE ONLY

91471



Level 3 Home Economics, 2013

91471 Analyse the influences of food advertising on well-being

2.00 pm Thursday 21 November 2013 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 of 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

You are advised to spend one hour answering the questions in this booklet.

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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: COCA-COLA SHARE A MOMENT

	ONE: COCA-COLA SHARE A MOMENT
tudy the adv our analysis	vertisement below and refer to it, as well as your own knowledge and skills, to suppose when answering (a)–(c) on pages 3–5.
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	For copyright reasons, this resource cannot be reproduced here.

Source: www.coke.nz/shareasong (accessed 1 June 2013).

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Part (b) continues on the next page

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hallenge the messages conveyed by the techniques and features in the advertisement sing reasoned argument.	

QUESTION TWO: ALFATM ONE RICE BRAN OIL SPREAD

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Source: New Zealand Healthy Food Guide.

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choices and well-being.	
Challenge the messages conveyed by the techniques and features in the advertisemen using reasoned argument.	t
asing reasoned argument.	

QUESTION THREE: KELLOGG'S® SULTANA BRAN

the adv	vertisement below and refer to it, as well as your own knowledge and skills, to support n answering (a)–(c) on pages 11–13.
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Source: New Zealand Healthy Food Guide, Feb 2012.

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Explain why this advertising approach has been used and how it influences people's food choices and well-being.							
Challenge the messages conveyed by the techniques and features in the advertisement using reasoned argument.							

	Extra space if required. Write the question number(s) if applicable.	AS
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