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SUPERVISOR'S USE ONLY

91471



## Level 3 Home Economics, 2019

# 91471 Analyse the influences of food advertising on well-being

2.00 p.m. Wednesday 13 November 2019 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 the questions 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

### **INSTRUCTIONS**

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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 2-4 of the resource booklet when answering (a).

(a) Name and briefly describe the **main** technique AND the **supporting** technique used in EACH advertisement.

Advertisement One: McDonald's
Main technique:
Supporting technique:
Advertisement Two: Piranha
Main technique:
Supporting technique:

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Tick ✓ ONE

In the table below, select ONE advertisement from the resource booklet to use when answering question parts (b) to (e).

**Advertisement** 

(b)

(c)

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	McDonald's		
	Piranha		
	Domino's		
i.			
Describe the features of yetechnique and the support	our selected advert ting technique that y	isement that ind ou described ir	licate the use of the main n (a).

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Question continues on next page ➤

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OUESTION	1	Extra space if required. Write the question number(s) if applicable.	
QUESTION NUMBER	'		