



**KEY SKILLS
COMMUNICATION
Level 3 - CHILDREN AND CONSUMERISM
[KSC31]**

**Question Paper
Tuesday 16th January, 2007**

WHAT YOU NEED

- This Question Paper
- The Source Booklet
- An Answer Booklet
- A pen with black or blue ink

You may **NOT** use a dictionary

Do NOT open this Question Paper until you are told to by the invigilator

THERE ARE TWO PARTS TO THIS TEST

Part A (total 25 marks) consists of 4 short-answer questions

Part B (total 25 marks) consists of 1 extended-answer question

Total marks available: 50

Try to answer ALL the questions

YOU HAVE 1 HOUR AND 30 MINUTES INCLUDING READING TIME

INSTRUCTIONS

- Ensure that your personal details are entered correctly in the Answer Booklet
- Read each question carefully
- If you use extra paper, make sure that it has your centre number and candidate number on it and is securely attached to your Answer Booklet
- At the end of the test, hand your Answer Booklet, the Question Paper, the Source Booklet and all notes to the invigilator

REMEMBER: YOU HAVE 1 HOUR AND 30 MINUTES TO FINISH THE TEST

Children and Consumerism

Read Documents 1 to 4 then answer the questions which follow.

Document 1 *Children, Television Advertising and the Environment*, adapted from Friends of the Earth campaign, November 1998.

Document 2 *The Changing Face of Children's Diets*, adapted from Which? August 2003.

Document 3 advertising images, 2005.

Document 4 *Marketing Food to Children*, adapted from Which? report, August 2003.

Part A: Short-answer questions

In this section you will be given marks for:

- identifying accurately, and comparing, the lines of reasoning and main points from the documents
 - synthesising the key information in a way that is relevant to the purpose.
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- 1 Using information from Document 1, identify **three** ways in which advertising and consumerism can be said to have a damaging effect on the environment.
3 marks
- 2 Using information from Documents 1 and 2, identify **three** reasons why children are particularly vulnerable to advertising and explain the extent to which advertising actually does have an impact on children.
7 marks
- 3 Identify **three** specific techniques, one from **each** of Documents 1, 2 and 4, which are used in marketing to children. Explain to what extent the images in Document 3 could be seen as examples of these techniques.
8 marks
- 4 Using Documents 2 and 4, identify **three** concerns about the advertising of food to children and explain how effectively these concerns are addressed by the advertising industry and its regulators.
7 marks

Part A Total 25 marks

Part B: Extended-answer question

In this section you will be given marks for:

- using a format and style of writing that is appropriate to the purpose
 - organising the relevant information from all four documents clearly and coherently
 - using your own words where appropriate
 - writing legibly using accurate spelling, punctuation and grammar.
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- 5 Write a letter to your Member of Parliament, making her aware of the Private Member's Bill mentioned in Document 4, which proposes greater government regulation and restrictions in advertising to children.

In the letter you should:

- explain the main concerns people have about the effects of a consumer society on children
- give reasons why people are unhappy with marketing directly to children
- comment on the attitude of the advertising industry
- make proposals for the changes you would like to see.

Your letter should be based on information from the documents. Your MP is Ms Antonia Brown, 5 Eagle Terrace, Horsfield, Yorkshire, HS3 0DP.

25 marks

End of test