

QUESTION 23

Study the advertisement below and answer the following questions.



Joy is sharp, bright and exuberant.

No black and white

Full colour

Colour rejoicing at the top of its voice and with
mischievous laughter

Leaving the rest of the world rattling its hair.

Joy is pineapple yellow and cranberry cherry red
and peach orange bright.

Move over, rainbow - this is pure excitement.



Pure Joy. Perfect fruit moments

Name TWO reasons why businesses advertise.

Who is the target market in the Pure Joy advertisement?

Name THREE types of information on the label of Pure Joy product
that the target market would study when making a purchase.

Which human need, according to Maslow, is addressed in this
advertisement?

(2)

(1)

(3)

(1)

19

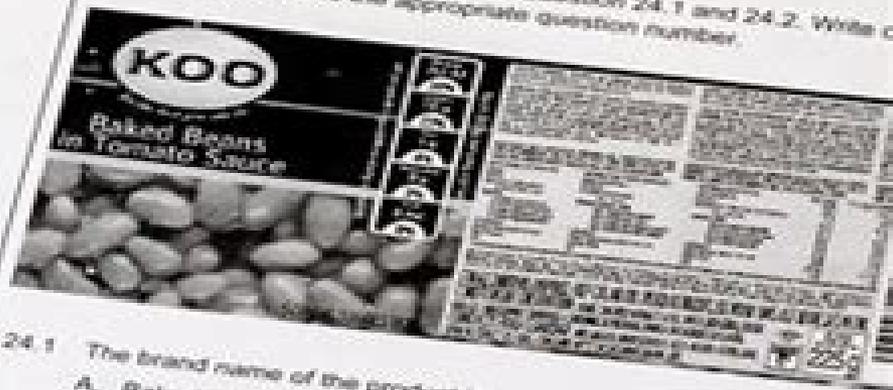
23.5 Name ONE example of electronic marketing.

23.6 Is this advertisement effective? Substantiate your answer.

23.7 The packaging material for the Pure Joy product is paper.
Does this packaging material have a positive or negative
environment? Substantiate your answer.

QUESTION 24

Study the label below and answer Question 24.1 and 24.2. Write the
correct letter next to the appropriate question number.



24.1 The brand name of the product is:

A. Baked Beans

B. KOO

C. in Tomato Sauce

D. It's the best you can do

24.2 What important information, which consumers need to make sure that
product is still safe to use and is the best quality, is missing on the label?

A. kJ value per portion

B. price

C. serving suggestion

D. expiry date

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Chao Zhang



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Table of Contents Caps Papers Grade 10 Consumer Studies

1. Understanding the eBook Caps Papers Grade 10 Consumer Studies
 - The Rise of Digital Reading Caps Papers Grade 10 Consumer Studies
 - Advantages of eBooks Over Traditional Books
2. Identifying Caps Papers Grade 10 Consumer Studies
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an Caps Papers Grade 10 Consumer Studies
 - User-Friendly Interface
4. Exploring eBook Recommendations from Caps Papers Grade 10 Consumer Studies
 - Personalized Recommendations
 - Caps Papers Grade 10 Consumer Studies User Reviews and Ratings
 - Caps Papers Grade 10 Consumer Studies and Bestseller Lists
5. Accessing Caps Papers Grade 10 Consumer Studies Free and Paid eBooks

- Caps Papers Grade 10 Consumer Studies Public Domain eBooks
 - Caps Papers Grade 10 Consumer Studies eBook Subscription Services
 - Caps Papers Grade 10 Consumer Studies Budget-Friendly Options
6. Navigating Caps Papers Grade 10 Consumer Studies eBook Formats
- ePub, PDF, MOBI, and More
 - Caps Papers Grade 10 Consumer Studies Compatibility with Devices
 - Caps Papers Grade 10 Consumer Studies Enhanced eBook Features
7. Enhancing Your Reading Experience
- Adjustable Fonts and Text Sizes of Caps Papers Grade 10 Consumer Studies
 - Highlighting and Note-Taking Caps Papers Grade 10 Consumer Studies
 - Interactive Elements Caps Papers Grade 10 Consumer Studies
8. Staying Engaged with Caps Papers Grade 10 Consumer Studies
- Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers Caps Papers Grade 10 Consumer Studies
9. Balancing eBooks and Physical Books Caps Papers Grade 10 Consumer Studies
- Benefits of a Digital Library
 - Creating a Diverse Reading Collection Caps Papers Grade 10 Consumer Studies
10. Overcoming Reading Challenges
- Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
11. Cultivating a Reading Routine Caps Papers Grade 10 Consumer Studies
- Setting Reading Goals Caps Papers Grade 10 Consumer Studies
 - Carving Out Dedicated Reading Time
12. Sourcing Reliable Information of Caps Papers Grade 10 Consumer Studies
- Fact-Checking eBook Content of Caps Papers Grade 10 Consumer Studies
 - Distinguishing Credible Sources
13. Promoting Lifelong Learning
- Utilizing eBooks for Skill Development

- Exploring Educational eBooks
14. Embracing eBook Trends
- Integration of Multimedia Elements
 - Interactive and Gamified eBooks

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