

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.



PureJoy. 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

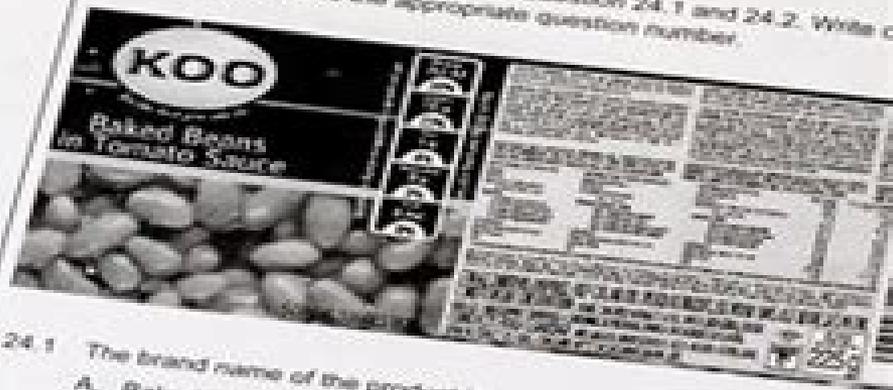
23.5 Name ONE example of electronic marketing.

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 a
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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Lingjun Ying



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