



basic education

Department:
Basic Education
REPUBLIC OF SOUTH AFRICA

NATIONAL SENIOR CERTIFICATE

GRADE 12

CONSUMER STUDIES

NOVEMBER 2011

MARKS: 200

TIME: 3 hours

This question paper consists of 16 pages and a 2-page answer sheet.



INSTRUCTIONS AND INFORMATION

1. This question paper consists of FIVE sections.

SECTION	MARKS	TIME (MINUTES)
A. Short Questions	40	20
B. Food and Nutrition	40	40
C. Clothing	40	40
D. Housing and Soft Furnishings	40	40
E. Theory of Production and Entrepreneurship	40	40

2. ALL the sections are COMPULSORY.
3. Answer SECTION A on the attached ANSWER SHEET and place it in the BACK of your ANSWER BOOK.
4. Number the answers correctly according to the numbering system used in this question paper.
5. Start EACH question on a NEW page.
6. A calculator may be used.
7. Write with black or blue ink only.
8. Pay attention to spelling and sentence construction.
9. Write neatly and legibly.

SECTION A: SHORT QUESTIONS**QUESTION 1**

- 1.1 Various options are provided as possible answers to the following questions. Choose the answer and make a cross (X) in the block (A–D) next to the question number (1.1.1–1.1.13) on the attached ANSWER SHEET. NO marks will be awarded if more than one cross (X) appears for an answer.

- 1.1.1 Identify ONE of the most common causes of allergic reactions:
- A Oranges
 - B Peanuts
 - C Red meat
 - D Sugar
- (1)
- 1.1.2 An advantage of eating low GI foods:
- A Blood vessels are constricted
 - B Cholesterol levels are well maintained
 - C Blood sugar levels are better maintained
 - D The pancreas is over stimulated
- (1)
- 1.1.3 A person with a gluten intolerance will be able to eat the following bread:
- A Brown bread
 - B Rye bread
 - C Raisin bread
 - D White bread
- (1)
- 1.1.4 A shortage of the following nutrients may cause anaemia:
- 1. Calcium
 - 2. Iodine
 - 3. Iron
 - 4. Folic acid
 - 5. Vitamin B₁₂
 - 6. Vitamin C
- A 1, 3 and 5
 - B 1, 2 and 6
 - C 2, 4 and 6
 - D 3, 4 and 5
- (2)
- 1.1.5 A similarity between the fashion term haute couture and the obsolete fashion cycle stage is that ...
- A few people are seen wearing the fashion.
 - B the fashion is expensive.
 - C many people have an interest in the fashion.
 - D they are seen at the end of the fashion cycle.
- (1)

- 1.1.6 Which of the following show a need for a dress code?
1. Project a professional image
 2. Clearly express individuality
 3. Look formal in uniforms
 4. Be easily identified with the company
 5. Advertise the company name
 6. Portray a competent look
- A 2 and 6
B 3 and 6
C 1 and 6
D 2 and 5 (2)
- 1.1.7 From the list below choose THREE characteristics of a functional wardrobe:
1. Suits your personality
 2. Variety of printed fabrics
 3. A core of fad items
 4. More tops than bottoms
 5. A different outfit every day
 6. Items that can be co-ordinated
- A 1, 2 and 3
B 1, 4 and 6
C 2, 3 and 5
D 3, 5 and 6 (2)
- 1.1.8 An important role of an estate agent is to ...
- A resolve conflict situations.
B provide maintenance support services for home owners.
C sign all documents on behalf of the seller.
D be a link between the buyer and the seller. (1)
- 1.1.9 Packaging can be a silent seller of a product if ...
- A it carries the family logo.
B it looks attractive.
C the product name is stated clearly.
D the price is attached to it. (1)
- 1.1.10 A quality production system includes the following:
1. Testing new materials
 2. Using large quantities of material
 3. Longer production time
 4. Regular inspection at various stages of production
 5. High salaries for skilled workers
 6. Prescribing detailed specifications for the product
- A 1, 3 and 6
B 2, 4 and 5
C 1, 4 and 6
D 3, 4 and 5 (2)



1.1.11 Identify TWO causes of inflation:

1. Increase in interest rate
2. Increase in the purchasing power of money
3. Value of the rand strengthens against other currencies
4. Good harvests
5. Increase in petrol price

- A 1 and 3
B 4 and 5
C 2 and 3
D 1 and 5

(2)

1.1.12 Which ONE of the following logos will indicate that a household appliance is of good quality?



1



2



3



4

- A 1
B 2
C 3
D 4

(1)

1.1.13 Mr Ngcobo has the right to safety. Identify Mr Ngcobo's responsibilities which will ensure his safety when he uses his new gas stove.

1. Repair it himself
2. Read and follow the instructions carefully
3. Keep the gas bottle in the house
4. Ignite the match/lighter first before switching the gas on
5. Use the gas stove to heat the room

- A 1 and 5
B 3 and 4
C 2 and 4
D 1 and 2

(2)

- 1.2 Choose the food-related disease in COLUMN A that matches the symptom in COLUMN B and the food that should be eaten to manage the disease in COLUMN C. Make a cross (X) in the block (A–E) and in the block (i–vi) next to the question number (1.2.1–1.2.3) on the attached ANSWER SHEET. NO marks will be awarded if more than one cross (X) is made for an answer.

COLUMN A FOOD-RELATED DISEASES	COLUMN B SYMPTOMS	COLUMN C FOODS THAT SHOULD BE EATEN
1.2.1 Diabetes 1.2.2 Milk intolerance 1.2.3 Anaemia	A bone fractures B weakness C poor vision D lung infections E diarrhoea	i soy milk ii low protein foods iii low GI foods iv red meat v milk products vi foods low in salt

(6 x 1)

(6)

- 1.3 From the list below identify THREE maintenance responsibilities of a sectional title holder. Make a cross (X) in the block (A–F) next to the question number (1.3) on the attached ANSWER SHEET.

- A Fixing a dripping tap in the kitchen
- B Repairing a broken window
- C Replacing the light bulbs at the entrance gate of the complex
- D Repairing the steps to the swimming pool
- E Painting the lounge
- F Watering the lawn around the swimming pool

(3)

- 1.4 From the list below identify FOUR benefits of good nutrition for people suffering from HIV/Aids. Make a cross (X) in the block (A–J) next to the question number (1.4) on the attached ANSWER SHEET.

- A Improved feeling of well-being
- B Weight loss is increased
- C Recovery from infections is improved
- D Regular exercise builds muscles
- E Body weight is maintained
- F Protection from contracting the disease
- G Decrease the appetite
- H Medication becomes unnecessary
- I Strength is increased
- J Less fluid intake required

(4)

1.5 Choose the correct word(s) from those given in brackets. Write only the word(s) next to the question number (1.5.1–1.5.8) on the attached ANSWER SHEET.

- 1.5.1 Everyone is a (dealer/consumer) because in one way or another everyone buys goods and services.
- 1.5.2 The type of advertising not allowed in South Africa is (informative/comparative) advertising.
- 1.5.3 When purchasing goods, keep the (receipt/guarantee) as a record of the purchase.
- 1.5.4 The consumer has the right to (high quality/high quantity) products.
- 1.5.5 Tax paid on luxury items, such as alcohol and tobacco, is called (excise duty/import duty).
- 1.5.6 The interest rate, as set by the Reserve Bank, is called (inflation rate/repo rate).
- 1.5.7 When the interest rate (falls/rises), it becomes more expensive to borrow money.
- 1.5.8 The change in the prices of goods and services purchased by the average household between August 2010 and August 2011 is called the (consumer price index/consumer goods index). (8)

TOTAL SECTION A: 40

SECTION B: FOOD AND NUTRITION**QUESTION 2**

- 2.1 Read the following extract from an article that the World Health Organization published on obesity and overweight. Answer the questions that follow.

<p style="text-align: center;">OBESITY AND OVERWEIGHT</p> <p>The facts are:</p> <ul style="list-style-type: none">• Globally, there are more than 1 billion overweight adults, at least 300 million of them are obese.• Obesity and overweight pose a major health risk for chronic diseases, including type 2 diabetes, cardiovascular disease, hypertension, stroke, and certain forms of cancer.• The key causes are:<ul style="list-style-type: none">- Increased consumption of energy-dense foods high in saturated fats and sugars- Reduced physical activity <p>Assessment of obesity and overweight</p> <p>The prevalence of obesity and overweight is commonly assessed by using body mass index (BMI). ($BMI = \text{weight (kg)} \div \text{height}^2 (\text{m}^2)$)</p> <p>What can we do about it?</p> <p>Effective weight management for individuals and groups who are at risk of developing obesity involves a range of long-term strategies. These include slow weight loss and weight maintenance.</p> <p style="text-align: right;">[Source: Adapted from an article published by the World Health Organisation]</p>
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- 2.1.1 Explain the main reasons, as stated in the extract, why people gain weight. (4)
- 2.1.2 (a) Use the formula in the extract to calculate the BMI of a young adult who is 1,65 m tall and weighs 85 kg. (2)
- (b) According to the answer to QUESTION 2.1.2(a), the person is obese. Give a brief description of *obesity*. (1)
- 2.1.3 In paragraph 3 it is stated that strategies for effective weight management include slow weight loss and weight maintenance.
- (a) How much weight should a person lose per week if he/she wants to lose weight slowly and in a healthy way? (1)
- (b) List SIX nutritional guidelines that should be followed in order to lose weight slowly and to maintain the weight loss. (6)

- 2.2 Study the table with the recommended dietary allowance for calcium (mg/day). Answer the questions that follow.

LIFE STAGE GROUP	RECOMMENDED DIETARY ALLOWANCE FOR CALCIUM (mg/day)
Infants 0–6 months	200
Infants 6–12 months	260
1–3 years old	700
4–8 years old	1 000
9–13 years old	1 300
14–18 years old	1 300
19–30 years old	1 000
31–50 years old	1 000
51–70 years old males	1 000
51–70 years old females	1 200
71+ years old	1 200

[Source: Institute of Medicine for the National Academies. *Report on the Dietary Reference Intakes for Calcium*, published on 30 November 2010]

- 2.2.1 Identify the life stage group with the highest calcium requirement. (1)
- 2.2.2 Explain why the calcium requirement is highest for the life stage group mentioned in QUESTION 2.2.1. (2)
- 2.2.3 (a) Which food-related disease may develop if NOT enough calcium is taken during the life stage years mentioned in QUESTION 2.2.1? (1)
- (b) Name TWO other nutrients that assist calcium in the prevention of the food-related disease mentioned in QUESTION 2.2.3(a). (2)
- (c) Explain the consequences, later in life, of the food-related disease mentioned in QUESTION 2.2.3(a). (2)
- 2.2.4 Explain why there is a difference in the calcium requirement for males and females in the life stage group 51–70 years. (2)
- 2.2.5 Name the food group that should be consumed to ensure sufficient calcium intake. (1)

2.3 Study the case study and food label below. Answer the questions that follow.

Mrs Simpson chose spring onion and chives cream cheese as a sandwich spread. She believed that it was a wise choice to help manage her high blood cholesterol levels and hypertension (high blood pressure).

Front of label:

Spring Onion and Chives Cream Cheese		
175 g	Low Fat	Keep refrigerated
Sell by: 15/11/2011	Use by: 29/11/2011	

Back of label:

Nutritional Information			Ingredients	Customer care:
Typical values	Per 100 g (ready to eat)	Per 30 g serving (ready to eat)	Cream (milk) Full cream milk Salt Stabilisers Chives (0,2%) Onion Powder (0,2%) Garlic salt Starter cultures	0800 11 77 11
Energy	1 118 kJ	335 kJ		Specially packed for: ABC Retailers ABC Office Park 22 Second Ave Covent Gardens 1000
Protein	8,8 g	2,6 g		
Total fat	25,1 g	7,5 g		
of which saturated fat	17,5 g	5,3 g		
trans fat	0,3 g	0,1 g		
mono-unsaturated fat	6,2 g	1,9 g		
polyunsaturated fat	1,0 g	0,3 g		
Dietary fibre	0,6 g	0,2 g		
Total Sodium	435 mg	131 mg		

- 2.3.1 Identify the misleading description on this food label. (1)
- 2.3.2 Give TWO reasons for your answer to QUESTION 2.3.1. (2)
- 2.3.3 State THREE channels for consumer complaints that Mrs Simpson could contact regarding the misleading description. (3)
- 2.3.4 Evaluate the nutritional suitability of the spring onion and chives cream cheese for Mrs Simpson. (9)

TOTAL SECTION B: 40

SECTION C: CLOTHING**QUESTION 3**

- 3.1 Explain the following terms:
- 3.1.1 Fashion trends (2)
 - 3.1.2 Fashion fads (2)
 - 3.1.3 Fashion (2)
 - 3.1.4 Style (2)
- 3.2 3.2.1 Explain the purpose of brand labels for clothing manufacturers. (2)
- 3.2.2 Discuss why brand labels are regarded as 'must haves' by many young adults. (5)
- 3.3 Describe consumer behaviour at the peak of the fashion cycle. (2)
- 3.4 Read the scenario below and answer the questions that follow.

The prescribed dress code for workers of a well known company consists of the following:

- Tie/Scarf
- Jacket and waistcoat
- White shirt/White blouse
- Navy blue trousers/pants
- Black shoes

- 3.4.1 State FOUR ways in which an employee, who has three identical white shirts/blouses, can mix and match to look different at work for four days. (4)
- 3.4.2 Recommend FOUR ways in which the employees can express their personal style within the constraints/limits of the company dress code. (4)

- 3.5 Read the extract below, study the pictures, and answer the questions that follow.

Thomas Burberry designed a military coat which was later used as the heavy siege coats worn by the British and French soldiers during World War I. It has since become known as the trench coat. It is a timeless fashion item that has been featured in popular movies/films. Celebrities like Daniel Radcliff and Emma Watson of Harry Potter fame are often seen out in their Burberry trench coats.



[Source: Adapted from *Edgars Club Magazine*, April 2011]

- 3.5.1 (a) Which clothing item inspired the trench coat design trend? (1)
- (b) The way in which the trench coats are worn in the picture creates an informal look. Suggest TWO changes that can be made when wearing a trench coat to create a more professional look. (2)
- 3.5.2 Identify the statement in the extract which shows that the trench coat is a classic style. (1)
- 3.5.3 Refer to the picture and name FOUR features which make the trench coat a classic style. (4)
- 3.5.4 Name the brand name of the trench coat mentioned in the extract. (1)
- 3.5.5 Clothing worn by celebrities has an impact on fashion change. Comment on this statement. (6)

TOTAL SECTION C: 40

SECTION D: HOUSING AND SOFT FURNISHINGS**QUESTION 4**

- 4.1 Explain the following terms:
- 4.1.1 Conveyance fees (2)
 - 4.1.2 Title deed (2)
 - 4.1.3 Deeds Office fee (2)
- 4.2 Name FOUR requirements that must be met before a bank will consider granting a mortgage bond. (4)
- 4.3 Read the scenario below and answer the questions that follow.
- John and Melissa are getting married soon. John is permanently employed at a bank and may be transferred to another town within a year. Melissa has a temporary job as an interior designer. She likes to paint walls to create a certain atmosphere in a home. Both of them are still paying back study loans and have to budget very carefully to meet all their financial responsibilities.
- 4.3.1 Explain the following in detail:
- (a) THREE advantages of John and Melissa renting a house (3 x 2) (6)
 - (b) THREE advantages of John and Melissa buying a house (3 x 2) (6)
- 4.3.2 Would it be better for John and Melissa to buy or to rent a house after their wedding? Give a reason for your answer. (2)
- 4.4 Consumers often pay for costly household appliances using instalment sale transactions. Name THREE advantages of this type of purchasing transaction. (3)

4.5 Read the scenario below and answer the questions that follow.

A consumer participating in a radio talk show, had the following concern:

'My washing machine broke and I called a well known repair company who sent a technician. He found that he had to take my machine to his workshop for the repairs. I approved the quote he gave me, however, when I went to pay for the repairs the invoice was double the original quote. The company refused to return my washing machine unless I paid the full amount. My question is: "Is there a law that protects me in this case?" '

4.5.1 Answer the question asked by this consumer. (2)

4.5.2 What should the technician have done when he realised that fixing the washing machine was going to cost more than the quoted amount? (1)

4.5.3 Explain why it is beneficial to use the radio to address concerns regarding consumer issues. (2)

4.6 Read the scenario below and answer the questions that follow.

A family is building a new house and the following features are part of the plan:

Corrugated iron roof
Solar panels on the roof
Insulation on the ceiling
Large windows
Aluminium window frames
Carpeted floors
Alarm system
Remote controlled garage doors
Grey water system
Rain-water tank
Swimming pool

Identify, with reasons, from the list above, TWO features that will help the family to save on the following:

4.6.1 Electricity (2 x 2) (4)

4.6.2 Water (2 x 2) (4)

TOTAL SECTION D: 40

SECTION E: THEORY OF PRODUCTION AND ENTREPRENEURSHIP**QUESTION 5**

5.1 Read the scenario below and answer the questions that follow.

Ruth Peters, a confident hardworking lady, worked in a clothing factory for many years. The management team often asked her to provide take-away meals on Fridays and she catered for their corporate functions too. She was well-liked by colleagues and management. However, three years ago she lost her job due to the recession.

Ruth started a business from home and now concentrates on supplying meals to factory workers. She sells take-away meals in the tuck shop at the clinic near her house. She also produces soft furnishing articles which she sells at the flea market over weekends.

Since her home business is expanding, she is now employing three ladies who work three days a week. She pays her son to work as a driver, but she has not signed an employment contract with him.

5.1.1 Name FIVE characteristics from the case study that indicate that Ruth is a successful entrepreneur. (5)

5.1.2 Name TWO target markets for each of the following businesses: (2)

(a) Meals supplied to the factory (2)

(b) Meals for the tuck shop (2)

5.2 Why is it important for her and each of her employees to sign employment contracts? (2)

5.3 In terms of labour law, Ruth has responsibilities towards her employees. Advise her on EACH of the following to ensure that she complies with the labour law:

5.3.1 Maternity leave (3)

5.3.2 Family responsibility leave (4)

5.4 Record-keeping is a key aspect of any successful business. Explain the importance of proper financial record-keeping. (4)

5.5 A customer at the flea market ordered 20 units of a specific product. The cost of materials for one product is R18,00. A 40% mark-up is added to cover overhead expenditure. Calculate the production cost of 20 units of the product, using the following formula:

Production cost = cost of materials + overheads

Show ALL the calculations. (6)

- 5.6 The table below shows Ruth's income for the period September 2010 to March 2011. Analyse the information in the table and answer the questions that follow.

MONTH	INCOME FROM FOOD SALES AT THE FACTORY	INCOME FROM SOFT FURNISHING SALES AT THE FLEA MARKET
September	R14 000	R4 500
October	R15 000	R4 300
November	R14 000	R5 000
December	R7 500	R9 500
January	R9 000	R3 000
February	R10 000	R4 000
March	R11 000	R4 500

- 5.6.1 Identify the months in which the income peaked for:

- (a) Food sales (1)
- (b) Soft furnishing sales (1)

- 5.6.2 Study the changes in the income that occurred from November to January and give TWO reasons for the possible differences in the income of the following:

- (a) Food sales (2 x 2) (4)
- (b) Soft furnishing sales (2 x 2) (4)

- 5.6.3 Suggest how Ruth can sustain her food sales in the December to January period. (2)

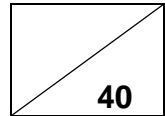
TOTAL SECTION E: 40
GRAND TOTAL: 200

ANSWER SHEET**SECTION A****CENTRE NUMBER:**

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EXAMINATION NUMBER:

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**QUESTION 1.1**

1.1.1	A	B	C	D	(1)
1.1.2	A	B	C	D	(1)
1.1.3	A	B	C	D	(1)
1.1.4	A	B	C	D	(2)
1.1.5	A	B	C	D	(1)
1.1.6	A	B	C	D	(2)
1.1.7	A	B	C	D	(2)
1.1.8	A	B	C	D	(1)
1.1.9	A	B	C	D	(1)
1.1.10	A	B	C	D	(2)
1.1.11	A	B	C	D	(2)
1.1.12	A	B	C	D	(1)
1.1.13	A	B	C	D	(2)

(19)**QUESTION 1.2**

1.2.1	A	B	C	D	E		(1)
	i	ii	iii	iv	v	vi	(1)
1.2.2	A	B	C	D	E		(1)
	i	ii	iii	iv	v	vi	(1)
1.2.3	A	B	C	D	E		(1)
	i	ii	iii	iv	v	vi	(1)
							(6)

CENTRE NUMBER:

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EXAMINATION NUMBER:

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QUESTION 1.3

A	B	C	D	E	F	(3)	
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QUESTION 1.4

A	B	C	D	E	F	G	H	I	J	(4)	
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QUESTION 1.5

1.5.1	
1.5.2	
1.5.3	
1.5.4	
1.5.5	
1.5.6	
1.5.7	
1.5.8	
	(8)

TOTAL SECTION A: 40