



basic education

Department:
Basic Education
REPUBLIC OF SOUTH AFRICA

NATIONAL SENIOR CERTIFICATE

GRADE 12

CONSUMER STUDIES

NOVEMBER 2014

MARKS: 200

TIME: 3 hours

This question paper consists of 14 pages.

INSTRUCTIONS AND INFORMATION

1. This question paper consists of SIX questions.

QUESTION	CONTENT	MARKS	TIME (minutes)
1	Short Questions (All topics)	40	20
2	The Consumer	20	20
3	Food and Nutrition	40	40
4	Clothing	20	20
5	Housing	40	40
6	Entrepreneurship	40	40
TOTAL:		200	180

2. ALL the questions are **COMPULSORY** and must be answered in the **ANSWER BOOK**.
3. Number the answers correctly according to the numbering system used in this question paper.
4. Start **EACH** question on a **NEW** page.
5. You may use a calculator.
6. Write with black or blue ink only.
7. Pay attention to spelling and sentence construction.
8. Write neatly and legibly.

QUESTION 1: SHORT QUESTIONS

1.1 Various options are provided as possible answers to the following questions. Choose the answer and write only the letter (A–D) next to the question number (1.1.1–1.1.20) in the ANSWER BOOK, for example 1.1.21 C.

- 1.1.1 The largest source of income for a municipality:
- A Fundraising
 - B Government funding
 - C Provincial funding
 - D Property rates
- (1)
- 1.1.2 The best way to save energy when cooking food:
- A Rather use the conventional oven than the microwave oven
 - B Keep the stove plate on its highest setting to ensure fast cooking of food
 - C Make one-pot meals on the stove or in the oven
 - D Cook food during off-peak times and keep it warm in the warmer drawer
- (1)
- 1.1.3 The glycaemic index ranks carbohydrate-rich foods according to how quickly ... is released into the bloodstream.
- A energy
 - B glucose
 - C glycogen
 - D sugar
- (1)
- 1.1.4 Identify the cooking practice that will assist a young obese adult to lose weight:
- A Coat fish with batter
 - B Flavour fish with herbs
 - C Fry fish in oil
 - D Grill fish in the oven
- (1)
- 1.1.5 Lactose intolerance develops when the body cannot digest the ... in milk.
- A protein
 - B calcium
 - C fat
 - D carbohydrates
- (1)

- 1.1.6 Identify the drink that would best boost the immune system of a person who is HIV positive:
- A Coffee
 - B Orange juice
 - C Tea
 - D Water
- (1)
- 1.1.7 The combination of food that will contribute to high cholesterol levels:
- A Butter, lamb chops
 - B Low fat milk, 'lite' margarine
 - C Skimmed milk, low fat yoghurt
 - D Sunflower oil, soya beans
- (1)
- 1.1.8 'Sportswear has become street wear.' This statement refers to a ...
- A decline in fashion.
 - B fashion trend.
 - C fashion cycle.
 - D classic fashion.
- (1)
- 1.1.9 If complementary colours are in fashion, the following colours can be worn together:
- A Light blue and dark blue
 - B Blue and orange
 - C Blue and blue-purple
 - D Blue and green
- (1)
- 1.1.10 A signed sales agreement is a contract between a ...
- A buyer and a home owner.
 - B buyer and an estate agent.
 - C home owner and an attorney.
 - D home owner and a tenant.
- (1)
- 1.1.11 The amount paid to the attorney who oversees the transfer process of a property is called the ... fee.
- A conveyance
 - B initiation
 - C deeds office
 - D administration
- (1)

- 1.1.12 The following endorsement shows that a household appliance meets specific criteria:
- A SANF
 - B SABC
 - C SABS
 - D SANCU
- (1)
- 1.1.13 When Themba bought a house, he took out mortgage/bond protection insurance to provide payment ...
- A in case of theft.
 - B for damage to household goods.
 - C when the building is damaged.
 - D in case of his death.
- (1)
- 1.1.14 With regard to sectional-title ownership, part of the monthly levy is used to pay for ...
- A bond repayments.
 - B household insurance.
 - C water consumption of each unit.
 - D security arrangements.
- (1)
- 1.1.15 The total amount paid for materials and overhead costs represents the ... of the items produced.
- A net price
 - B unit price
 - C development cost
 - D production cost
- (1)
- 1.1.16 The following factor will ensure that the end product is always the same in terms of stipulated criteria:
- A Specification of the product
 - B Costing of the product
 - C Stock control
 - D Tidy workplace
- (1)
- 1.1.17 Planning the production process is important in order to ...
- A speed up the production of products.
 - B increase competition amongst workers.
 - C improve storage conditions for products.
 - D improve communication with customers.
- (1)

- 1.1.18 Costs such as registration fees, initial purchasing of stock, purchasing of equipment and a rental deposit is called ... costs.
A delivery
B operational
C start-up
D overhead (1)
- 1.1.19 A quality product meets the following criteria:
A The product name is clearly visible; the customer cannot miss it.
B It is produced by well-trained workers on time to meet all orders.
C It meets the customer's desires and expectations.
D It is a safe product for the customers to use and has a guarantee. (1)
- 1.1.20 An entrepreneur in a rural area should advertise his/her enterprise in/on ONE of the following:
A Catalogues
B Taxis
C Facebook
D Magazines (1)
- 1.2 Choose the correct word/term in brackets. Write only the word/term next to the question number (1.2.1–1.2.4) in the ANSWER BOOK.
- 1.2.1 Buying organic cotton products shows that a consumer is (eco-friendly/budget-conscious). (1)
- 1.2.2 Recycled textiles have a (low/high) carbon footprint. (1)
- 1.2.3 Counterfeit clothing is commonly sold at (flea markets/boutiques). (1)
- 1.2.4 Bamboo fabric is an example of a (renewable/non-renewable) textile. (1)
- 1.3 Give the name of each food-related disease described below. Write only the answer next to the question number (1.3.1–1.3.6) in the ANSWER BOOK.
- 1.3.1 A condition where the glucose level in the blood drops below normal (1)
- 1.3.2 Very little food intake to the point of excessive and dangerous weight loss (1)
- 1.3.3 The arteries narrow, thicken and harden (1)
- 1.3.4 The immune system has an adverse reaction to food (1)
- 1.3.5 Regular episodes of binge eating and purging (1)
- 1.3.6 The lining of the intestines are damaged by gluten (1)

1.4 Choose a description from COLUMN B that matches the type of tax in COLUMN A. Write only the letter (A–H) next to the question number (1.4.1–1.4.5) in the ANSWER BOOK, for example 1.4.6 J.

COLUMN A TYPE OF TAX	COLUMN B DESCRIPTION
1.4.1 Environmental levy	A annual tax charged for maintaining roads
1.4.2 Estate duty	B includes a levy payable to the Road Accident Fund
1.4.3 Fuel tax	C added to the selling price of specified goods and services
1.4.4 Provisional tax	D charged on electricity generated by using coal
1.4.5 Value-added tax	E charged when property is purchased
	F payable on property after a citizen's death
	G tax based on irregular income
	H tax levied to fund tourism

(5 x 1) (5)

1.5 Identify FIVE factors from the list below that an entrepreneur must consider when identifying a potentially profitable business opportunity. Write only the letters (A–J) next to the question number (1.5) in the ANSWER BOOK.

- A Efficient use of time
- B Consumer appeal
- C Financial resources
- D Good customer relations
- E Good quality raw materials
- F Human skills
- G Maintenance of equipment
- H Marketing
- I Franchise competition
- J Availability of work space

(5)
[40]

QUESTION 2: THE CONSUMER

2.1 Define each of the following terms:

2.1.1 Grey goods (2)

2.1.2 Scam (2)

2.2 State THREE advantages of solar energy. (3)

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

Lindy works for a stainless steel manufacturing company. This company supplies raw materials to manufacturers of household appliances. The company workers went on strike to demand a 10% salary increase. After negotiations the workers' demands were met.

She belongs to a stokvel where all the members know how the money is invested. During the strike Lindy's refrigerator broke and she bought a new refrigerator, with a metallic finish, with the proceeds she received from the stokvel.

Six months later, while shopping, she noticed that the price of her new refrigerator had increased drastically.

2.3.1 Name the Act that governs stokvels to ensure fair business practice. (1)

2.3.2 Quote a sentence from the scenario that indicates that this stokvel is legal. (1)

2.3.3 Explain how being a member of a stokvel benefited Lindy to buy a refrigerator. (4)

2.3.4 Explain how the guarantee that Lindy received when she purchased the refrigerator could benefit her. (3)

2.3.5 Write a paragraph to discuss possible reasons for the drastic price increase of the refrigerator. (4)

[20]

QUESTION 3: FOOD AND NUTRITION

- 3.1 Give THREE reasons for the use of additives in food. (3)
- 3.2 Explain how food irradiation impacts on public health. (2)
- 3.3 Read the scenario below and answer the questions that follow.

Learners at a school in the city attended a week-end 'survivor' camp in a rural area. The camping site was situated on the bank of a river. They bought spinach and cabbage in a village close by. One of their activities was to milk cows and they could drink the milk.

A week later the majority of the campers experienced severe stomach cramps and watery diarrhoea. They were diagnosed with E. coli.

- 3.3.1 Give FOUR reasons why the learners were infected with E. coli. (4)
- 3.3.2 Discuss the treatment of E. coli infection. (4)
- 3.4 3.4.1 Give a reason why osteoporosis is called the 'silent disease'. (1)
- 3.4.2 Explain why osteoporosis leads to bone fractures. (2)
- 3.4.3 Write a paragraph to discuss how osteoporosis can be prevented in young adults through the intake of:
- (a) Calcium
- (b) Vitamins and minerals
- (c) Proteins (3 x 2) (6)
- 3.5 Read the extract below and answer the questions that follow.

YOU ARE WHAT YOU EAT ... AND WHAT YOU CAN AFFORD

A poor micronutrient status is known to be associated with food insecurity. In the South African context iron-deficiency anaemia was reported to be a serious concern in 2005. A South African survey found that the prevalence of iron-deficiency anaemia in all participants older than 15 years of age was 17,5%. Female participants were found to have almost double the occurrence (22,0%) when compared with males (12,2%).

[Adapted from *The Human Sciences Research Council Review*.
Volume 11, Number 4, September 2013]

- 3.5.1 Define the term *food security*. (3)
- 3.5.2 Give reasons why more female participants suffered from iron-deficiency anaemia. (5)

- 3.6 Study the information below that appeared on a label for rusks and answer the questions that follow.

DIABETIC RUSKS: xylitol, seed and bran		
List of ingredients: Stone-ground wheat flour, buttermilk, xylitol (13,2%), canola oil, butter, sunflower seeds (8,4%), rolled oats, wheat bran (3,2%), eggs, linseed, baking powder, salt		
NUTRITIONAL INFORMATION		
Average values	Per 100 g	Per 25 g
Energy (kJ)	1 933	483
Protein (g)	12	3
Carbohydrates (g)	52,9	13,2
of which total sugar (g)	1,6	0,4
Total fat (g)	21,2	5,3
of which saturated fat (g)	7,1	1,8
Fibre (g)	9,8	2,5
Sodium (mg)	487	122

[Source: www.beasrusks.co.za]

- 3.6.1 Identify TWO common allergens that are present in the rusks. (2)
- 3.6.2 Evaluate the suitability of the rusks for a person with diabetes. (8)
- [40]**

QUESTION 4: CLOTHING

- 4.1 Describe each of the following stages of the fashion cycle:
 - 4.1.1 Introduction/Launch (2)
 - 4.1.2 Peak (2)
 - 4.1.3 Obsolescence/End (2)
- 4.2 Read the extract below and answer the question that follows.

BACK TO THE 80s – PASTEL COOL

Neon brights and chalky pastels are in hot demand this season, but don't let the idea of pastel shades put you off. This season's dusty tones are edgy and masculine and add an explosion of colour to the male wardrobe.

[Source: *Woolworths Magazine*, Spring 2013]

- Describe the term *retrospective fashion* by referring to the information in the extract. (2)
- 4.3 Explain how shopping at second-hand clothing shops or garage sales contributes to the sustainability of the environment. (4)
- 4.4 Study the photographs below and answer the questions that follow.

 <p>The couple is dressed for work.</p>	 <p>This navy blue, white and grey striped dress is made from knitted fabric.</p>	 <p>This blue shirt with red and white stripes is made from cotton fabric.</p>
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[Source: www.Truworhts.co.za]

- 4.4.1 Explain the optical illusion created by the lines on the dress and on the shirt. (2)
- 4.4.2 Evaluate the suitability of the dress OR the shirt as items in a basic work wardrobe for a female or a male. (6)

[20]

QUESTION 5: HOUSING

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

Yaseem and Alyna, a young married couple, are both permanently employed by the government. They jointly earn more than R300 000,00 per year.

They are renting a unit, owned by Mr Lillah, in a complex while they are building a two-bedroom house on a stand/plot they bought with their savings. On completion of the house they will extend it as soon as possible.

Alyna, a very creative woman, is looking forward to creating a dream home. Yaseem is a handyman and also loves designing gardens. He will oversee the building process.

- 5.1.1 Identify and explain the type of homeownership for:
 - (a) The couple's landlord (3)
 - (b) The couple, when they move into the house that they are building (3)
- 5.1.2 Discuss the type of contract that the couple signed when they moved into the unit. (3)
- 5.1.3 Refer to the scenario and discuss the benefits that building their own house has for this couple. (4)
- 5.1.4 Considering the rise in interest rates, the couple has to decide on a fixed or variable/fluctuating interest rate when applying for a bond to extend the house.

Choose the type of interest that best suits this couple's needs and motivate your choice. (4)
- 5.1.5 Discuss the type of housing subsidy/support Yaseem qualifies for. (3)

5.2 List FOUR universal design features that should appear on any modern washing machine. (4)

- 5.3 State TWO responsibilities of the consumer at each of the following:
 - 5.3.1 At the time of delivery of a newly purchased household appliance (2)
 - 5.3.2 After delivery of a newly purchased household appliance (2)

5.4 Compare the transactions below by redrawing and completing the table in your ANSWER BOOK.

TRANSACTION	PERIOD OF TIME FOR PAYMENT	EXTRA COSTS
5.4.1 Instalment sale transaction	(1)	(1)
5.4.2 Cash on delivery	(1)	(1)

5.5 Evaluate the impact of the use of an electric tumble dryer on the finances of a family of five and the environment. (8)

[40]

QUESTION 6: ENTREPRENEURSHIP

6.1 Explain each of the following terms:

6.1.1 Target market (2)

6.1.2 Mark-up (2)

6.2 Read the case study below and answer the questions that follow.

A PASSION FOR BUSINESS

Lea studied Consumer Studies at school and since then she has been making a variety of products to sell from home. She realised that she could supplement her family's income by selling these products.

Lea experimented with recipes/patterns and chose only quality raw materials. To improve the quality of the products, she paid a specialist who helped her draft product labels that met with industry standards. The products were neatly packaged in attractive, rectangular-shaped, see-through plastic bags. A health inspector was invited to inspect the premises.

By taking samples around to store owners, she managed to secure more sales and the business grew.

The home courtyard was converted into a work space. Three people were employed to help with production. Many products were produced daily and sold to shops in the area. As the demand for the products grew, new products were added to the range annually.

Lea also invested in an accounting system to keep record of finances and stock.

Business in figures:

Start-up costs: R1 000,00

Selling price of one of the products: R30,00

Turnover: R60 000,00 per month

Equipment: R25 000,00

6.2.1 State THREE benefits of training unskilled workers. (3)

6.2.2 Product is one of the 5 P's in the marketing mix. Explain how Lea fulfilled each of the other P's of the marketing mix. (8)

6.2.3 Explain how regular/routine maintenance of the equipment could benefit the business. (3)

6.2.4 Use the information in the case study to identify FIVE factors that contribute to the success of this business. (5)

- 6.2.5 One of the products sells for R30,00. The production cost for this product is R12,00.
- (a) Calculate the profit that the entrepreneur makes on one product. Show ALL the calculations. (3)
- (b) The entrepreneur's total income from sales is R60 000,00 per month. If the entrepreneur makes 60% profit, calculate how much profit she will make per month. Show ALL the calculations. (3)
- 6.2.6 It is very likely that this business will continue to make a sustainable profit. Give THREE reasons to support this statement. (3)
- 6.3 Study the information below and predict why December 2013 will be the best sales scenario.

DECEMBER 2013	JANUARY 2014
Products made: 100 Products sold: 100 Selling price per product: R25,95 Daily sales: $100 \times R25,95 = R2\ 595,00$ Raw materials: R505,00 Labour: 8 hours: R92,00 Transport: R15,00 Production costs: $R505,00 + R92,00 + R15,00 = R612,00$ Profit per day: (sales – production costs) $R2\ 595,00 - R612,00 = R1\ 983,00$ Monthly figures (20 days) Profit per day x 20 days $R1\ 983,00 \times 20 = R39\ 660,00$	Products made: 100 Products sold: 30 Selling price per product: R25,95 Daily sales: $30 \times R25,95 = R778,50$ Raw materials: R505,00 Labour: 8 hours: R92,00 Transport: R15,00 Production costs: $R505,00 + R92,00 + R15,00 = R612,00$ Profit per day: (sales – production costs) $R778,50 - R612,00 = R166,50$ Monthly figures (20 days) Profit per day x 20 days $R166,50 \times 20 = R3\ 330,00$

(8)
[40]**TOTAL: 200**