



basic education

Department:
Basic Education
REPUBLIC OF SOUTH AFRICA

NATIONAL SENIOR CERTIFICATE

GRADE 12

CONSUMER STUDIES

FEBRUARY/MARCH 2015

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 given 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 Dishonest schemes are called ...
- A scams.
 - B stokvels.
 - C tiered-level schemes.
 - D grey goods. (1)
- 1.1.2 The Consumer Protection Act allows consumers a cooling-off period in which they can cancel a contract when they have purchased goods through direct marketing. How many working days is this cooling-off period?
- A Three
 - B Five
 - C Seven
 - D Ten (1)
- 1.1.3 Identify the bread that is exempted from VAT:
- A Brown bread
 - B Rye bread
 - C Seed loaf
 - D White bread (1)
- 1.1.4 A consumer with gluten intolerance will not tolerate ...
- A beans.
 - B milk.
 - C peanut butter.
 - D wheat. (1)
- 1.1.5 Identify the food that would most likely be responsible for causing a food allergy:
- A Margarine
 - B Peaches
 - C Peanut butter
 - D Syrup (1)
- 1.1.6 Select the food that will contribute to lower cholesterol levels:
- A Coffee creamer
 - B Sausages
 - C Sardines
 - D Vanilla cake (1)

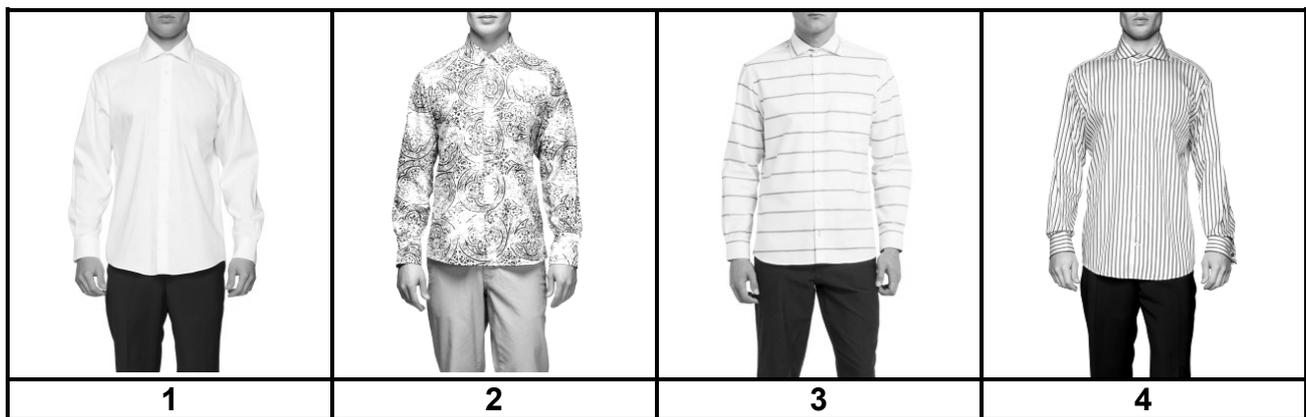
1.1.7 The guideline that will assist with the management of obesity:

- A Drink more fruit juice
 - B Eat fried chicken regularly
 - C Eat wholewheat cereals
 - D Increase the intake of nuts
- (1)

1.1.8 The statement that is TRUE regarding genetically modified food:

- A Production cost is higher.
 - B Food products are healthier.
 - C Shelf life is shorter.
 - D Desired characteristics can be transplanted.
- (1)

Study the pictures of shirts below and answer QUESTIONS 1.1.9 and 1.1.10.



[Source: www.woolworths.co.za]

1.1.9 The shirt that will create the optical illusion that the consumer wearing the shirt appears to be wider/broader and shorter:

- A 1
 - B 2
 - C 3
 - D 4
- (1)

1.1.10 The best choice as a basic item for the working wardrobe of a prospective attorney:

- A 1
 - B 2
 - C 3
 - D 4
- (1)

- 1.1.11 Identify the financial responsibility that the owner of a house has towards the municipality:
- A Bond repayments
 - B Deposit
 - C Occupational rent
 - D Rates and taxes
- (1)
- 1.1.12 When buying a house a consumer should take out home-owner's insurance to provide for ...
- A credit to buy the property.
 - B payments against damage to the structure of the building.
 - C mortgage payments in case of death.
 - D payments for damage to household goods.
- (1)
- 1.1.13 A consumer who earns a low income is advised to select this housing option:
- A Sectional title
 - B Timeshare
 - C Renting
 - D Freehold
- (1)
- 1.1.14 Identify the household appliance which will use less electricity at home:
- A Dishwasher
 - B Microwave oven
 - C Refrigerator
 - D Tumble dryer
- (1)
- 1.1.15 A factor that will influence the final choice when a family with young children wants to buy a house:
- A The house is within walking distance from the school
 - B One-bedroom cottage near a shopping centre
 - C Affordable and close to local airport
 - D Overpriced in a good locality but well maintained
- (1)
- 1.1.16 The registered builder must:
- A Repair poor workmanship within 14 days of occupation
 - B Provide a ten-year warranty ensuring the structural integrity of the house
 - C Draw up a list of all problems and defects in the house
 - D Repair roof leaks occurring within 12 months of occupation
- (1)
- 1.1.17 An example of a fixed cost for a business:
- A Electricity
 - B Fuel
 - C Rent
 - D Water
- (1)

- 1.1.18 The process used to establish whether a business has the potential to succeed:
- A Best-sale scenario
 - B Feasibility study
 - C Financial projections
 - D Market research
- (1)
- 1.1.19 Keeping good control of financial records in a business will ...
- A attract more clients who will buy more.
 - B ensure that there is enough money for raw materials.
 - C help increase money to spend on a holiday.
 - D provide evidence of workers' attendance.
- (1)
- 1.1.20 An important factor an entrepreneur has to consider when choosing a suitable product for small-scale production:
- A Meet the needs of the target market
 - B Delivery strategy
 - C Process of quality control
 - D Packaging strategy
- (1)
- 1.2 Give the correct term for each of the following descriptions. Write only the answer next to the question number (1.2.1–1.2.5) in the ANSWER BOOK.
- 1.2.1 A written description of a product, including what it looks like, the materials used in its manufacturing and how it is made (1)
- 1.2.2 Everything an entrepreneur needs to spend money on before production can start (1)
- 1.2.3 The process of inspecting products to make sure they meet the required standards that have been set (1)
- 1.2.4 The production of products in such a way that the natural environment is protected (1)
- 1.2.5 All the expenses that a business will have to make products (1)

1.3 Choose the person or institution from COLUMN B that matches the payment in COLUMN A. Write only the letter (A–G) next to the question number (1.3.1–1.3.5) in the ANSWER BOOK, for example 1.3.6 H.

COLUMN A PAYMENT	COLUMN B PERSON OR INSTITUTION
1.3.1 Conveyance fee	A body corporate
1.3.2 Initiation fee	B attorney who oversees the transfer process
1.3.3 Levy	C bank
1.3.4 Occupational rent	D estate agent
1.3.5 Property tax	E South African Revenue Service
	F municipality
	G seller or buyer

(5 x 1)

(5)

1.4 Choose the description from COLUMN B that matches the food-related health condition in COLUMN A. Choose the management of the condition from COLUMN C that matches the food-related health condition in COLUMN A. Write only the letter (A–F) and Roman numeral (i–vi) next to the question number (1.4.1–1.4.5) in the ANSWER BOOK, for example 1.4.6 G (vii).

COLUMN A FOOD-RELATED HEALTH CONDITION	COLUMN B DESCRIPTION	COLUMN C MANAGEMENT OF THE CONDITION
1.4.1 Anaemia	A attacks the immune system	i drink lots of milk
1.4.2 Anorexia	B brittle bones	ii eat food rich in iron
1.4.3 Bulimia	C high blood-glucose levels	iii eat low GI food
1.4.4 Diabetes	D loss of some ability to carry oxygen	iv include anti-oxidants in the diet
1.4.5 HIV	E self-induced vomiting	v slowly increase energy intake
	F self-starvation	vi stop binge eating

(5 x 2)

(10)
[40]

QUESTION 2: THE CONSUMER

- 2.1 Explain the term *contract*. (2)
- 2.2 State FOUR ways in which a consumer can use electricity responsibly when he/she uses a geyser to heat water. (4)
- 2.3 National Treasury distributes money obtained from taxes to government departments to benefit citizens.
- Give TWO examples of how the distribution of these funds will benefit municipal service delivery to citizens. (2 x 2) (4)
- 2.4 Read the extract below and answer the questions that follow.

RATE HIKE UNLIKELY EVEN AS INFLATION HITS FOUR-YEAR HIGH

Statistics South Africa reported yesterday that the consumer price index (CPI) rose 6,4 per cent from August 2012 to August 2013. This is the highest inflation rate since August 2009.

A weak rand, which pushed up the price of petrol by 32c a litre last month, was the major contributor to rising living costs. The petrol component in the CPI rose a massive 23 per cent in the last year. Petrol has a weighting of almost 6 per cent in the CPI basket.

[Adapted from *Business Report*, 19 September 2013]

- 2.4.1 Use the information in the extract to explain the link/relation between the consumer price index and inflation. (5)
- 2.4.2 Suggest ways in which consumers can reduce the effect of:
- (a) The weak rand (1)
 - (b) The increased petrol price (4)

[20]

QUESTION 3: FOOD AND NUTRITION

- 3.1 State THREE benefits that organically grown food may have for the natural environment. (3)
- 3.2 State FIVE dietary guidelines for the management of high blood pressure. (5)
- 3.3 Give reasons why the following additives are added to food:
- 3.3.1 Lecithin (2)
 - 3.3.2 Vitamin C (2)
 - 3.3.3 Sulphur dioxide (1)
- 3.4 Write a paragraph to explain how cholesterol leads to coronary heart disease. (4)
- 3.5 Discuss the implications of 'use by' on pre-packed food labels for the consumer. (5)

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

Wendy and her three sisters live with their grandmother in a one-bedroom, low-cost (RDP) house. Her grandmother has osteoporosis. The grandmother's pension money is too little to provide them with balanced meals. Most of the time they eat porridge with milk.

Her grandmother has a small vegetable garden. She grows spinach, onions, green peppers, tomatoes, carrots, strawberries and oranges for household use.

When her grandmother can afford it, she serves canned fish or eggs with the porridge for supper. Occasionally they receive food parcels from the Government Feeding Scheme.

Wendy's aunt, who coughs a lot and is generally not well, visited them two months ago. Wendy recently started coughing severely and has blood in her sputum. She also has chest pains and is losing a lot of weight.

- 3.6.1 Name ONE health-related condition Wendy could be suffering from and explain how the disease could have been transmitted. (2)
- 3.6.2 Name TWO ingredients, besides milk and eggs, that Wendy's grandmother can add to the breakfast porridge to fulfil increased protein and energy needs. (2)
- 3.6.3 Discuss how their diet contributes positively to the grandmother's management of osteoporosis. (6)
- 3.6.4 Evaluate the impact of the vegetables and fruit on Wendy's health. (8)
- [40]**

QUESTION 4: CLOTHING

4.1 Give FOUR reasons for fashion changes. (4)

4.2 Distinguish between a *fashion fad*, *fashion* and *classic fashion* by completing the table below in the ANSWER BOOK.

TYPE OF FASHION	NUMBER OF PEOPLE ACCEPTING AND WEARING THE STYLE	LENGTH/DURATION OF THE FASHION
Fashion fad	(1)	(1)
Fashion	(1)	(1)
Classic fashion	(1)	(1)

(6)

4.3 Read the statement below and answer the questions that follow.

Piracy of legally protected brand names has no influence on the economic environment.

4.3.1 Explain the term *piracy*. (3)

4.3.2 Evaluate the relevance/validity of the statement above. (7)
[20]

QUESTION 5: HOUSING

5.1 Study the advertisement below and answer the questions that follow.

NEW PROPERTY DEVELOPMENT

Buy from this reputable developer. You can live in the unit or rent it out.

- 1-, 2- and 3-bedroom units available.
- All units come with a parking bay and a 3 m² balcony.
- Lift/Elevator from parking level to the units.
- Easy access to transport routes.
- Electric perimeter fencing with 24-hour security.
- No transfer duty payable.

Contact the developer on 075 431 6754.

[Adapted from *Cape Times Property Guide*, 8 January 2014]

5.1.1 Refer to the advertisement above and identify the type of home ownership. (1)

5.1.2 Use the information in the advertisement and state THREE advantages of choosing one of these units. (3)

- 5.1.3 A consumer is interested in buying a unit and wants to make sure that the builder is registered. Name the organisation that the builder must be registered with. (1)
- 5.1.4 Give reasons why the advertisement states: 'No transfer duty payable.' (4)
- 5.1.5 The owners of these units must pay a levy. Name THREE uses of levies for this type of home ownership. (3)
- 5.1.6 Discuss the advantages for the owner of renting out his/her unit. (6)
- 5.1.7 Two students decided to rent a two-bedroom unit as mentioned in the advertisement. Analyse the suitability of their decision. (8)
- 5.2 Explain the financial implications for a consumer when purchasing household appliances and using instalment sales transactions. (4)
- 5.3 Study the information on a hand vacuum cleaner below and answer the questions that follow.

	<p>AEG – RAPIDO HAND VACUUM CLEANER R450,00</p> <p>Overview 0,5 litres dust capacity Extends to reach into awkward corners Charging indicator Rechargeable batteries Operating time: 12 minutes Main voltage: 7,2 V Built-in front wheels are designed to prevent scratching of delicate surfaces.</p> <p>[Adapted from www.dionwire.co.za]</p>
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- 5.3.1 Explain why this vacuum cleaner is considered to be environmentally friendly. (2)
- 5.3.2 Evaluate the suitability of this vacuum cleaner to clean a three-bedroom house. (8)
- [40]**

QUESTION 6: ENTREPRENEURSHIP

- 6.1 State TWO qualities that entrepreneurs require to successfully market their products. (2)
- 6.2 Discuss the importance of packaging as a strategy to increase product sales. (4)
- 6.3 Read the scenario below and answer the questions that follow.

Lee is a hardworking and creative woman with a passion for food and needlework. She lives in a historical mining area. Lee makes food platters and milk tarts for the local school, mining companies and private functions. She also makes fabric souvenirs for tourist shops in the area.

Word-of-mouth advertising has increased her sales. Cellphone photographs quickly spread the news about her products although she did not realise it. Orders for products came in faster than she could cope with. Lee employed two unskilled people to help with production. She trained them properly. She now has ten fixed orders with local mining companies for platters on Fridays.

Most of the orders for food products are for Thursdays to Saturdays. The workers prepare the food products from Wednesdays to Saturdays and make the fabric souvenirs on Mondays and Tuesdays.

During summer the orders for souvenirs increase but during winter the orders decrease. The platter orders increase from October as companies start having their year-end functions.

- 6.3.1 Name the target markets that support Lee's enterprise. (3)
- 6.3.2 State FOUR advantages of adhering to product specifications. (4)
- 6.3.3 Explain the benefits of training the two unskilled workers. (4)
- 6.3.4 Use the information below to calculate the selling price of ONE fabric souvenir. Round off the selling price to the nearest rand. Show ALL calculations.

Information:

Cost of materials to produce 200 fabric souvenirs: R2 810,00
Wages paid: R1 300,00
Other costs: R500,00
Lee wants to make 70% profit.

(7)

- 6.3.5 Use the information in the scenario to identify SIX factors that contribute to the success of Lee's business. (6)
- 6.3.6 Describe how EACH of the following successfully markets Lee's business:
- (a) Word-of-mouth advertising (2)
 - (b) Cellphone photographs (4)
- 6.3.7 Suggest, with reasons, the months during which Lee is likely to have the highest turnover. (4)
- [40]**
- TOTAL: 200**