



basic education

Department:
Basic Education
REPUBLIC OF SOUTH AFRICA

NATIONAL SENIOR CERTIFICATE

GRADE 12

CONSUMER STUDIES

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MEMORANDUM

MARKS: 200

This memorandum consists of 14 pages.

QUESTION 1

- 1.1 1.1.1 A✓ *Remembering, easy* (F p 159, S p 176) (1)
- 1.1.2 B✓ *Remembering, easy* (F p 157, S p 173) (1)
- 1.1.3 A✓ *Remembering, easy* (F p 164, S p 188) (1)
- 1.1.4 D✓ *Remembering, easy* (F p 80, S p 93–94) (1)
- 1.1.5 C✓ *Remembering, easy* (F p 79, S p 94) (1)
- 1.1.6 C✓ *Remembering, moderate* (F p 75, S p 83–85) (1)
- 1.1.7 C✓ *Remembering, moderate* (F p 83, S p 98) (1)
- 1.1.8 D✓ *Understanding, easy* (F p 104, S p 126) (1)
- 1.1.9 C✓ *Applying, easy* (Grade 11) (1)
- 1.1.10 A✓ *Applying, easy* (F p 59, S p 65) (1)
- 1.1.11 D✓ *Remembering, easy* (F p 182, S p 201) (1)
- 1.1.12 B✓ *Remembering, moderate* (F p 127, S p 145) (1)
- 1.1.13 C✓ *Understanding, easy* (F p 117–121, S p 137–140) (1)
- 1.1.14 B✓ *Understanding, easy* (F p 141, S p 16) (1)
- 1.1.15 A✓ *Applying, difficult* (F p 117, S p 136) (1)
- 1.1.16 D✓ *Applying, difficult* (F p 120, S p 139) (1)
- 1.1.17 C✓ *Remembering, easy* (F p 37, S p 36) (1)
- 1.1.18 B✓ *Remembering, easy* (F p 35, S p 35) (1)
- 1.1.19 B✓ *Understanding, easy* (F p 18, S p 22) (1)
- 1.1.20 A✓ *Understanding, easy* (F p 7, S p 11) (1)
- 1.2 1.2.1 Specification (of the product) ✓ (F p 8–9, S p 15) (1)
- 1.2.2 Start-up costs/initiation costs ✓ (F p 11, 35, S p 18) (1)
- 1.2.3 Quality control ✓ (F p 16, S p 22) (1)
- 1.2.4 Sustainable production ✓ (F p 16, S p 22) (1)
- 1.2.5 Production costs ✓ (F p 36, S p 35) (1)

Remembering, easy

1.3	1.3.1	B✓	(1)
	1.3.2	C✓	(1)
	1.3.3	A✓	(1)
	1.3.4	G✓	(1)
	1.3.5	F✓	(1)

Understanding, moderate (F p 117–122, S p 140, 146–147)

1.4	1.4.1	D✓ ii✓ (F p 73, S p 90)	(2)
	1.4.2	F✓ v✓ (F p 82, S p 94–95)	(2)
	1.4.3	E✓ vi✓ (F p 82, S p 94–95)	(2)
	1.4.4	C✓ iii✓ (F p 69, S p 80)	(2)
	1.4.5	A✓ iv✓ (F p 84–85, S p 94–95)	(2)

[40]

Applying, difficult

QUESTION 2: THE CONSUMER

- 2.1
- A contract is an agreement✓ that is intended to create legal rights and duties between its parties.✓
 - A contract is a legal agreement✓ between two or more parties✓ where one party promises to do something in return for a valuable benefit of some sort.✓ (Any 2) (2)
- Remembering, easy* (F p 155, S p 169)

- 2.2
- Reduce the temperature of the geyser/Set the geyser's temperature to a steady 60 °C.✓
 - Install a geyser timer.✓
 - Use a geyser blanket/insulate the geyser✓ to prevent heat loss/to keep it warm.
 - Insulate the geyser's outlet pipes✓ to prevent heat loss.
 - Shower instead of bathing.✓/Showering uses less hot water.✓/Use a low-flow shower head to control the amount of water usage each time.✓/ A shower uses up to 40% less hot water. ✓
 - Install a solar water-heating unit/solar energy/wind energy unit linked to a geyser to heat water✓ (Any 4) (4)
- Remembering, easy* (F p 174, S 192)

- 2.3
- Provide basic services to all citizens (water, electricity etc.) ✓
 - A free amount of electricity/water/gas is allocated per household ✓
 - Sewerage collection and disposal ✓
 - Refuse removal ✓
 - Municipal health services ✓
 - Municipal roads and storm water drainage ✓
 - Street lighting ✓
 - Municipal parks and recreation ✓
 - Libraries ✓
 - Fire-fighting services ✓
 - Abattoirs and fresh food markets ✓
 - Promote local tourism ✓
- (Any 4) (4)
- Understanding, Moderate* (F p 183, S p 201–204)
- 2.4
- 2.4.1
- The consumer price index shows/measures a change/increase in the price/costs✓ of a group of products and services✓ over a year.
 - The consumer price index is the tool✓ that is used to measure inflation.✓
 - Inflation is the annual percentage change✓ in the consumer price index.✓
 - The inflation rate is the percentage✓ at which the price of goods and services increases.✓
 - In the extract the price of goods and services rose 6,4 per cent over a year.✓ Therefore that was the inflation rate for that year.✓
- (Any 5) (5)
- Understanding, moderate* (F p 167–168, S p 184–185)
- 2.4.2
- (a) Weak rand:
- Do not buy/buy fewer imported goods because they are more expensive✓/buy locally produced products. (1)
- (b) Increased petrol price:
- Travel less in your own car/become part of a lift club/make use of public transport to reduce the money spent on personal transport.✓
 - Use cheapest mode of transport available.✓
 - Combine rides for errands to be done to reduce the amount of money spent on transport.✓
 - Walk where you can to reduce the amount of money spent on transport.✓
 - Buy locally produced goods because there are no/less transport costs involved and they will be cheaper.✓
- Creating, difficult* (4)
- [20]**

QUESTION 3: FOOD AND NUTRITION

- 3.1
- Chemicals/Fertilizers/Pesticides/Herbicides which could harm the natural environment are not used.✓
 - Water is cleaner/Pollution is limited/less. ✓
 - Organic farming improves soil quality. ✓
- (Any 3) (3)
- Remembering, easy (F p 104, S p 125)*
- 3.2
- Use salt sparingly/no more than 5 g of salt should be consumed per day.✓
 - Check for salt, sodium, sodium chloride and monosodium glutamate on the list of ingredients of processed food.✓
 - Flavour food with herbs and spices instead of salt.✓
 - Avoid salty processed foods, such as smoked meat/bacon/macon/biltong/potato chips/salted nuts/salted popcorn.✓
 - Eat low fat/less saturated fat foods to lose weight/maintain healthy weight.✓
 - Use low fat/skimmed dairy products.✓
 - Calcium/milk/milk products✓, potassium/bananas/potatoes✓ and magnesium/green leafy vegetables✓ may help to lower high blood pressure.
 - Limit alcohol intake.✓
 - Cut down on coffee/tea.✓
 - Eat plenty of fresh fruit and vegetables.✓
 - Eat high fibre/wholegrain cereals rather than refined cereal products.✓
- (Any 5) (5)
- Remembering, easy (F p 77, S p 87, 88)*
- 3.3
- 3.3.1 Lecithin
- Emulsifier✓
 - Prevents the separation of oils and water/Allows oils and liquids to mix together/Enables the combination of oil and water✓
 - Provides a consistent texture
- (Any 2) (2)
- Remembering, easy (F p 102, S p 123)*
- 3.3.2 Vitamin C
- Anti-oxidant✓
 - Prevents the oxidation of foods,✓ prevents rancidity✓ or discolouration✓
- (Any 2) (2)
- Remembering, easy (F p 94, S p 114)*
- 3.3.3 Sulphur dioxide
- Prevents browning in dried fruit/fruit juices ✓
- (1)
- Remembering, easy (F p 94, S p 114)*
- 3.4
- Cholesterol is found in blood and can build up inside the coronary arteries✓ if the level becomes too high in the blood.✓ The deposits, called plaque,✓ cause the arteries to narrow✓, thicken✓ and harden✓. This condition is known as atherosclerosis.✓ This blocks the flow of blood and oxygen to the heart.✓ This causes heart failure/heart attack✓
- (Any 4) (4)
- Understanding, moderate (F p 75, S p 84)*

- 3.5
- 'Use by' indicates that the product is not marketable/cannot be sold after this date.✓
 - It appears on perishable products, e.g. milk/meat/fish✓
 - 'Use by' shows the period for which the product will be of good quality✓ and safe to eat.✓
 - The consumer may get sick/food poisoning if the product is eaten after this date.✓
 - The consumer must choose products with a 'use by' date that is far ahead of the purchase date✓ as the product may be used earlier✓/the consumer must read labels✓ when shopping for food products to check how near the 'use by' date is✓ to the date of purchase.
 - A 'use by' date that is close✓ means that the product must be used within a short time✓
 - Bulk buying of products should not be done✓ when the 'use by' date is close if proper storage facilities are not available.✓ (Any 5) (5)
- Applying, moderate* (F p 95, S p 86)
- 3.6
- 3.6.1 Tuberculosis✓
Inhaling the bacterium through the air✓ when the aunt✓ coughed/sneezed/spat/spoke or sung.✓/They lived in a crowded space with the aunt/being in close contact with the aunt/breathing the same air as the aunt for prolonged periods. (2)
Understanding, moderate (F p 89, S p 104)
- 3.6.2
- Sugar/Honey/Syrup✓
 - Non-fat dairy-milk powder/Amasi✓
 - Peanut butter✓
 - Vegetable oil/butter/margarine✓ (Any 2) (2)
- Understanding, easy* (F p 84, S p 105)
- 3.6.3
- They use milk✓ that contains calcium✓, phosphorus✓ and vitamin D✓ that strengthens bones.✓
 - The canned fish, if eaten with the bones✓, will provide calcium✓.
 - The spinach✓ provides calcium✓.
 - They occasionally eat canned fish (oily fish) ✓ that contains Vitamin D✓ that assists in the absorption of calcium✓ and its incorporation into the bones.✓
 - The tomatoes✓, oranges✓ and strawberries✓ contain vitamin C✓ which is necessary for collagen/connective tissue synthesis/building tissues.✓
 - She consumes protein✓ in the fish✓ and milk✓ which assist with connective tissue synthesis/building tissues.✓
 - She does not eat too many protein-rich foods✓ as the body releases acids into the bloodstream✓ when it digests protein and draws calcium from the bones to neutralize the acids.✓ (Any 6) (6)

NOTE: The foods can only be awarded a mark when linked with the correct nutrient.

Understanding, moderate (F p 75–76, S p 89–90)

- 3.6.4
- Spinach is a source of iron✓ and selenium✓ and plays a role in maintaining a healthy immune system.✓
 - Green peppers/tomatoes/strawberries/oranges are rich in vitamin C✓ that build the immune system✓ and assist people in recovering from infections✓. Vitamin C is an anti-oxidant✓ which protects cells from damage✓.
 - Spinach/Carrots contain beta-carotene/vitamin A✓ and selenium✓ that are anti-oxidants✓ which protect cells against damage✓ and keep the immune system healthy.✓ Vitamin A keeps the linings of the lungs intact.✓
 - Fruit and vegetables are colourful✓ and may improve the appetite✓ of a person with tuberculosis. (Any 6)

Conclusion:

The seasonal fruit and vegetables will have a positive impact✓ on Wendy's health as they will meet the increased need for vitamins and minerals/boosts the immune system/protects the cells against damage.✓ (2)

Evaluating, difficult (F p 84–85, S p 100, 105)

(8)

[40]

QUESTION 4: CLOTHING

- 4.1
- Economic✓, social✓, political-judicial✓ technological events/changes.✓
 - Consumers get bored and look for something new.✓
 - Sustainability calls for change in style and fabric that clothing manufacturers use.✓
 - Biotechnology opened up a range of fabrics with special characteristics for special purpose textiles, for example sportswear.✓
- Remembering, easy* (F p. 51, S p. 53) (4)

4.2

TYPE OF FASHION	NUMBER OF PEOPLE ACCEPTING AND WEARING THE STYLE	LENGTH/DURATION OF THE FASHION
Fashion fads	A fashion fad is quickly accepted by a larger number of people than a classic fashion. ✓	A fashion fad lasts only one season/suddenly becomes popular and disappears suddenly/shortest life cycle. ✓
Fashion	A fashion is accepted by the largest number of people/many people wear the style/worn by more people than a fashion fad and a classic fashion. ✓	Fashion lasts for two to three seasons/lasts longer than a fad but shorter than a classic style. ✓
Classic fashion	A classic fashion is worn by a smaller number of people✓ than a fashion/fashion fad.	A classic style lasts longer than a fashion fad or fashion/a fashion/the longest/for many seasons/ years. ✓

(6)

Understanding, moderate (F p. 49–50, S p. 50–51)

- 4.3 4.3.1 When a product is deliberately given a name/logo✓ similar to a well known brand✓ to mislead/let consumers mistake it for the actual brand name.✓
- OR**
- Unauthorised use✓ of legally protected brand names✓ that can be mistaken for the original. ✓ (3)

Understanding, easy (S pg 72, F pg 64)

- 4.3.2 Piracy has a negative influence/hurts✓the economic environment as manufacturers of original brands sell less products and lose income. ✓
The image/reputation of the brand is harmed✓consumers lose faith in the brand and will not buy it. ✓
Retailers selling original brands will be missing out on opportunities for job creation and will suffer job losses ✓this will result in unemployment/unfavourable economic conditions.✓

On the other hand piracy might boost sales in the informal sector✓where pirated brands are popular✓and more affordable✓

(Any 7) (7)

Evaluating, difficult (F p 64, S p 72)

[20]

QUESTION 5: HOUSING

- 5.1 5.1.1 • Sectional title✓ (1)
Remembering, easy (F p 122, S p 140)
- 5.1.2 • It is safe/secure.✓
• Each unit has a parking bay.✓
• There is a lift/elevator from the parking bay/level to the unit/apartment.✓
• Easy access to transport routes.✓
• The units are built by a reputable developer.✓
• The buyer can live in the unit or rent it out.✓ (Any 3) (3)
Understanding, easy
NOTE: From advertisement.
- 5.1.3 • National Home Builders Registration Council/NHBRC✓ (1)
Remembering, easy (F p 119, S p 139)
- 5.1.4 • If a new property is being purchased from a developer✓, no transfer duty is payable.✓
• The purchase price includes VAT✓, which is payable by the developer. ✓
• Transfer duty is only payable when a property is transferred from a previous owner to a new owner.✓ (4)
Understanding, easy (F p128, S p146)

- 5.1.5
- To employ staff to take care of the complex.✓
 - To maintain/repair the outside of the buildings/common areas.✓
 - To cover any extra expenses for the outside of the building/common areas. ✓
 - To employ staff for the security of the complex. ✓
 - Pay rates and taxes.✓
 - Insurance on the buildings.✓
 - Water and electricity consumption of the common areas. ✓
- (Any 3) (3)
- Remembering, easy* (F p 122, S p 140)
- 5.1.6
- It is a sound investment✓ as it will increase in value.✓
 - The tenant can pay part of/whole of the home loan/bond.✓
 - An income can be earned from the property once the home loan/bond is paid.✓
 - Property can be used as security for a bank loan.✓
 - As it is a new development, everything should be in good working order✓/few/no maintenance issues initially.✓
- (6)
- Applying, moderate* (F p 122, S p 141)
- 5.1.7
- They can share the cost/rent.✓
 - The rental fee will be fixed for a specific period.✓
 - They are not responsible for paying the rates and taxes.✓
 - They are not responsible for the maintenance of the unit.✓
 - The unit is new so there should be few/no maintenance issues/ everything should be in good working condition.✓
 - Each have a bedroom for privacy.✓
 - The balcony is an extension of the living space. ✓
 - There is no garden to look after✓, this saves time✓ and cost.✓
 - It is safe/secure/there is a fence/lift from parking to units✓
 - Easy access to transport routes.✓
- Conclusion: Their decision is suitable as they will share the expenses and they have very little responsibilities with regard to maintenance.✓
- (Any 8) (8)
- Analysing, difficult* (F p 118, S p 137)

5.2 Financial implications:

An instalment sale is a type of credit agreement. ✓ The buyer pays a deposit ✓ and the balance of the purchase price in instalments/smaller amounts ✓ over a set period of time ✓ until the unit price has been paid in full. Finance charges ✓ (bank charges ✓, administration charges ✓, interest ✓) and insurance charges ✓ must be paid.

Understanding, moderate (F p 148, S p 162)

(4)

5.3

5.3.1

- Rechargeable batteries are environmentally friendly/renewable source of energy ✓
- Saves electricity as batteries are used ✓
- Charging indicator indicates when batteries are charged ✓ – can remove charger to save electricity ✓
- Main Voltage is 7,2 V which is lower energy consumption therefore environmentally friendly. ✓ (Any 2)

Applying, moderate (from given information)

(2)

5.3.2

- Small dust capacity/0,5 litres dust capacity means that the vacuum cleaner must be emptied often ✓
- Less powerful than other vacuum cleaners ✓
- Will not clean thoroughly/well. ✓
- Small cleaning surface, it will therefore take a long time to complete cleaning the house. ✓
- More suited to jobs on flat surfaces. ✓
- Short operating time ✓: Will have to recharge often/will not be able to clean the whole house in one go. ✓
- Must bend down to use it to clean floor ✓: back will get sore/taxing on human resources. ✓
- Can reach into awkward corners ✓ unlike the other more bulky/larger vacuum cleaners.
- Delicate surfaces will not be scratched ✓ due to the built-in wheels. (Any 7)

Conclusion:

- Therefore, this vacuum cleaner is not suitable to clean a three bedroom house. (1)

Evaluating, moderate (F p 142–143, S 157,158 and from given information)

(8)

[40]

QUESTION 6: ENTREPRENEURSHIP

- 6.1
- Give clients a positive customer relation experience.✓
 - Must be knowledgeable✓about the business.
 - Good communication skills/must be able to persuade people to buy.✓
 - Use feedback/listen to feedback/clients.✓ (Any 2) (2)
- Remembering, easy (F p 34, S p 33)*
- 6.2
- Attractive packaging/that will attract attention/is the first thing that a consumer sees/notices.✓
 - Attractive packaging will make a consumer read the information on the label/analyse the product/encourage a consumer to buy the product.✓
 - Consumers will rather buy products which are packed in strong/convenient/that will protect the product against damage/well designed/easy to handle and this could increase product sales. ✓
 - Packaging that distinguishes/stands out from other similar products will have a competitive edge which will increase sales. ✓
 - Consumers will rather buy products in hygienic and safe packaging that will prevent contamination.✓
 - Well designed packaging reflects a good business image. ✓(Any 4) (4)
- Understanding, easy (F p 20, 30, S p 29)*
- 6.3
- 6.3.1
- The local school✓
 - Local mining companies✓
 - Tourists/Tourist shops✓
 - Local companies/consumers who have functions ✓ (Any 3) (3)
- Understanding, easy (F p 20, S p 13, 33)*
- 6.3.2
- The end result will always be the same, even if different people make it.✓
 - The products will always be the same in terms of appearance✓, size✓, weight✓, colour✓ and style✓
 - Products are always of the same high quality/The quality of the products will be consistent.✓
 - The needs and desires of the target market will be met./Customers will get what they expected.✓ (Any 4) (4)
- Remembering, easy (F p 8, 16, S p 15, 21)*

- 6.3.3 Training enable the workers to:
- Do the job/Know what is expected of them✓
 - Improve the quality of work✓
 - Be motivated✓
 - Increase productivity✓
 - Increase job satisfaction✓
 - Improve employee moral✓
 - Reduce wastage✓
 - Reduce maintenance and repair costs✓
- (Any 4) (4)
- Remembering, easy* (F p 25, S p 26)

6.3.4 $R2\ 810.00 + R1\ 300.00 + R500.00 = R4\ 610.00$ ✓

$R4\ 610.00 \times 70\% = R3\ 227.00$ ✓

$R4\ 610.00 + R3\ 227.00 = R7\ 837.00$ ✓

$R7\ 837.00 \div 200 = R39.19$
= R39.00✓

OR

$R2\ 810.00 + R1\ 300.00 + R500.00 = R4\ 610.00$ ✓

$R4\ 610.00 \div 200 = R23.05$ ✓

$R23.05 \times 70\% = R16.14$ ✓

$R23.05 + R16.14 = R39.19$
= R39.00✓

(7)

Applying, moderate (F p 37–38, S p 38-41)

- 6.3.5
- Lee has a passion✓ for food/needlework/her business/ producing her products. ✓
 - She is hard-working✓ and creative.✓
 - She has a number of appropriate target markets/groups✓
 - Her business has suitable products for her target market/ which fulfill needs of the target markets.✓
 - Her business is situated/located near her target group/ market.✓
 - The products are marketed through word of mouth and cellphone photos ✓ which convey information fast.
 - There is a market for the products right through the year.✓
- (Any 6) (6)
- Applying, moderate* (F p 7, S p 10–11 and from the scenario)

6.3.6 (a) Word of mouth

What people said about her products/photos created interest/a desire✓ to buy the product.

The increase in orders boosted her business.✓

(2)

(b) Cell phone photo's

Most people have cell phones✓ therefore it is easy/quick✓ to send photos and information.

The pictures attracted✓ the people in the community/local school/mining companies/tourists. ✓

Analysing, moderate (F p 30–31, S p 30)

(4)

6.3.7

- November/December/Christmas time✓ because people are buying gifts/presents during this time✓
- During holidays/festive season people eat and entertain more✓ and they will buy more platters and milk tarts,✓ increasing the turnover.
- People are getting extra money (e.g. bonus) and can afford to buy.✓
- Overseas tourists visit South-Africa in the summer✓ and would likely buy the fabric souvenirs✓
- In December South African schools have holiday and there may be many South African visitors to the historical town.✓

(Any 4)

(4)

*Creating, difficult***[40]****TOTAL: 200**