



education

Department:
Education
REPUBLIC OF SOUTH AFRICA

**NATIONAL
SENIOR CERTIFICATE**

GRADE 12

CONSUMER STUDIES

FEBRUARY/MARCH 2010

MARKS: 200

TIME: 3 hours

This question paper consists of 14 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 Practical Option	40	40

2. All 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. Pay attention to spelling and sentence construction.
8. Write in blue or black ink only.
9. Write neatly and legibly.

SECTION A: SHORT QUESTIONS**QUESTION 1**

- 1.1 Various options are given 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 – 1.1.14) on the attached ANSWER SHEET. NO marks will be awarded if more than ONE cross appears for an answer.

- 1.1.1 An example of food with a low GI rating is ...
A cornflakes.
B honey.
C bran muffins.
D sweet potatoes. (1)
- 1.1.2 Lipids that increase blood cholesterol levels are ...
A saturated.
B plant sterols.
C mono-unsaturated.
D poly-unsaturated. (1)
- 1.1.3 A person on a gluten-free diet must avoid the following products:
A Wheat, mealies and rice
B Barley, soya beans and mealies
C Wheat, barley and rye
D Buckwheat, rice and oats (1)
- 1.1.4 Identify vitamin A-rich foods to strengthen the immune system of an HIV/Aids patient:
A Potatoes, fish and chicken
B Spinach, pumpkin and carrots
C Oranges, lemons and tomatoes
D Mealies, peanuts and milk (2)
- 1.1.5 The nutrients most likely to fall short in the diet of a teenage girl include ...
A sodium and fats.
B folic acid and zinc.
C iron and calcium.
D protein and vitamin A. (2)

- 1.1.6 The following dietary modification can benefit a person with high blood pressure/hypertension:
- A Include full-cream milk products
 - B Reduce caffeine intake
 - C Include red meat
 - D Reduce sodium intake
- (1)
- 1.1.7 From the list below, select THREE reasons for using additives in food:
- 1 Improves the nutritional quality of food
 - 2 Promotes growth of micro-organisms
 - 3 Prevents product coagulation
 - 4 Improves the keeping quality of food
 - 5 Standardises the baking time of the product
 - 6 Improves the colour of food
- A 1, 3 and 5
 - B 2, 3 and 4
 - C 1, 4 and 6
 - D 2, 5 and 6
- (3)
- 1.1.8 Messages conveyed by clothing, are known as ...
- A non-verbal communication.
 - B communication.
 - C verbal communication.
 - D first impressions.
- (1)
- 1.1.9 Factors that influence young adults to select clothing to feel part of a group, are ... factors.
- A socio-psychological
 - B socio-economical
 - C socio-political
 - D socio-psychiatric
- (1)
- 1.1.10 The most important requirement when dressing for an interview, is to ...
- A wear the latest fashion.
 - B wear very bright colours.
 - C dress very glamorously.
 - D dress conservatively, but neatly.
- (1)

- 1.1.11 An advantage for two young adults renting a flat, is that they ...
A do not have to maintain the building.
B can change the structure as often as they want to.
C have sole use of the garden.
D own a share of all the common property. (1)
- 1.1.12 Identify the statement which will increase the amount of electricity used in the home:
A Wash hands in cold water.
B Fill the kettle with warm water.
C Switch the geyser off during peak hours.
D Boil just enough water, do not fill the kettle. (1)
- 1.1.13 The fees paid towards the registration of a property are ...
A bond repayments.
B bank loans.
C transfer costs.
D building costs. (1)
- 1.1.14 Select THREE conditions that should be kept in mind when planning a living space for a person in a wheelchair:
1 Light switches and plugs should be easy to use.
2 Loose rugs contribute to the atmosphere in the room.
3 Allow space for easy movement.
4 Bookshelves should not be at floor level.
5 Warm colours brighten up a room.
6 Furnishings should be cost-effective.
A 1, 4 and 6
B 1, 3 and 4
C 2, 3 and 5
D 2, 5 and 6 (3)

- 1.2 Choose an example of clothing-related practices in COLUMN B that will indicate a relationship with the environment in COLUMN A. Make a cross (X) in the block next to the question number (1.2.1 – 1.2.5) on the attached ANSWER SHEET.

COLUMN A (Environments)		COLUMN B (Examples of clothing-related practices)
1.2.1	Natural environment	A buying cheap, imported clothing
1.2.2	Technological environment	B specific colour schemes for outfits
1.2.3	Socio-cultural environment	C producing a light-sensitive textile fibre
1.2.4	Political environment	D ignoring the dress code of the work environment
1.2.5	Economic environment	E advertising in the local paper
		F using detergents with a high phosphate content

(5 x 1)

(5)

- 1.3 Choose a description of legal contracts for buying a home in COLUMN B that matches the legal document in COLUMN A. Make a cross (X) in the block next to the question number (1.3.1 – 1.3.5) on the attached ANSWER SHEET.

COLUMN A (Legal documents)		COLUMN B (Descriptions of contracts for buying a home)
1.3.1	Deed of sale	A home loans that require security in the form of a pension fund B a document which indicates the date that the new tenants can move into a house C the offer to purchase which both the buyer and seller of the house have signed D a document registered on a property in favour of the bank that lends the money E the document which involves the change of ownership from the seller to the buyer F the document which proves that you are the legal owner of the property
1.3.2	Deed of transfer	
1.3.3	Title deed	
1.3.4	Occupation certificate	
1.3.5	Mortgage bond	

(5 x 1)

(5)

- 1.4 1.4.1 From the list below, select THREE styles and designs which match the dramatic personality type. Make a cross (X) in the block next to the question number (1.4.1) on the attached ANSWER SHEET.

- A Functional lines with a comfortable fit
- B Strong colours and prominent lines, with striking accessories
- C Soft fabrics, flowing lines and floral patterns
- D Unusual colour combinations, interesting fabrics
- E Contrasting colours, original ways of using accessories
- F Simple lines, monochromatic colour schemes, similar textures

(3)

1.4.2 From the list below, select FOUR clothing items which are regarded as fashion fads. Make a cross (X) in the block next to the question number (1.4.2) on the attached ANSWER SHEET.

- A Black evening outfit
- B Knee-high boots
- C Linen tailored suit
- D Fingerless gloves
- E Stretch-rope belt
- F Square wooden bangles
- G White cotton shirt
- H Printed silk scarf

(4)

1.4.3 From the list below, select THREE important issues for the efficient production of marketable products. Make a cross (X) in the block next to the question number (1.4.3) on the attached ANSWER SHEET.

- A Hygiene of worker
- B Division of work
- C Record-keeping
- D Durability of item
- E Promotion of products
- F Stock control

(3)

TOTAL SECTION A: 40

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

2.1 Nutrition plays an important role in keeping our bones strong and healthy.

2.1.1 Complete the table below with regard to osteoporosis. Write the answers in the ANSWER BOOK.

ONE symptom	1. (1)
TWO causes	1. (2) 2.
TWO preventative measures	1. (2) 2.

(5)

2.1.2 Give THREE reasons why it is important to include calcium in a diet for a person suffering from osteoporosis.

(3)

2.1.3 Suggest SIX guidelines for maintaining a healthy diet and lifestyle of a person suffering from osteoporosis and lactose intolerance.

(6)

2.2 Consumers must read product labels carefully before purchases. Explain each of the following with regard to the labelling of food products:

2.2.1 Endorsements

(2)

2.2.2 Claims

(4)

2.2.3 'Sell-by date' and 'Best-before date'

(2)

2.3 A young worker has a high blood cholesterol level. Propose a suitable high-fibre takeaway lunch for him. Motivate the choice of FOUR food items to ensure that the meal is balanced. (4 x 2)

(8)

- 2.4 The prevention and management of nutritional and food-related health conditions is the responsibility of every consumer. Evaluate the implications of the eating pattern indicated in the comic strip below.



[Source: Sunday Times]

(10)

TOTAL SECTION B: 40

SECTION C: CLOTHING**QUESTION 3**

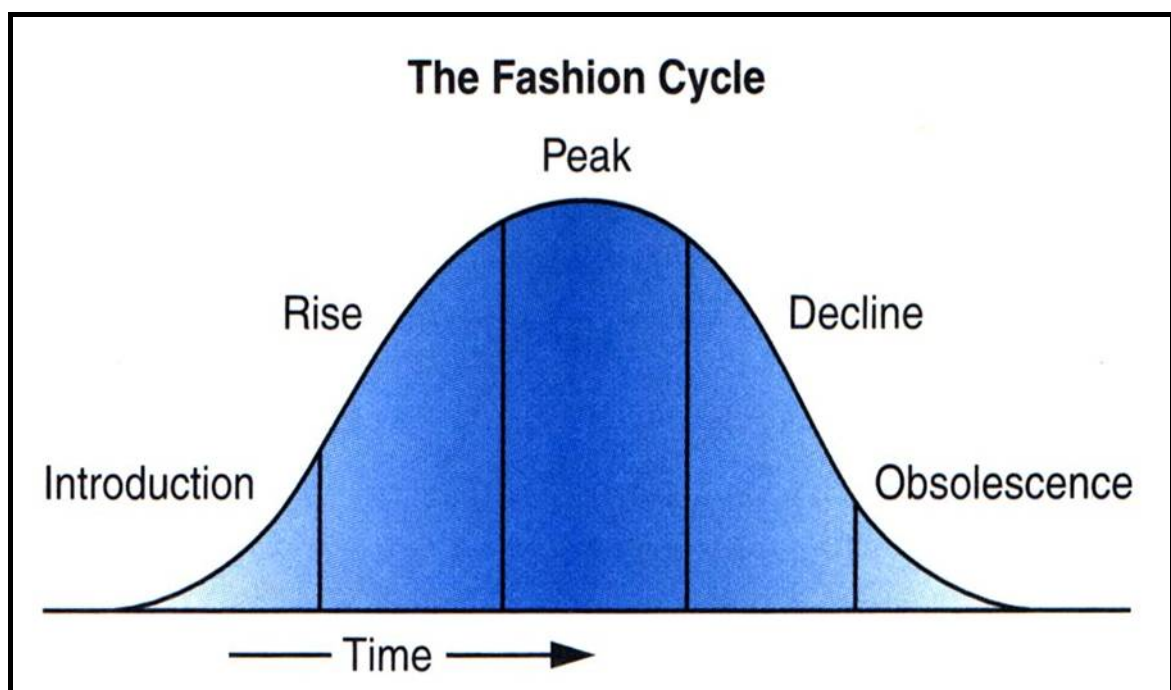
3.1 How do the following factors influence fashion change?

3.1.1 Economic factors (3)

3.1.2 Technological factors (3)

3.1.3 Social factors (3)

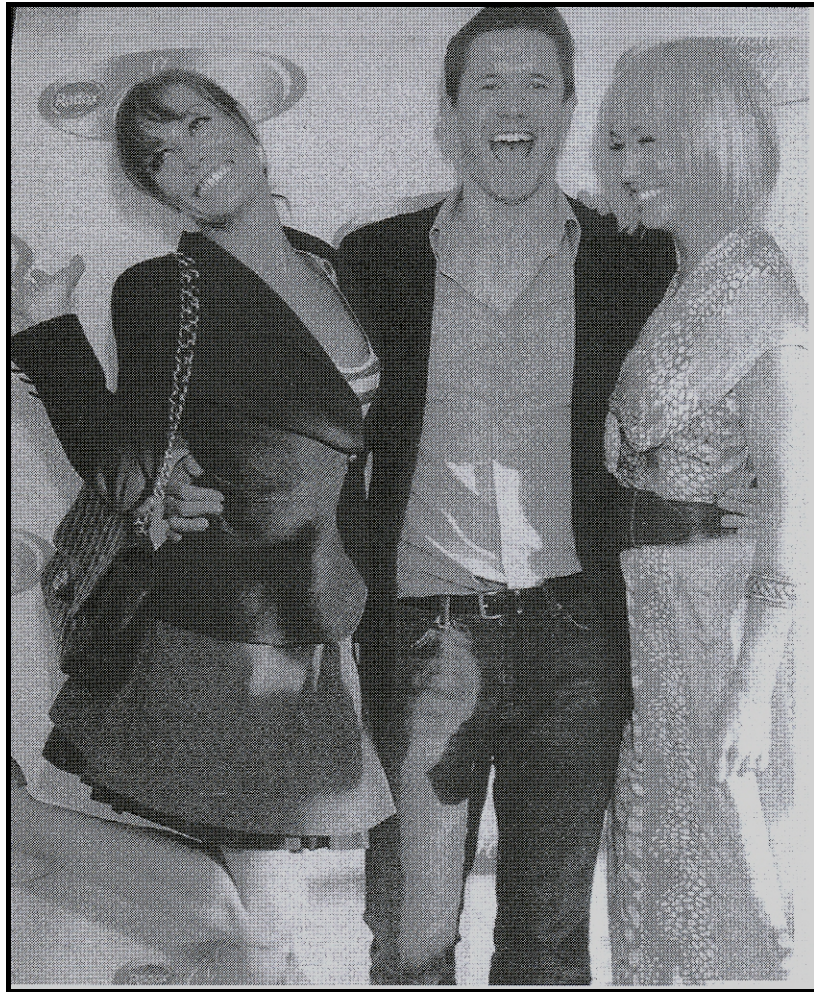
3.2 Study the graph below and answer the question that follows.



Explain, with reference to the graph, the lifespan of a fashion trend. (5 x 2) (10)

3.3 Discuss the role the national soccer team, Bafana Bafana, can play in promoting brand-name fashion products. (3 x 2) (6)

- 3.4 Study the picture below and explain what the clothes say about each person.



(4 x 2) (8)

- 3.5 Reflect on and justify the statement below with regard to a wardrobe for the world of work.

'Your wardrobe is the heart of your style.' (7)

TOTAL SECTION C: 40

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

4.1 Briefly explain the following terms:

4.1.1 Starter bond (2)

4.1.2 Transfer fees (3)

4.1.3 Sectional title (3)

4.2 Discuss the benefits of purchasing an energy-efficient household appliance.
(3 x 2) (6)

4.3 Compare TWO advantages of the instalment sale transaction and cash sale transaction for consumers by completing the table below in the ANSWER BOOK:

Instalment sale transaction	Cash sale transaction
1.	1.
2.	2.

(4)

4.4 Identify THREE rights a consumer is entitled to when purchasing equipment and include the consumer's responsibility attached to each right. Tabulate your answer as follows:

Consumer rights	Consumer responsibilities
1.	1.
2.	2.
3.	3.

(6)

4.5 Explain the responsibility of the local municipality in ensuring that inhabitants have access to adequate housing. (8)

4.6 Discuss FOUR benefits of investing in property in South Africa. (4 x 2) (8)

TOTAL SECTION D: 40

SECTION E: THEORY OF PRODUCTION AND MARKETING OF FOOD, CLOTHING AND SOFT FURNISHING PRODUCTS**QUESTION 5**

- 5.1 5.1.1 What is an *entrepreneur*? (2)
- 5.1.2 Name THREE qualities that a successful entrepreneur should have. (3)
- 5.2 Explain the importance of market research when starting a new business/enterprise. (5)
- 5.3 The success of running a small business/enterprise is not only about product returns, but customer service and good marketing strategy must also be a top priority. Suggest how the success of a small business can be achieved by implementing the following:
- 5.3.1 Good customer relations. (5)
- 5.3.2 Managing time. (3)
- 5.3.3 Planning the promotion of products. (3 x 2) (6)
- 5.4 'The packaging of a product influences a consumer to buy.'
- Justify this statement. (3 x 2) (6)
- 5.5 Discuss how costing can impact negatively on the sustainable profitability of an enterprise. (5 x 2) (10)

TOTAL SECTION E: 40**GRAND TOTAL: 200**

EXAMINATION NUMBER:													
----------------------------	--	--	--	--	--	--	--	--	--	--	--	--	--

CENTRE NUMBER:								
-----------------------	--	--	--	--	--	--	--	--

SECTION A**ANSWER SHEET**

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		(2)
1.1.6	A	B	C	D		(1)
1.1.7	A	B	C	D		(3)
1.1.8	A	B	C	D		(1)
1.1.9	A	B	C	D		(1)
1.1.10	A	B	C	D		(1)
1.1.11	A	B	C	D		(1)
1.1.12	A	B	C	D		(1)
1.1.13	A	B	C	D		(1)
1.1.14	A	B	C	D		(3)
						(20)

EXAMINATION NUMBER:													
----------------------------	--	--	--	--	--	--	--	--	--	--	--	--	--

CENTRE NUMBER:								
-----------------------	--	--	--	--	--	--	--	--

QUESTION 1.2

1.2.1	A	B	C	D	E	F		(1)
1.2.2	A	B	C	D	E	F		(1)
1.2.3	A	B	C	D	E	F		(1)
1.2.4	A	B	C	D	E	F		(1)
1.2.5	A	B	C	D	E	F		(1)
								(5)

QUESTION 1.3

1.3.1	A	B	C	D	E	F		(1)
1.3.2	A	B	C	D	E	F		(1)
1.3.3	A	B	C	D	E	F		(1)
1.3.4	A	B	C	D	E	F		(1)
1.3.5	A	B	C	D	E	F		(1)
								(5)

QUESTION 1.4

1.4.1	A	B	C	D	E	F				(3)
1.4.2	A	B	C	D	E	F	G	H		(4)
1.4.3	A	B	C	D	E	F				(3)
										(10)

TOTAL SECTION A: 40