



basic education

Department:
Basic Education
REPUBLIC OF SOUTH AFRICA

NATIONAL SENIOR CERTIFICATE

GRADE 12

CONSUMER STUDIES

NOVEMBER 2012

MEMORANDUM

MARKS: 200

This memorandum consists of 15 pages.

SECTION A**1.1 MULTIPLE-CHOICE QUESTIONS**

1.1.1	A	B	X	D	(1)	Understanding LO12: 1.1
1.1.2	A	B	C	X	(1)	Understanding LO12: 3.1
1.1.3	X	B	C	D	(1)	Remembering LO12: 2.1
1.1.4	A	B	X	D	(1)	Understanding LO12: 2.1
1.1.5	A	B	X	X	(1)	Understanding LO12: 2.1
1.1.6	X	B	C	D	(1)	Understanding LO12: 2.1
1.1.7	A	X	C	D	(1)	Remembering LO12: 2.1
1.1.8	A	B	C	X	(1)	Remembering LO12: 2.1
1.1.9	X	B	C	D	(1)	Applying LO12: 2.1
1.1.10	X	B	C	D	(1)	Understanding LO12: 1.1
1.1.11	A	B	C	X	(1)	Remembering LO12: 1.1
1.1.12	A	X	C	D	(1)	Remembering LO12: 1.2
1.1.13	A	X	C	D	(1)	Understanding LO12: 2.3
1.1.14	A	B	C	X	(1)	Remembering LO12: 2.4
1.1.15	A	B	C	X	(1)	Understanding LO12: 2.3
1.1.16	X	B	C	D	(1)	Understanding LO12: 4.1
1.1.17	A	B	X	D	(1)	Understanding LO12: 4.1
1.1.18	A	X	C	D	(1)	Remembering LO12: 4.1
1.1.19	A	B	C	X	(1)	Understanding LO12: 4.1
1.1.20	A	X	C	D	(1)	Understanding LO12: 4.2
1.1.21	A	B	X	D	(1)	Remembering LO12: 4.2
1.1.22	X	B	C	D	(1)	Remembering LO12: 4.1
1.1.23	A	B	X	D	(1)	Remembering LO12: 4.2
1.1.24	A	B	X	D	(1)	Understanding LO12:2.7
					24	

1.2 **ONE-WORD ITEMS**

1.2.1	Agent's <u>commission</u>	(1)	Remembering LO12: 2.5
1.2.2	<u>Mortgage</u> bond/Home loan	(1)	Understanding LO12: 2.5
1.2.3	Transfer duty	(1)	Remembering LO12: 2.5
1.2.4	Title deed/deed	(1)	Remembering LO12: 2.5
1.2.5	<u>Occupational</u> rent	(1)	Remembering LO12: 2.5
1.2.6	<u>Fixed</u> interest	(1)	Remembering LO12: 1.2
1.2.7	Conveyance fees	(1)	Remembering LO12: 2.5
		7	

1.3 **CHOOSE FROM THE LIST**

A	B	X	X	E	X	X	X	(4)	Remembering LO12: 2.4
								4	

1.4 **MATCHING ITEMS**

1.4.1	A	B	C	D	E	F	X	H	(1)	Remembering LO12: 1.2
1.4.2	A	B	C	X	E	F	G	H	(1)	Remembering LO12: 1.2
1.4.3	A	B	C	D	X	F	G	H	(1)	Remembering LO12: 1.2
1.4.4	A	X	C	D	E	F	G	H	(1)	Remembering LO12: 1.2
1.4.5	X	B	C	D	E	F	G	H	(1)	Remembering LO12: 1.2
									5	

TOTAL SECTION A: 40

SECTION B**QUESTION 2**

- 2.1
- It is a disease in which the pancreas ✓ produces no insulin/little insulin ✓
 - As a result there is excess glucose / the body cannot control glucose / there are high glucose levels / hyper glycaemia ✓ in the blood as the glucose cannot be carried / transported into the cells ✓ to be converted into energy ✓
 - Insulin injections are needed to control blood glucose levels / Insulin-dependent diabetes ✓. (Any 3) (3)

Remembering LO 12.2.1

- 2.2
- Milk allergy
- The body's immune system reacts / there is an immunological response ✓ to (usually a harmless) protein ✓ in milk
 - The digestive system and other systems in the body can be affected, e.g. respiratory tract / skin/asthma ✓
 - Can be life threatening /one can outgrow it ✓ (Any 2)

Lactose intolerance

- The immune system is not involved ✓
- The body is deficient of/ lacks the enzyme lactase ✓ which is needed to digest lactose / body cannot digest the milk sugar lactose ✓
- Usually only the digestive system is affected, e.g. diarrhoea, cramps, bloatedness, nausea, halitosis/bad breath, weight loss, malnutrition ✓ (4)
- Is usually not life threatening/takes a while to develop ✓ (Any 2)

Remembering LO 12.2.1

Learners could answer this question in table format

- 2.3 2.3.1
- Lunch pack B would be the most suitable choice ✓
 - Low fat milk contains no added sugar ✓ while the sweetened yoghurt contains added sugar /it won't spike the blood sugar✓
 - Low fat milk ✓ / Low fat cottage cheese✓which is important as people with diabetes have a higher risk for the development of coronary heart disease✓
 - Grapes have a low GI to intermediate / Glyceamic Index ✓ while watermelon has a high GI / Glyceamic index ✓
 - Cucumbers and carrots have a low GI to intermediate / Glyceamic Index/carrots have Vit A people with diabetes are prone to blindness✓
 - Provitas (whole wheat biscuits) have a low GI/Glyceamic Index ✓ while rye bread has an intermediate GI/Glyceamic Index ✓. Provitas (whole wheat biscuits)/grapes/carrots/cucumber are higher in fibre ✓ than rye bread, high fibre foods help with the control of blood glucose levels ✓.
- Foods with a low GI/Glyceamic Index release glucose slowly and steadily ✓ into the bloodstream which helps with the control of blood glucose levels ✓ (8)
- Applying* LO 12.2.1 (Any 8) Any relevant reason.

The learners may indicate the choice at the bottom of the answer

- 2.3.2
- Lunch pack A ✓ would be the most suitable choice for a person with a lactose intolerance
 - Lunch pack A contains yoghurt that can be eaten by a person with a lactose intolerance ✓ because the lactose has been converted to lactic acid ✓
 - Lunch pack A contains Cheddar cheese which can be eaten by a person with a lactose intolerance ✓ because the lactose has been converted to lactic acid ✓ (Any 4) (4)
- Applying* LO 12.2.1

If learners combine yoghurt and cheese in one sentence and give one reason – allocate 4 marks

- 2.4 2.4.1
- Cholesterol is a white/soft / waxy / fatlike substance ✓ that occurs in human bodies / liver / body cells / hormones / blood/arteries✓ (2)
 - Low density lipoprotein (LDL) is the bad cholesterol which clogs the arteries✓ and high density lipoprotein (HDL) is the good cholesterol. ✓ (Any 2)
- Remembering* LO 12.2.1

- 2.4.2
- High levels of cholesterol cause the clogging / narrowing of arteries ✓ due to the accumulation of cholesterol over the years, this limits blood flow ✓
 - When excess cholesterol circulates in the blood, ✓ the cholesterol forms a substance called plaque in the artery walls ✓ that can limit the flow of blood ✓ and contributes to the stiffening of the arteries – a condition called arteriosclerosis ✓
- This may lead to
- heart attack/high blood pressure ✓ as the blood supply to the heart is decreased or cut off ✓.
 - Stroke ✓ as the blood supply to the brain is cut off ✓
 - Gangrene ✓ as the blood supply to the limbs are cut off ✓

(Any 5) (5)

Remembering LO 12.2.1

The qualifiers for heart attack, stroke and gangrene must be correct.

2.5 2.5.1

	Recipe A	Recipe B
Fat content	High saturated fat content ✓ because of the cheese/butter/milk/egg ✓ (2)	Lower saturated/poly unsaturated fat content ✓ because it contains medium fat margarine/milk/egg/no cheese ✓ (2)
Sugar content	Contains less sugar (30 ml) ✓ (1)	Contains more sugar (60 ml brown sugar, raisins) ✓ (1)

(6)

Understanding (3) and Evaluating (3) LO 12.2.1

Do not accept: *much fat or low fat*

- 2.5.2 Conclusion: recipe B ✓ is the most suitable to manage high blood cholesterol and obesity.
- The saturated fat/ cheese/butter/milk ✓ in recipe A contributes to high blood cholesterol levels ✓ and obesity ✓ / lower saturated fat/poly unsaturated fat content/medium fat margarine/no cheese ✓ will lower blood cholesterol levels ✓ and obesity ✓
 - The high fibre content in raisins ✓ in recipe B helps to lower blood cholesterol levels ✓
 - The high fibre content in whole wheat flour will fill a person up for longer, ✓ thus helps to manage obesity as well. ✓ (Any7)

(8)

Remembering (4) and Evaluating (4) LO 12.2.1

TOTAL SECTION B: 40

SECTION C**QUESTION 3**

- 3.1
- A person who is dressed appropriately and smartly for work will give the impression that he/she is confident/attracts clients✓projects the image of the company✓ ready to learn✓ and shows competency and professionalism at the company✓ and will show loyalty/respect to the company✓recognition and identification by clients✓
 - If you are dressed appropriately ✓you will gain trust of the boss and colleagues/clients✓ (5)
 - If you are not dressed appropriately✓ it will take a long time before your colleagues and boss realize that you are capable of doing the work that you have been employed to do✓ (Any 5)
- Remembering* LO 12.2.3

- 3.2 3.2.1
- A✓
 - The fashion is marked by outrageous/ extravagant/ too flashy/excessive / extreme design✓
 - The leopard print is not popular with all men✓
 - Slim fit, stretch shirt is not popular with all men✓
 - The black lace tie is not popular with all men✓
 - The mixture of textures is not common for men. (2)
- (One mark for choice and one mark for reason)
- Remembering and Understanding* LO 12.2.4

The key word is *outfit*. Not clothing item

- 3.2.2
- The Madiba shirt / black linen waist coat / black lace tie / floral tie / leopard print shirt ✓
- Possible reasons:
- The fashion is made popular/ endorsed/ used by celebrities like Nelson Mandela wearing certain items / trends can be passed on by celebrities or icons/African or ethnic ✓
 - Black linen waist coats become fashionable for a while✓
 - Black lace tie because lace becomes fashionable for a while / lace has become fashionable for men✓
 - Floral tie because floral prints become fashionable for a while / the contrast between floral and white becomes a fashion trend✓
 - Leopard print shirt is worn by many people at a given time✓
- (Any 1 choice plus relevant reason) (2)
- Remembering and Understanding* LO 12.2.4

3.2.3

Fashion cycle for outfit A	Fashion cycle for outfit C
A fashion fad declines quickly ✓	Classic style is popular for a longer time, usually for many years ✓
It becomes popular quickly ✓	It climbs slowly/ takes time to become popular ✓
Usually one season or a few weeks/out dated quickly ✓	Stays at peak for a long time ✓
Fewer people will wear it ✓	More people will wear it/timeless ✓

(6)

(3x2)

Applying LO 12.2.4

- 3.3
- Your facts should be correct/identify the specific problem/concern ✓
 - You should complain immediately/ promptly/as soon as possible ✓
 - Complain to the right person – manager or owner, not the salesperson ✓
 - Keep a record of whom you complained to ✓
 - Be polite/friendly/courteous/not sarcastic/not angry ✓
 - Be fair/reasonable/calm ✓
 - Be persistent/stand firm ✓
 - Complain in writing and add as much relevant information as possible ✓
 - Be willing to compromise if you contributed to the situation ✓
 - If you fail to resolve the problem you can complain to the head office or contact the National Consumer Forum ✓

(5)

(Any 5)

Understanding LO 12.1.1 The learners need not give the above in the correct sequence.

- 3.4
- It should fit your personality/ individuality/ figure type/ work activities/responsibilities ✓
 - Ideal would be to have one outfit for each day of the week ✓
 - It should reflect the image of the company /appropriate corporate/company outfits ✓
 - Clothing/accessories should be comfortable and flattering/easy to care for ✓
 - Use the best quality/not quantity you can afford ✓
 - The core of the wardrobe is basic, classic styles ✓
 - Use more neutral colours and add lighter and darker colours ✓
 - Clothes should co-ordinate/ mix-and-match in terms of style, colour and texture ✓
 - Buy more tops than bottoms ✓
 - The wardrobe should include clothes and accessories ✓
 - Use 70-80%/more plain and 20-30%/less print designs ✓
 - Consider usability of existing clothing items ✓

(6)

(Any 6)

Remembering LO 12.2.3

- 3.5 3.5.1
- The company wants a specific dress code to reflect the company's image/brand labels do not reflect the image of the company when people are working in the public eye ✓
 - The Company doesn't want their employees to advertise or reflect the image of other companies/wouldn't want to promote one brand name ✓
 - Brand labels reflect the image of the manufacturer ✓ of the specific brand. (Any 2) (2)
- Applying* LO 12.2.3 and 12.2.4
- 3.5.2
- She will feel part of the company/have a sense of belonging when wearing the company's uniform ✓
 - She will portray a professional, competent and efficient appearance when wearing the company uniform which has a businesslike, conservative/professional look ✓
 - Wearing the company uniform makes her feel secure/confident/no discrimination amongst employees ✓
 - She feels she represents the values of the company ✓
 - The clients will respond in a positive manner because she is appropriately dressed and this will boost her self-esteem ✓ (5)
- Analysing* LO 12.2.3
- 3.5.3
- Monday: complying because she is wearing the uniform as she will be working with the clients ✓
 - Tuesday: not complying because the dress is too informal ✓/ not professional enough ✓/ strappy dress can be too revealing, ✓ she doesn't work with the public on Tuesday to Thursday. ✓
 - Wednesday: not complying because the outfit is informal not professional ✓ wearing jeans ✓/ revealing top ✓
 - Thursday: complying because the outfit is professional ✓
 - Friday: not complying because she is not wearing the company uniform, ✓ she will be working with the clients.
 - Conclusion: She only complies ✓ 2 out of the 5 days ✓/ does not comply ✓ for 3 out of 5 days ✓ (Any 7) (7)
- Analysing* LO 12.2.3

To standardize marking: 1 mark for each day, 2 marks for conclusion

TOTAL SECTION C: 40

SECTION D: HOUSING AND HOUSEHOLD EQUIPMENT**QUESTION 4**

- 4.1 4.1.1 Sectional Title/Full Title✓ (1)
Remembering LO12.2.5
- 4.1.2 • It is a body that controls/administers/and manages the complex ✓
• It is a group of people/trustees elected by the owners of the units in the complex ✓
OR
A professional managing agent✓ appointed by the owners ✓ (2)
Remembering LO12.2.5
- 4.1.3 a) The body corporate of sectional title maintains the exterior/outside of the units (walls, windows, roofs, lighting, pathways, road ways, gardens, security, electrical faults, geyser)✓ and common areas (passages, lifts, stairways)✓/ to receive and manage levies paid✓

OR
The owner of the full title maintains the exterior/outside walls of complex (lighting, pathways, road ways, gardens, security)✓ and common areas✓/ to receive and manage levies paid✓ (2)

b) The owner of sectional title maintains the inside/interior of his/her unit✓ and own private garden✓/pays levies for maintenance✓

OR
The owner of full title maintains the entire house✓ and own private garden✓/pays levies for maintenance✓ (2)
Remembering LO12.2.5
- 4.2 4.2.1 • Get a written lease agreement ✓ signed by both the landlord ✓ and the tenant ✓
• Ensure that the lease agreement includes all the details of the rental agreement ✓
• Ensure that both the landlord and tenant's rights and responsibilities are in the lease agreement ✓
• Inspect the property before you move in ✓ in the presence of the landlord / landlord representative/third party ✓ and ensure that a record / photographs/receipts✓ are kept (Any 6) (6)
Applying (3) and Creating (3) LO 12.2.5

- 4.2.2
- Do not have to maintain the structure of the rented accommodation as the landlord is responsible for that✓
 - You do not have to pay insurance or property tax✓
 - You can give notice when you want to move out and if the landlord agrees/you do not have to find someone to take over your rental payments✓
 - The conditions of rental agreements are known from the beginning of the landlord-lessee relationship/a fixed amount for a limited period✓
 - Your freedom of movement is much less restricted than if you were responsible for a property for a long time✓
 - Renting eases possible complications for your estate, such as estate duty or capital gains tax✓
 - If you go bankrupt you do not have a property to lose✓
 - You may run a business from your rented accommodation if you have the permission of the landlord to do so✓
 - It could be a more affordable option/costs less/cheaper than building or buying/✓ (Any 5)

/(5)

Understanding LO 12.2.5

- 4.3
- An unsightly/ugly environment/ loss of tourism potential✓
 - Pollutes the air/atmosphere, water/rivers, ground/soil✓
 - Creates health hazards when left to build up/not cleaned up/can cause accidents to children✓
 - Creates toxic/poisonous fumes/global warming ✓
 - Creates landfills of non biodegradable waste✓
 - Landfills are expensive and difficult to maintain✓
 - Landfills use up valuable land/ less land for other purposes✓
 - Potentially harmful to humans/animals ✓
 - Depletes natural resources✓
 - Loss of potential revenue/materials if not recycled✓

(6)

(Any 6)

Remembering (3) and Applying (3) LO12: 2.7

- 4.4
- 4.4.1
- Not to overload it or under-load the refrigerator✓
 - Not to unnecessarily/needlessly open the doors / keep the insulation belt/rubber/door seal in good condition ✓
 - Defrost regularly/not to let frost accumulate ✓
 - To correctly set/keep the temperature between 3-5 °C✓
 - Adjust the temperature/ according to seasons✓
 - Let hot food cool down before placing it in the refrigerator ✓
 - Read the instruction booklet as it indicates how to efficiently use the refrigerator✓
 - Repair faulty appliances as soon as possible, as it wastes more electricity✓

(Any 6)

(6)

Remembering LO12.3.4

4.4.2

Criteria	Model B ✓
Space available in home	Fits into the kitchen space/ (1881mmH x 595mmW x 646mmD) ✓
Environmental impact	A rating ✓ energy efficient ✓ low environmental impact✓
Features/functions	Some extra useful features ✓, e.g. electronic control ✓
Affordable price	Although it is more expensive than A (R4 989,00) it is larger and would be ideal as she wants to entertain guests ✓ R4 989,00 is affordable✓
Quality	SABS approved therefore good quality ✓ Reputable / well-trusted manufacturer/long established dealerships ✓

(10)

NOTE: ONE mark for choice of Model B and any other 9 marks
Evaluating LO12. 2.6

OR

4.4.2

Criteria	Model A ✓
Space available in home	Fits into the kitchen space/ (1740mmH x 600mmW x 618mmD) ✓
Environmental impact	A rating ✓ energy efficient ✓ low environmental impact✓
Features/functions	Some extra useful features ✓, e.g. auto –defrost, adjustable thermostat✓
Affordable price	It is cheaper than B✓ R3 989,00 is affordable as they have recently started life together✓
Quality	SABS approved therefore good quality ✓ Reputable / well-trusted manufacturer/long established dealerships ✓

(10)

NOTE: ONE mark for choice of Model A and any other 9 marks
Evaluating LO12. 2.6 At least ONE mark for each criterion

TOTAL SECTION D: 40

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

- 5.1
- Premises ✓ building / place to produce the products
 - Equipment ✓ to produce the products / knitting machines / knitting needles / kitchen equipment/electricity or gas
 - Money ✓ to pay staff / buying equipment / wool / ingredients for soup
 - (Raw) materials ✓ for production / wool / ingredients for soups
- Remembering* LO 12.4.1 (4)
- 5.2
- 5.2.1
- Produce good quality products ✓
 - Give customers all the information they need on the product(s) ✓
 - Meeting the needs of the consumer e.g. packaging ✓
 - Competitive pricing ✓
 - Quality of raw materials used ✓
 - If a customer is not happy with the product, apologise and ask him/her how it can be corrected ✓ (Any 3) (3)
- Remembering (2) and Understanding (1)* LO 12.4.2
- 5.2.2
- Train employees to provide good customer service / customer service must be part of the employee training program ✓
 - Give customers personal attention ✓
 - Treat /respect /each customer as if he /she is the most important person in the world ✓
 - Staff should be friendly at all times ✓
 - Listen to suggestions / criticism from customers ✓
 - Be courteous and listen to complaints without interrupting ✓
 - Record inquiries or complaints for future reference ✓
 - Always return calls ✓
 - Fulfill promises (from advert)/flyers, promotions and advertisements should not be misleading ✓
 - Acknowledge and reward most loyal customers ✓ (Any 3) (3)
- Remembering (2) and Understanding (1)* LO 12.4.2
- 5.3
- No family or first names were used ✓
 - The name gives an indication of the nature of the products ✓ / products are suitable for winter ✓ / products will make you warm ✓ / name relates to the products ✓
 - The name is not connected to a specific cultural group / not culturally biased / name is neutral ✓
 - The name is not age-group specific/reach a wide target market ✓
 - The name is short/easy to pronounce/easy to remember (Any 3) ✓ (3)
- Understanding* LO 12.4.2

- 5.4
- Product: ✓ The products that are for sale are listed, namely beanies, scarves, gloves and soups ✓
 - Place: ✓ The place where the products can be bought is indicated (can be bought at the market on the Village Square every Saturday) ✓
 - Price: ✓ Prices are indicated on the flyer for each product ✓
 - People ✓ Buy Now! /Don't let another week pass without being geared for the cold!/You deserve to be warm! (Any 3)

Remembering 3, Understanding 3 LO 12.4.2

- 5.5
- 5.5.1 Profit = Selling price ✓ – production cost ✓ = R25,00 ✓
OR
= R60,00 ✓ – R35,00 ✓
= R25,00 ✓

Applying LO 12.4.3

- 5.5.2 Breaking even =
- $$\frac{\text{No of products} \times \text{production cost}}{\text{Selling price of one product}} \quad \frac{250 \times R35,00}{R60,00} \quad \frac{R8750}{R60}$$
- = 145,83 ✓
= 146 ✓ scarves must be sold before the business breaks even
- Applying* LO 12.4.3

- 5.6 Attention:
- It attracts attention through the pictures ✓, bold print ✓, easy to read Text/Buy NOW! ✓
 - It attracts attention through the question “Tired of being cold in winter?” ✓

Interest:

- The flyer arouses interest by asking the questions “Tired of being cold in winter?” ✓ and “what and where?” ✓
- And by using the words “imagine....” ✓, “winter warmers” ✓ at times when people are cold/ in the cold season

Desire:

- The flyer creates desire by using the words: “imagine... warm ears, neck and hands, and enjoying steaming hot soup” ✓
- The flyer fills the consumer with the immediate desire to buy the product by using the word “NOW!” ✓

Action:

- The flyer inspires the customer to action as it describes where the products can be bought ✓ and states “you deserve to be warm” ✓
- “Buy NOW!” ✓ creates the desire to buy now so that you don't miss out
- “Don't let another week pass without being geared for the cold” ✓ also creates desire to buy the product

NOTE: At least one mark must be allocated for explaining each principle and one mark for reference to flyer.

Applying (4) and Creating (4) LO 12.4.2 and 10.1.2

