



basic education

Department:
Basic Education
REPUBLIC OF SOUTH AFRICA

NATIONAL SENIOR CERTIFICATE

GRADE 12

CONSUMER STUDIES

FEBRUARY/MARCH 2011

MARKS: 200

TIME: 3 hours

This question paper consists of 13 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 the Practical Option	40	40

2. ALL the 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. You may use a calculator.
7. Write with black or blue ink only.
8. Pay attention to spelling and sentence construction.
9. Write neatly and legibly.

SECTION A: SHORT QUESTIONS**QUESTION 1**

- 1.1 Various options are provided 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 – 1.1.21) on the attached ANSWER SHEET. NO marks will be awarded if more than one cross (X) appears for an answer.

- 1.1.1 The body that collects taxes on behalf of the government:
- A The Public Protector
 - B National Consumer Forum
 - C The South African Revenue Services
 - D Provincial Consumer Affairs
- (1)
- 1.1.2 Tax added to the price of goods and services available in South Africa:
- A Import duty
 - B Standard income tax
 - C Value-added tax
 - D Pay-as-you-earn
- (1)
- 1.1.3 The tax levied on tobacco and alcohol:
- A Import duty
 - B Excise duty
 - C Export duty
 - D Capital gains tax
- (1)
- 1.1.4 This organisation helps consumers with problems regarding food labels:
- A The Council of Medical Schemes
 - B The Film and Publication Board
 - C Provincial Consumer Affairs
 - D Foodstuffs, Cosmetics and Disinfectants Act
- (1)
- 1.1.5 The consumer price index (CPI) is used ...
- A to assess the impact of price increases on the poor.
 - B to determine the price of basic food.
 - C to calculate the official rate of inflation.
 - D by the bank to set its inflation rate.
- (1)

- 1.1.6 Which of the following are sources of income?
- A Dividends, VAT, insurance
 - B Salaries, bonuses, savings
 - C Wages, dividends, PAYE
 - D Insurance, wages, savings
- (2)
- 1.1.7 You deposit R1 000,00 into a savings account for 18 months. The interest on the account is 4,5%. How much money will you have at the end of this period?
- A R1 200,50
 - B R1 570,50
 - C R1 067,50
 - D R1 470,50
- (3)
- 1.1.8 Food sources containing dietary fibre ...
- A promote the absorption of vitamin C.
 - B raise the blood-glucose levels.
 - C promote the breakdown of carbohydrates.
 - D lower cholesterol levels in the blood.
- (1)
- 1.1.9 The food-related health condition resulting from the body's inability to control glucose levels in the blood, is called ...
- A diabetes.
 - B high blood pressure.
 - C anaemia.
 - D bulimia.
- (1)
- 1.1.10 Examples of food that are beneficial to people suffering from osteoporosis:
- A Hake, full-cream milk and oats porridge
 - B Tinned sardines, skimmed milk and yoghurt
 - C Fresh fruit, vegetables and pulses
 - D Red meat, full-cream milk and whole grains
- (2)
- 1.1.11 The following occupation provides a good opportunity to express one's fashion sense through clothing:
- A Laboratory assistant
 - B Dental technician
 - C Interior designer
 - D Motor mechanic
- (1)

- 1.1.12 Most young adults purchase their clothing during this stage of the fashion cycle:
- A Growth
 - B Introduction
 - C Decline
 - D Maturity
- (1)
- 1.1.13 Adhering to the correct dress code in the world of work is conducive to ...
- A sexual discrimination.
 - B social interaction.
 - C religious commitments.
 - D gender equality.
- (1)
- 1.1.14 Transfer duty is a government tax imposed when a/an ...
- A new owner buys property.
 - B employee is transferred from his job.
 - C company transfers furniture to another company.
 - D lease agreement is transferred to a new tenant.
- (1)
- 1.1.15 Sectional title ...
- A means that a person owns the property.
 - B is a cooperative ownership.
 - C is when a group of people owns the development.
 - D comes into effect when a group of houses shares a plot of land.
- (1)
- 1.1.16 Mortgage payments are NOT made up of ...
- A administration costs and interest on the loan.
 - B capital payments and interest on the loan.
 - C deposits on the house and interest to the bank.
 - D capital payments and insurance costs.
- (2)
- 1.1.17 When drawing up a contract for the builder, you must include THREE of the following:
- 1. Details of the house plan
 - 2. Building specifications
 - 3. Transfer fees
 - 4. Completion date
 - 5. Qualifications for the home loan
- A 3, 4 and 5
 - B 1, 2 and 4
 - C 1, 3 and 5
 - D 2, 3 and 4
- (3)

- 1.1.18 The total amount paid for materials, labour and overheads represents the ... of the items produced.
- A production cost
 - B net price
 - C unit price
 - D development cost
- (1)
- 1.1.19 To decrease the amount of household waste ...
- A use polystyrene containers.
 - B buy recycled paper towels.
 - C use cloth towels or napkins.
 - D buy individually wrapped portions of food.
- (1)
- 1.1.20 Identify the product that CANNOT be recycled:
- A Supermarket carry bags
 - B Green glass bottles
 - C Aluminium beverage cans
 - D Lithium batteries
- (1)
- 1.1.21 The ... effect occurs when gases from industries trap some of the sun's energy and increase the temperature of the earth's surface and atmosphere.
- A thermal
 - B greenhouse
 - C solar
 - D global
- (1)
- 1.2 Identify THREE methods bulimia sufferers use to get rid of food in the body. Make a cross (X) in the block next to the question number (1.2) on the attached ANSWER SHEET.
- A Drinking lots of water
 - B Taking laxatives
 - C Increasing consumption of fats
 - D Engaging in excessive exercise
 - E Refusing to eat
 - F Self-induced vomiting
 - G Increasing protein intake
- (3)

- 1.3 From the list below, identify FOUR guidelines to manage obesity. Make a cross (X) in the block next to the question number (1.3) on the attached ANSWER SHEET.

- A Follow a very high-kilojoule diet
- B Limit alcohol intake
- C Snack on fresh fruit and vegetables
- D Include extra fibre
- E Follow a diet high in saturated fatty acids
- F Eat enough protein foods
- G Eat more salty foods
- H Limit fruit and vegetable intake

(4)

- 1.4 Choose the fashion term from COLUMN B that matches a description in COLUMN A. Make a cross (X) in the block (A – G) next to the question number (1.4.1 – 1.4.5) on the attached ANSWER SHEET. NO marks will be awarded if more than one cross (X) appears for an answer.

COLUMN A (DESCRIPTIONS)		COLUMN B (FASHION TERMS)	
1.4.1	A new garment style that is worn by a few fashion leaders	A	design
1.4.2	The outline of a garment	B	high fashion
1.4.3	Individual differences in a style	C	silhouette
1.4.4	A style which remains popular and is worn over a long period of time	D	fashion trend
1.4.5	Accepted style worn by many people during a specific period	E	fashion
		F	classic style
		G	fashion fad

(5 x 1)

(5)

TOTAL SECTION A: 40

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

- 2.1 Explain how the logos below can influence consumers when they buy food products.

2.1.1



(3)

2.1.2



(3)

- 2.2 Suggest FOUR ways to decrease a person's daily salt intake. (4)
- 2.3 Suggest and motivate FOUR food choices for a person suffering from HIV/Aids, who has diarrhoea and sores in the mouth. (8)

- 2.4 Study the diet plan below suggested for a person who has been diagnosed with anaemia.

DIET PLAN A	
BREAKFAST	
Homemade crunchy cereal	
1 tbsp oats with 2 tbsp bran flakes	
2 chopped dried apricots	
1 tbsp raisins	
1 tbsp sunflower seeds	
Skimmed milk	
LUNCH	
Mozzarella tomato salad	
1 small avocado	
50 g reduced fat mozzarella	
2 tomatoes, sliced and arranged on a plate with fresh basil	
Black pepper and balsamic vinegar	
1 kiwi fruit	
DINNER	
1 small jacket potato	
1 small tin canned beans	
Salad with fat-free dressing	
Vit. C-fortified blackcurrant juice	

- 2.4.1 Describe the health condition *anaemia*. (3)
- 2.4.2 Explain why young female adults are more prone to anaemia. (4)
- 2.4.3 Indicate and motivate which foods will be beneficial for the managing of anaemia. (5)
- 2.5 Predict how the prevalence of heart disease impacts on the South African economy. (5 x 2) (10)

TOTAL SECTION B: 40

SECTION C: CLOTHING**QUESTION 3**

- 3.1 Name and describe the FIVE stages in the fashion cycle. (5 x 2) (10)
- 3.2 List THREE technological factors that influence fashion change. (3)
- 3.3 Study the outfit below that Thabo wears to work. He works for a corporate company.



- 3.3.1 Thabo will be attending an informal soccer party after work. What should he change in the outfit to suit the occasion? (3)
- 3.3.2 How would brand labels influence Thabo's choice of clothing? (4)

- 3.4 The lady's outfit below is a combination of a red floral silk scarf, a black three-quarter jacket worn over a black polyester/cotton skirt and a bracelet. Discuss the versatility of this outfit for the world of work.



(6)

- 3.5 Name THREE guidelines a designer should keep in mind when designing clothes that physically disabled young adults would wear in the world of work. (6)

- 3.6 Gianni Versace's opinion of fashion choices is: 'You decide what you are and what you want to express, by the way you dress and the way you live.'

[Courtesy of Edgars' *Special Collector's Edition*]

Discuss Gianni's opinion with regard to the choice of clothes for the world of work.

(4 x 2) (8)

TOTAL SECTION C: 40

SECTION D: HOUSING AND SOFT FURNISHINGS

- 4.1 Name FOUR responsibilities municipal services have towards homeowners. (4)
- 4.2 Name and explain the involvement of any THREE role players in the process of applying for a mortgage bond. (3 x 2) (6)
- 4.3 Who signs the offer to purchase? (2)
- 4.4 Answer the following questions.
- 4.4.1 Explain why inflation is a problem to consumers. (2)
- 4.4.2 Give TWO reasons why homeowners have a better chance of protecting themselves against inflation than people who rent housing. (2 x 2) (4)
- 4.5 Name energy-saving factors consumers should consider when buying the following household equipment:
- 4.5.1 Washing machines (4)
- 4.5.2 Refrigerators (4)
- 4.5.3 Tumble dryers (4)
- 4.6 Suggest FIVE household practices to decrease carbon emissions and maintain a healthy environment. (5 x 2) (10)

TOTAL SECTION D: 40

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

- 5.1 How would you ensure that the packaging of your product has maximum appeal to encourage sales? (8)

Answer EITHER QUESTION 5.2 OR QUESTION 5.3.

5.2 FOOD PRODUCTION

- 5.2.1 Discuss the importance of appropriate storage during the production and marketing of food products. (4)
- 5.2.2 Suggest FOUR ways to avoid wastage of perishable food items at the point of sale. (4)

OR

5.3 CLOTHING/SOFT FURNISHING PRODUCTION

- 5.3.1 Discuss the importance of appropriate storage for clothing or soft furnishing products during and after production. (4)
- 5.3.2 Suggest FOUR ways to avoid wastage during the production of fashionable items. (4)
- 5.4 What should you keep in mind when planning an advertisement to promote a product? (5)
- 5.5 Discuss proper handling and control of stock in a small enterprise. (5)
- 5.6 Explain how making a sample or prototype can be an excellent marketing tool for a business. (2)
- 5.7 Discuss how each of the following can influence the sustainable profitability of an enterprise:
- 5.7.1 Market research (8)
- 5.7.2 Financial feasibility study (4)

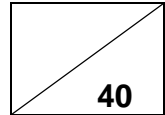
TOTAL SECTION E: 40
GRAND TOTAL: 200

ANSWER SHEET: SECTION A**CENTRE NUMBER:**

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EXAMINATION NUMBER:

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**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	(1)
1.1.5	A	B	C	D	(1)
1.1.6	A	B	C	D	(2)
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	(2)
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	(1)
1.1.15	A	B	C	D	(1)
1.1.16	A	B	C	D	(2)
1.1.17	A	B	C	D	(3)
1.1.18	A	B	C	D	(1)
1.1.19	A	B	C	D	(1)
1.1.20	A	B	C	D	(1)
1.1.21	A	B	C	D	(1)

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QUESTION 1.2

A	B	C	D	E	F	G	(3)
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QUESTION 1.3

A	B	C	D	E	F	G	H	(4)
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QUESTION 1.4

1.4.1	A	B	C	D	E	F	G	(1)
1.4.2	A	B	C	D	E	F	G	(1)
1.4.3	A	B	C	D	E	F	G	(1)
1.4.4	A	B	C	D	E	F	G	(1)
1.4.5	A	B	C	D	E	F	G	(1)
								(5)

TOTAL SECTION A: 40