



basic education

Department:
Basic Education
REPUBLIC OF SOUTH AFRICA

NATIONAL SENIOR CERTIFICATE

GRADE 12

CONSUMER STUDIES

EXEMPLAR 2014

MEMORANDUM

MARKS: 200

This memorandum consists of 11 pages.

SECTION A: SHORT QUESTIONS**QUESTION 1**

1.1	1.1.1	D	(1)
	1.1.2	C	(1)
	1.1.3	A	(1)
	1.1.4	B	(1)
	1.1.5	D	(1)
	1.1.6	B	(1)
	1.1.7	A	(2)
	1.1.8	D	(1)
	1.1.9	B	(1)
	1.1.10	D	(1)
	1.1.11	B	(1)
	1.1.12	C	(1)
	1.1.13	B	(1)
	1.1.14	A	(1)
	1.1.15	A	(1)
	1.1.16	B	(1)
	1.1.17	C	(1)
	1.1.18	D	(1)
	1.1.19	B	(1)
1.2	1.2.1	C	(1)
	1.2.2	F	(1)
	1.2.3	D	(1)
	1.2.4	A	(1)
	1.2.5	G	(1)
	1.2.6	B	(1)

1.3	1.3.1	Full-title ownership	(1)
	1.3.2	Clause	(1)
	1.3.3	Corporate body	(1)
	1.3.4	Deeds office fees	(1)
1.4	A, B, C, F, J		(5)
1.5	1.5.1	fibres	(1)
	1.5.2	Hemp	(1)
	1.5.3	fair	(1)
	1.5.4	Upcycling	(1)
	1.5.5	dress-code	(1)
			[40]

QUESTION 2: THE CONSUMER

2.1	2.1.1	(a) Inflation rate	
		<ul style="list-style-type: none"> The inflation rate is the percentage✓ at which the price of goods and services increases✓ The annual percentage change✓ in the consumer price index✓ 	(2)
		(b) CPI	
		<ul style="list-style-type: none"> The CPI is the consumer price index✓ This is the tool that is used to measure inflation/used to measure changes in the economy/standard of living/shows a change in the price of a group of products and services✓ 	(2)
	2.1.2	<ul style="list-style-type: none"> 9,4% increase in water tariffs✓ 7,2% increase in electricity tariffs✓ 84c per litre increase in the price of petrol✓ 	(3)
	2.1.3	<ul style="list-style-type: none"> The consumers will have less disposable income✓ Pensioners will suffer the most as the interest earned on their investments will be minimal. ✓ As prices increase, people buy fewer goods and the economy suffers. ✓ Manufacturers may have to cut back on production, ✓ which could result in job losses. ✓ 	(3)

- 2.1.4
- They have to pay more for goods and services/there is an increase in their expenses✓
 - The cost of living is increasing✓ because electricity and water tariffs are increasing✓
 - The increase in the petrol price✓ leads to a general increase in the price of all consumer goods✓
 - Consumers are borrowing money to pay for everyday expenses. ✓ The amount of debt escalates/grows larger ✓and it would become impossible to repay the debt. ✓

(Any 6)

(6)

- 2.1.5
- Consumers could cut back on their expenditure by:
- Preparing own food/making own clothes/planting vegetables instead of buying these products/items. ✓
 - Saving petrol by not speeding/regular servicing of the car/walking instead of driving. ✓(improved fuel consumption)
 - Re-using and recycling items could save money. ✓
 - Not buying luxury items✓
 - If consumers cut back on their expenditure, they should have money to save✓

[The learners must identify the problem and generate something new (which is not in the extract).]

(4)

[20]

QUESTION 3: FOOD AND NUTRITION

- 3.1 3.1.1 • The food protein ✓ that causes an allergic reaction/immune response ✓ is called an allergen. (2)
- 3.1.2 • The emulsifier prevents the oils and water (in margarine) from separating ✓
• The emulsifier provides a consistent texture ✓ (in the margarine) (2)
- 3.1.3 • Irradiation eliminates/destroys any harmful bacteria ✓
• If herbs are not irradiated, all foods to which they are added also become contaminated ✓ (2)
- 3.1.4 • The sodium/salt content is high which makes it unsuitable. ✓ (1)
- 3.1.5 • Product B ✓
• It contains more protein ✓ than product A, which strengthens the immune system ✓
• The margarine provides Vitamin A ✓, Vitamin D ✓ and Vitamin E ✓. They are all anti-oxidants ✓ that protect cells from damage ✓ (5)
- 3.1.6 The fat content of Product A is less ✓ because:
• Skim milk instead of whole milk was used ✓
• Reduced fat cream instead of cream was used ✓
• It contains no margarine ✓ (4)
- 3.1.7 • Lactose/milk sugar, the carbohydrate in milk, will not be digested ✓ (1)
- 3.2 3.2.1 • The narrowing, ✓ thickening ✓ and hardening ✓ of the arteries due to the build-up of fatty deposits is known as atherosclerosis. (3)
- 3.2.2 • By limiting the amount of animal fat/red meat/low-fat dairy products ✓ because they contain saturated fats, the clogging of arteries can be prevented ✓ and ultimately a heart attack/stroke can be prevented ✓ (3)
- 3.3 3.3.1 • Food security is the ability of individuals to obtain enough/sufficient/adequate food/Access by all people/individuals ✓
• At all times/on a day-to-day basis ✓
• For an active, healthy lifestyle/to maintain a healthy active life ✓ (3)
- 3.3.2 • Increase in food prices ✓ as a result of the increase in production costs ✓, an increase in petrol price ✓, an increase in electricity tariffs ✓, an increase in the wages for farm workers ✓
• Economic climate – more people have no jobs ✓

(Any 2) (2)

3.4 Cost

- Genetically modified foods are cheaper ✓ as the production costs are lower ✓

Shelf life

- Genetically modified foods have a longer shelf life. ✓ (2)

3.5

3.5.1

- Slow metabolism/hormonal problem ✓
- Genetic influence ✓
- Energy imbalance – eat more than needed ✓
- Excessive kilojoules consumed ✓
- No exercise ✓

(Any 2) (2)

3.5.2

- Choose low GI carbohydrate food ✓ as this assists with weight loss. ✓
- Eat more fibre-rich food ✓ as this fills one up and delays the feeling of hunger. ✓
- Reduce the intake of sugar, sweetened foods and sweetened drinks ✓ because they have excessive kilojoules. ✓
- Increase the intake of legumes ✓ as they have a low GI value, are filling and low in fat. ✓
- Snack on healthier foods ✓ because they contain more vitamins and minerals ✓ / eat less junk food ✓ because they are energy-dense/high in sugar and fat, but low in vitamins ✓.

[The learners must identify the problem and generate something new (which is not in the extract).]

(Any 8) (8) [40]

QUESTION 4: CLOTHING

4.1

4.1.1

Fashion

- The style accepted ✓ by a specific group of people ✓ at a given time or place ✓
- The style of clothing ✓ that the majority of people ✓ wear at a given time ✓

(3)

4.1.2

Retrospective fashion

- Refers to clothes that imitate the style of a previous era/are faithful copies of older garments ✓ and may be new or second hand. ✓
- Also called vintage or retro styles ✓

(3)

4.2

- They are expensive ✓
- Styles are outrageous ✓

(2)

4.3

- The clothes should project a professional image/positive personal appearance ✓ that portrays that one is capable/competent to do the job ✓

(2)

- 4.4 4.4.1
- Decreases the use of natural resources such as water used in growing crops✓
 - Decreases the use of natural resources such as petroleum used in creating new clothing and textiles✓
 - Decreases the need for chemicals used in manufacturing new textiles✓
 - Decreases the pollution caused by the manufacturing process✓
 - Provides clothes cheaply for people with a low income (second-hand clothing stores)✓
- (Any 2) (2)
- 4.4.2
- Give to people who may use/need it. ✓
 - Give to charities/churches to distribute/sell. ✓
 - Give to recycling depots which accept old clothes✓
 - Turn into wiping cloths. ✓
 - Items can be unpicked and used as yarn. ✓
 - Can be used as stuffing for pillows/upholstered furniture. ✓
- (2)
- 4.5 4.5.1 **Consumers**
- The items/products may be poor quality products✓and the consumer might spend more money to buy other/new items. ✓
 - Job losses may occur ✓if manufacturers reduce production. ✓
- (2)
- 4.5.2 **Manufacturers**
- Can lose sales/millions of rand✓ because the market is flooded with cheap imitations of the items/products. ✓
 - The poor quality of the items✓ impacts negatively on the original manufacturer's reputation. ✓
- (4)
[20]

QUESTION 5: HOUSING

- 5.1 5.1.1
- Free-standing house – ideal for children, lots of space✓
 - Secure garden/automated gate/electrified perimeter, controlled entry – safe place for children to play✓
 - Large garden and pool – ideal for children✓
 - Close to school – children can walk to school✓
- (4)
- 5.1.2
- To make sure it suits the tenant's needs and budget. ✓
 - To identify all the defects in the house before the tenant moves in, ✓ otherwise the property owner might assume the tenant damaged the property✓ and charge him/her. ✓
- (4)

- 5.2 5.2.1 Ownership
 5.2.2 Privacy
 5.2.3 Maintenance

The owner of a full-title property is the legal owner of the house and the surrounding property, while the owner of a sectional-title property is the legal owner of the unit and has shares in the communal property. ✓ The full-title property is very private because the house is free-standing ✓ while the owners of a sectional title property are only private within their own living space. ✓ Communal areas, e.g. the swimming pool, are shared with the owners of other units. A family living in a free-standing house has the advantage of privacy with regard to the area surrounding the house. ✓ Unfortunately the family in a free-standing house has to maintain the entire property ✓ while the family living in a sectional title unit only has to maintain their own living space. The communal areas are maintained by the body corporate. ✓

(Minus 1 mark if the learner did not write a paragraph.) (6)

- 5.3 5.3.1 **Initiation fee**

The fee the bank charges ✓ for preparing and processing the loan application ✓ (2)

- 5.3.2 **Occupational rent**

- If the buyer occupies the property before the bond is registered, ✓ he/she must pay occupational rent to the seller. ✓ (2)

- 5.4 • Can cost less to build than to buy a house ✓
 • The owner can design the house to suit his/her needs ✓
 • The latest designs and technology can be included ✓
 • It is possible to create an environmentally friendly house ✓
 • The house can be built according to the owner's schedule. ✓
 • If there are not enough funds, the building work can be halted for a while ✓
 • It is an investment. ✓ (4)

- 5.5 • Make sure the manufacturer included an instruction manual. ✓
 • Inspect the appliance carefully at delivery. ✓
 • Read the instruction manual carefully and follow the instructions. ✓
 • Keep the receipt, guarantee and instruction manual in a safe place. ✓
 • Complete the registration card and return it to the manufacturer. ✓
 • Read the warranty and note the validity. ✓
 • Keep the appliance clean. ✓
 • If not satisfied, follow the correct complaint procedures (the consumer has the right to return it within 6 months to have it replaced/refunded/ repaired.) ✓ (4)

(Any 4) (4)

- | | | | |
|-----|-------|----------------|-----|
| 5.6 | 5.6.1 | Type | (2) |
| | 5.6.2 | Size | (2) |
| | 5.6.3 | Defrost system | (2) |

A refrigerator with top and bottom freezer compartments uses less electricity than side-by-side units ✓ and a refrigerator with an ice-maker also uses electricity. ✓ A unit that is the correct size will use less electricity. ✓ Saving electricity will save the consumer money. ✓ A refrigerator with manual defrosting ✓ uses less electricity, thus saves money, and is environmentally friendly. ✓

(Minus 1 mark if the learner did not write a paragraph.) (6)

- 5.7
- Microwave ovens have easy-to-operate buttons ✓ which makes it user-friendly for people in wheelchairs. ✓
 - The oven doesn't become hot ✓ and the user cannot burn himself/herself ✓
 - The ceramic enamel finishes ✓ allow for easy cleaning. ✓
 - The microwave oven can be placed on a shelf with space for the wheelchair to be manoeuvred under the shelf, at a height ✓ which would be suitable for the person in a wheelchair, ✓ this would minimise fatigue ✓
- (8)
[40]

QUESTION 6: ENTREPRENEURSHIP

- 6.1
- It is the specific group of people ✓ who might want to buy the product. ✓ (2)
- 6.2
- It is written description of the item to be produced. ✓ It includes the size, ✓ what it looks like, ✓ the materials used to manufacture it, ✓ how it is made ✓
- (Any 2) (2)
- 6.3
- Initial/start-up costs include any costs that need to be paid in order to start the business ✓, e.g. registration fees, ✓ business license, permit, initial stock etc.
 - Running/operating costs include salaries, ✓ wages, stationery, ✓ telephone, petrol, rent, electricity, water, cleaning material etc. (4)
- 6.4
- Selling price:**
 $R450,00 + R75,00 + R56,00 + R25,00 \checkmark (25c \times 100) + R25,00 + R80,00 \checkmark$
 $(R10 \times 8) = R711,00 \checkmark$
 $R711,00 \times 20\% \checkmark = R142,20 \checkmark$
 $R711,00 + R142,20 \checkmark = R853,20 \checkmark$ (9)
 $R853,20 \div 100 \checkmark = R8,53 \text{ rounded off } R9,00 \checkmark$
- 6.5
- To create awareness about the product/to generate interest ✓
 - To persuade customers to buy the product ✓
 - To expand the market ✓
 - To announce any modification/change/expansion of the business ✓
- (Any 2) (2)

- 6.6
- It must be eye-catching/attract attention✓
 - It must stand out from other similar products✓
 - It must be suitable for the product/suitable size/suitable shape✓
 - It must be strong and well designed✓
 - It must suit all retailers/easy to place on shelves✓
 - Must be airtight if product is likely to absorb moisture/protect from dust, UV rays, moisture, drying out, contamination✓
 - Keep product clean, fresh and safe for the intended shelf life✓
 - Easy to handle, open and close✓
- (Any 3) (3)
- 6.7
- Think of ways of re-using leftover materials and waste. ✓
 - Recycle waste✓
 - Use recycled packaging✓
 - Purchase products that have recycled content✓
- (Any 4) (4)
- 6.8
- Cost-based pricing: ✓ the entrepreneur calculates the selling price by adding all costs involved✓ and then adds a mark-up. ✓
 - Demand-based pricing: ✓ the entrepreneur first determines the price that the target market is prepared to pay✓, then keeps the production cost as low as possible to still make a profit. ✓
 - Competition-based pricing: ✓ The selling price the competitors are charging is the basis of this pricing strategy. ✓ The entrepreneur can decide to either raise or lower his/her prices in relation to the price of the competitor. ✓
 - Premium pricing: ✓ Prices of products are above the average market price✓and will indicate to the consumers that the price is quality-based. ✓
 - Value-for-money pricing: ✓ If the standard product compares well with similar products in your category✓ your price will not be much higher or lower than that of the competitors. ✓
 - Undercut pricing: ✓ The aim is to be the cheapest✓, therefore the turnover should be very high in order for the business to make a profit✓
 - Market skimming: ✓ This is an approach to set a high price✓for a new high-end/exclusive product. The price could be lowered if competition enters the market. ✓
- [Any 2 –1 mark for the pricing strategy and 2 marks for the description] (6)

- 6.9
- Training unskilled workers would improve the quality of the products they produce ✓ and the target market would buy the quality products, thus contributing to sustainable profitability. ✓
 - It increases productivity ✓ – if workers are trained, they will enjoy their work and produce quality products. ✓
 - If quality products are produced ✓, less wastage of raw material will occur. ✓
 - Training will improve the confidence of the workers ✓ and morale will be boosted. ✓
 - The quality of the work will improve ✓ which will ensure that the target market will buy the products/profit will be made. ✓

[The learners must identify the problem and generate something new (which is not in the extract).]

(Any 8)

(8)
[40]

TOTAL: 200