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# **basic education**

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Department:  
Basic Education  
**REPUBLIC OF SOUTH AFRICA**

## **SENIOR CERTIFICATE EXAMINATIONS**

### **CONSUMER STUDIES**

**2018**

**MARKS: 200**

**TIME: 3 hours**

**This question paper consists of 14 pages.**

**INSTRUCTIONS AND INFORMATION**

1. This question paper consists of SIX questions.

QUESTION	CONTENT	MARKS	TIME (minutes)
1	Short Questions (All topics)	40	20
2	The Consumer	20	20
3	Food and Nutrition	40	40
4	Clothing	20	20
5	Housing	40	40
6	Entrepreneurship	40	40
<b>TOTAL:</b>		<b>200</b>	<b>180</b>

2. ALL the questions are COMPULSORY and must be answered in the ANSWER BOOK.
3. Number the answers correctly according to the numbering system used in this question paper.
4. Start EACH question on a NEW page.
5. You may use a calculator.
6. Write only in black or blue ink.
7. Pay attention to spelling and sentence construction.
8. Write neatly and legibly.

**QUESTION 1: SHORT QUESTIONS**

1.1 Various options are provided as possible answers to the following questions. Choose the answer and write only the letter (A–D) next to the question numbers (1.1.1 to 1.1.20) in the ANSWER BOOK, e.g. 1.1.21 D.

- 1.1.1 Interest charged or paid on the principal capital plus the interest to date:
- A Compound interest
  - B Fixed interest
  - C Prime interest
  - D Simple interest
- (1)
- 1.1.2 The type of vegetables that are exempted from VAT:
- A Canned
  - B Dried
  - C Fresh
  - D Frozen
- (1)
- 1.1.3 A non-renewable form of energy:
- A Hydro energy
  - B Coal
  - C Wind
  - D Solar
- (1)
- 1.1.4 The meaning of food security:
- A Food is safe and hygienic
  - B Fruit and vegetables are produced organically
  - C Individuals have enough food every day
  - D People do not suffer from diet-related diseases
- (1)
- 1.1.5 The condition in which the arteries clog and narrow:
- A Atherosclerosis
  - B High blood pressure
  - C Anaemia
  - D Hyperglycaemia
- (1)
- 1.1.6 A contagious viral disease that attacks the liver:
- A Dysentery
  - B Gastro-enteritis
  - C Hepatitis A
  - D Tuberculosis
- (1)

1.1.7 ... helps to maintain a healthy immune system as it keeps the linings of the lungs and intestine healthy.

- A Vitamin A
- B Protein
- C Zinc
- D Iron

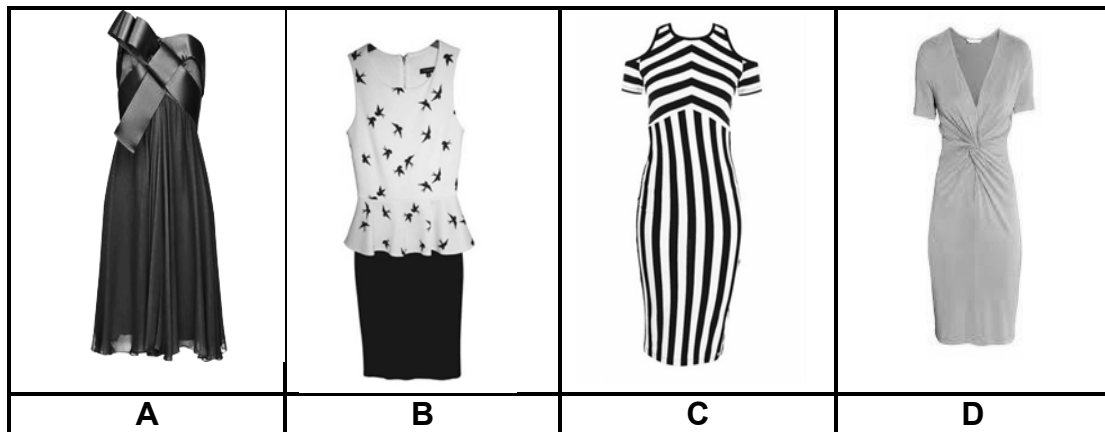
(1)

1.1.8 A consumer who wants to prevent osteoporosis but suffers from lactose intolerance, may drink ...

- A strawberry-flavoured milk.
- B sour milk/amasi.
- C cream soda flavoured milkshake.
- D hot chocolate made with milk.

(1)

Study the clothing items below and answer QUESTIONS 1.1.9 and 1.1.10.



1.1.9 The clothing item that would be suitable for a lady with a big bust:

- A Clothing item A
- B Clothing item B
- C Clothing item C
- D Clothing item D

(1)

1.1.10 The clothing item that puts the most emphasis on the waist:

- A Clothing item A
- B Clothing item B
- C Clothing item C
- D Clothing item D

(1)

1.1.11 All building contractors should be registered with the ... Council.

- A National Home Builders' Protection
- B National Home Builders' Registration
- C National Home Builders' Regulation
- D National Home Builders' Standardisation

(1)

- 1.1.12 When a buyer of a property moves into the property before the bond is registered in his/her name, he or she is liable to pay ...  
A occupational rent.  
B moving-in expenses.  
C interim rent.  
D initiation fees. (1)
- 1.1.13 The legal document that proves ownership of a property:  
A Deed of sale  
B Deed of registration  
C Title deed  
D Property owner deed (1)
- 1.1.14 Household appliances possess this feature so that any consumer can use it, regardless of prior knowledge, skills or abilities:  
A Functional design  
B Decorative design  
C Ergonomic design  
D Universal design (1)
- 1.1.15 A responsible consumer will ... after buying a household appliance.  
A compare appliances of different stores  
B read the guarantee and contract carefully  
C inspect the appliance for any defects  
D read the store's return or exchange policy carefully (1)
- 1.1.16 One of the following represents the operational costs of a business:  
A Rental deposit  
B Initial equipment purchases  
C Registration fees  
D Water and electricity (1)
- 1.1.17 The 5 Ps of a business refer to the ...  
A marketing plan.  
B marketing strategy.  
C business plan.  
D operational strategy. (1)
- 1.1.18 Production specifications help to ... a product.  
A standardise  
B specify  
C sustain  
D select (1)

1.1.19 Calculate the selling price of ONE product if the production cost is R21,90 and the profit margin is 70%:

- A R15,33
- B R20,93
- C R37,23
- D R42,83

(1)

1.1.20 Peter's small-scale business now delivers products to his customers. This gives his business ... over his competitors.

- A break-even point
- B larger target market
- C different mark-up
- D competitive edge

(1)

1.2 Choose a description in COLUMN B that matches the food-related health condition in COLUMN A. Write only the letter (A–F) next to the question numbers (1.2.1 to 1.2.5) in the ANSWER BOOK, e.g. 1.2.6 G.

COLUMN A FOOD-RELATED HEALTH CONDITION	COLUMN B DESCRIPTION
1.2.1 Anorexia	A bones become thinner, brittle and weak
1.2.2 Dairy intolerance	B build-up of fatty deposits on the inner walls of the arteries
1.2.3 Hypertension	C glucose level of the blood is abnormally low
1.2.4 Hypoglycaemia	D lactose remains undigested
1.2.5 Osteoporosis	E a psychological eating disorder
	F walls of the arteries lose their natural elasticity and become stiffer

(5 x 1) (5)

- 1.3 Give ONE word/term for each of the descriptions below. Write only the word/term next to the question numbers (1.3.1 to 1.3.6) in the ANSWER BOOK.
- 1.3.1 A legal agreement between two or more parties (1)
- 1.3.2 Clears one party from any liability if he or she fails to honour the agreement (1)
- 1.3.3 An assurance that a product will remain in working order for a particular length of time (1)
- 1.3.4 Goods that have been imported into a country through unofficial or unauthorised distribution channels (1)
- 1.3.5 A community-based savings club (1)
- 1.3.6 Companies offer products for sale and salespeople receive a portion of the sales from a lower tier (1)
- 1.4 Identify THREE statements in the list below that are CORRECT regarding sectional title ownership. Write only the letters (A–H) next to the question number (1.4) in the ANSWER BOOK.
- A Levy remains the same for many years
- B Abides by the rules of the body corporate
- C Have your own private recreational area
- D Units can be sold for a profit
- E Do not have to inform anyone about changes of ownership if a unit is sold
- F Responsible for maintenance of the entire property
- G Controls and manages the sectional title block
- H Needs permission to make changes to the exterior of your unit (3)
- 1.5 Choose TWO characteristics from COLUMN B that match the stage in the fashion cycle in COLUMN A. Write only the letter (A–H) next to the question numbers (1.5.1 to 1.5.3) in the ANSWER BOOK, e.g. 1.5.4 I and J.

COLUMN A STAGE IN THE FASHION CYCLE	COLUMN B CHARACTERISTICS
1.5.1 Launch	A mass production of the style
1.5.2 Peak	B fewer and fewer people wear the style
1.5.3 Obsolescence	C fashion style disappears
	D fashion is introduced
	E more and more people wear the fashion
	F many people wear the fashion
	G fashion cycle is completed
	H fashion leaders accept or reject the style

(3 x 2) (6)  
[40]



**QUESTION 2: THE CONSUMER**

- 2.1 State the beginning and end dates of a tax year. (1)
- 2.2 Name the institution that collects tax. (1)
- 2.3 Name the TWO types of direct income tax. (2)
- 2.4 Read the scenario below and answer the questions that follow.
- David has just started working and has to pay back his study loan to the bank with fixed interest. He buys a bed on instalments and a television on lay-by. Inflation makes it more difficult to live within the limitations of his budget.
- 2.4.1 Define the term *inflation*. (2)
- 2.4.2 Name the instrument that is used to determine the inflation rate. (1)
- 2.4.3 Explain why it is better for David to have a fixed interest instead of fluctuating interest on his study loan. (3)
- 2.4.4 Discuss why David bought the bed on an instalment sale transaction and the television on a lay-by agreement. (6)
- 2.5 Discuss the interrelationship between the value of money, inflation and the South African Reserve Bank. (4)
- [20]**

**QUESTION 3: FOOD AND NUTRITION**

3.1. Answer the following questions on cholesterol.

3.1.1 Name TWO types of cholesterol. (2)

3.1.2 Explain the difference between the two types of cholesterol. (2 x 2) (4)

3.2 Write a paragraph to discuss why genetically modified crops may save the world from starvation in the future. (6)

3.3 Study the information below that appeared on the label of a macaroni cheese and bacon dish and answer the questions that follow.

MACARONI CHEESE AND BACON

Made with creamy cheese and fresh tomato sauce, topped with bacon and cheddar cheese.

Ingredients

Pasta, milk, water, bacon, tomato, cheddar cheese, salt, vegetable oil, wheat flour, onion, modified corn starch, tomato paste, sugar, chicken stock, garlic, fresh basil, yeast extract, irradiated mustard powder  
Bacon contains: Pork, water, salt, phosphates, sugars, antioxidants, citric acid, spices, flavouring, colourant, preservative (sodium nitrite)

Allergens

Cow's milk  
Wheat  
Gluten  
Egg

Typical nutritional information

Average values	Per 100 g serving	Per 300 g serving
Energy (kJ)	650	1 950
Protein (g)	6,0	18,0
Carbohydrates (g) of which:	18	53
Total sugar (g)	0,0	0,0
Total fat of which:	6,6	19,8
Saturated fat (g)	2,8	8,4
Trans fat (g)	0,1	0,3
Monounsaturated fat (g)	2,7	8,1
Polyunsaturated fat (g)	1,0	3,0
Cholesterol (mg)	27	81
Dietary fibre (g)	1,2	3,6
Total sodium (mg)	380	1 140

3.3.1 Name THREE different types of additives in the dish. (3)



3.3.2 Give ONE concern about the use of sodium nitrite. (1)

3.3.3 Explain the function of sodium nitrite in this dish. (2)

- |       |  |             |
|-------|--|-------------|
| 3.3.4 | Explain why cow's milk, wheat, gluten and egg are separately listed on the label.  | (2)         |
| 3.3.5 | Identify the ingredient that has been treated with short waves to eliminate or reduce the number of pathogenic bacteria and other harmful organisms. | (1)         |
| 3.3.6 | Suggest TWO guidelines that must be followed by a consumer before eating this dish to prevent the transmission of food-borne diseases.               | (2)         |
| 3.3.7 | Explain why this dish is suitable for the management of osteoporosis.  | (6)         |
| 3.3.8 | Suggest a side dish to be served with this dish to make it more suitable for a consumer who has high blood cholesterol levels.                       | (1)         |
| 3.3.9 | Evaluate the suitability of this dish for a consumer who wants to manage obesity.  | (10)        |
|       |  | <b>[40]</b> |

**QUESTION 4: CLOTHING**

- 4.1 Name TWO economic factors that have an influence on fashion change. (2)
- 4.2 Explain the term *sustainable textiles*. (3)
- 4.3 Discuss THREE guidelines for the choice of colour when selecting garments for a working wardrobe. (3)
- 4.4 Discuss the role of technology in fashion change. (5)
- 4.5 Study the photographs and information below and answer the questions that follow.



		<p>This outfit consists of a navy blue jacket (50% cotton, 50% linen), white T-shirt, stone coloured cotton chinos/ trousers and white takkies/sneakers.</p> <p>[Source: <a href="http://www.woolworths.co.za">www.woolworths.co.za</a>]</p>
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- 4.5.1 State whether this outfit mainly represents fashion fads, fashion classics or contemporary fashion. (1)
- 4.5.2 Give TWO reasons for your answer to QUESTION 4.5.1. (2)
- 4.5.3 Suggest TWO suitable changes to this outfit to make it appropriate for a man with a professional job who is meeting new clients. Give a reason for each suggestion. (2 x 2) (4)

**[20]**

**QUESTION 5: HOUSING**

- 5.1 Answer the following questions regarding a lease. (3)
- 5.1.1 Define the term *lease*. (3)
- 5.1.2 Suggest THREE cost implications that should be included in a lease. (3)
- 5.2 Where is a title deed registered? (1)
- 5.3 Name FIVE ways in which an employer can support an employee in buying a house. (5)
- 5.4 Explain how paying a deposit influences EACH of the following when buying a property: (2)
- 5.4.1 Bond registration fees (2)
- 5.4.2 Transfer fees (3)
- 5.5 Discuss why it may be better to buy a house than to build a house. (7)
- 5.6 Study the information below and answer the questions that follow.

A. FRONT-LOADER	B. TWIN TUB
	
<b>Functions and features</b> <ul style="list-style-type: none"> <li>• A+ energy rating</li> <li>• 5 washing programmes</li> <li>• Washes 5 kg dry clothes per load</li> <li>• Washes, rinses and spins to dry automatically</li> <li>• Uses 150 to 200 litres of water per wash cycle</li> </ul>	<b>Functions and features</b> <ul style="list-style-type: none"> <li>• A energy rating</li> <li>• 2 washing programmes</li> <li>• Washes 3 kg dry clothes per load</li> <li>• Washes clothes on one side and spins on the other side. Manual transfer of clothes from the washer to the spinner.</li> <li>• Uses 50 litres of water to wash all the dirty clothes [Source: Own source]</li> </ul>

Compare the washing machines with specific reference to:

- 5.6.1 Washing capacity for a family of five members (2)
- 5.6.2 Human energy consumption (4)
- 5.6.3 Water consumption (2)

Tabulate your answer as follows:

	FRONT LOADER	TWIN TUB
5.6.1 Washing capacity for a family of five members	(1)	(1)
5.6.2 Human energy consumption	(2)	(2)
5.6.3 Water consumption	(1)	(1)

- 5.7 Read the information below and answer the question that follows.

There is an increased demand for rental properties in South Africa.

[Source: *Property 24*, 31 August 2017]

Validate this statement.

(8)  
[40]

**QUESTION 6: ENTREPRENEURSHIP**

- 6.1 Define the term *mark-up*. (2)
- 6.2 State FOUR requirements of packaging. (4)
- 6.3 Name TWO components that determine the production cost of a product. (2)
- 6.4 Name FOUR ways in which producers can ensure that their products do not have a negative effect on the environment. (4)
- 6.5 Read the scenario below and answer the questions that follow.

Frieda worked at a curtain fabric shop for many years. Initially she did not know anything about fabrics or the measuring and sewing of curtains. She was paid a very poor salary. Over time she was trained informally by a colleague who was soon to retire. Frieda's salary increased slightly. She bought herself an industrial sewing machine with her savings and set up a functional sewing room in an empty bedroom in her house. The colleague started referring the shop's customers to Frieda for sewing curtains at home in her free time. Frieda charged the referred customers a slightly lower price for labour than the curtain shop.

She advised her customers on the best fabrics and possible curtaining styles for their individual needs. Frieda also went to customers' homes to take accurate measurements of the windows. Customers relied on her to buy high quality fabrics. She became one of the local factory fabric shop's valuable clients and received large discounts.

She handed out business cards to her customers and soon she had many customers and made a good profit. A national hotel contracted her for curtains. She employed an assistant and decided to leave her current job.

- 6.5.1 Frieda takes pride in producing quality products. Explain how she achieves quality products. (2)
- 6.5.2 Explain the best way to maintain the industrial sewing machine to ensure continued curtain production. (3)
- 6.5.3 Discuss the financial benefits for Frieda as she progressed from an unskilled worker to a skilled worker. (6)
- 6.5.4 Describe why Frieda's business has a competitive edge. (4)
- 6.5.5 Discuss the factors below that contributed to the success of Frieda's business:
- (a) Availability of human skills (2)
  - (b) Availability of workspace (1)
  - (c) Consumer/Customer appeal (2)
- 6.5.6 Give valid reasons why Frieda's business can become a sustainable profitable business. (8)

**[40]****TOTAL: 200**