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GRADE12

CONSUMER STUDIES

NOVEMBER 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 and Interior	40	40
6	Entrepreneurship	40	40
TOTAL:		200	180

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 The South African Revenue Service ...
A approves products of high quality.
B determines the inflation rate.
C receives and hands over tax money.
D regulates the building industry. (1)
- 1.1.2 The repo rate is the interest charged by ...
A furniture stores.
B the National Credit Regulator.
C banks for home loans.
D the Reserve Bank. (1)
- 1.1.3 An advantage of wind energy:
A Causes air pollution
B Safe for bird life
C Has no impact on landscapes
D Wind is always blowing (1)
- 1.1.4 Using antioxidants as food additives prevents ...
A allergies and separation.
B discolouration and rancidity.
C rancidity and allergies.
D separation and discolouration. (1)
- 1.1.5 Restricted food intake to the point of dangerous weight loss:
A Malnutrition
B Bulimia
C Anorexia
D Diet (1)
- 1.1.6 Eating fat sparingly will help with the management of ...
A anaemia.
B anorexia.
C diabetes.
D osteoporosis. (1)
- 1.1.7 A food combination that assists with the formation of red blood cells:
A Tomato salad and stewed liver
B Deep-fried potato chips and fish
C Macaroni and minced meat
D Carrot salad and oven-roasted chicken (1)

- 1.1.8 A suitable choice for breakfast for a person suffering from celiac disease:
- A All Bran flakes
 - B Jungle oats
 - C Weet-Bix
 - D Mealiepap/Maize porridge
- (1)
- 1.1.9 Eco-friendly fabrics ...
- A are fashion classics.
 - B have a low carbon footprint.
 - C do not contain any dyes.
 - D are made from regenerated fibres.
- (1)
- 1.1.10 A person with an oval body shape should wear clothes with ...
- A curved lines and analogous colours.
 - B dark colours and a contrasting belt.
 - C horizontal lines and light colours.
 - D monochromatic colours and vertical lines.
- (1)
- 1.1.11 An initiation fee is charged by a/an ...
- A bank to assess property.
 - B deeds office for registering a mortgage bond.
 - C bank for processing a home loan application.
 - D attorney who draws up a bond document.
- (1)
- 1.1.12 Levies must be paid by ...
- A builders.
 - B sectional title owners.
 - C full title owners.
 - D tenants.
- (1)
- 1.1.13 The housing acquisition option that allows the most creativity:
- A Building own house
 - B Renting a house
 - C Buying a full-title house
 - D Buying a sectional-title house
- (1)
- 1.1.14 A responsibility of a sectional-title property owner:
- A Cleaning the swimming pool
 - B Painting the exterior walls of the unit
 - C Paying for the electricity used in the unit
 - D Working in the communal gardens
- (1)

- 1.1.15 A consumer qualifies for a government housing subsidy if he/she ...
A has owned property before and is older than 21 years.
B earns R3 000,00 per month and wants to buy a second home.
C has no financial dependants and is a first-time home owner.
D has financial dependants and earns R3 300,00 per month. (1)
- 1.1.16 Mark-up includes ...
A overheads and profit.
B packaging and raw materials.
C profit and packaging.
D raw materials and overheads. (1)
- 1.1.17 This will help an entrepreneur to decide whether to go ahead with a business idea:
A Cash flow projection
B Calculating mark-ups
C Financial feasibility study
D Quality control (1)
- 1.1.18 Adhering to specifications ...
A assists with the careful control of finances.
B ensures that products are always the same.
C makes staff training easier.
D sets a standard for packaging. (1)
- 1.1.19 The meaning of sustainable production and consumption:
A Determining the specification of the product
B Making a profit in the long term
C Reducing pollution and waste
D Securing long-term financial resources (1)
- 1.1.20 A best-sale scenario would occur if a business ...
A has long-terms goals.
B makes a profit every month.
C produces enough products to break even.
D employs a marketer to do the advertising. (1)

1.2 Select THREE factors in the list below that influence the efficient production of quality products. Write only the letters (A–F) next to the question number (1.2) in the ANSWER BOOK.

- A Consumer appeal
B Customer relations
C Planning
D Quality control
E Reducing waste
F Stock control (3)

1.3 Identify the stage in the fashion cycle for EACH of the descriptions below. Write only the stage next to the question numbers (1.3.1 to 1.3.4) in the ANSWER BOOK.

1.3.1 Interest in the fashion item is slowly decreasing. (1)

1.3.2 The fashion item is expensive and available from designers. (1)

1.3.3 The fashion item is not available in chain stores anymore. (1)

1.3.4 The fashion item is mass produced and cheaper. (1)

1.4 Choose a description in COLUMN B that matches the type of contract in COLUMN A. Write only the letter (A–G) next to the question numbers (1.4.1 to 1.4.5) in the ANSWER BOOK, e.g. 1.4.6 H.

COLUMN A TYPE OF CONTRACT		COLUMN B DESCRIPTION	
1.4.1	Insurance contract	A	the bank pays the price of the property on behalf of the consumer
1.4.2	Instalment sale contract	B	the owner of the property gives permission to a consumer to use the property for a fixed monthly payment
1.4.3	Mortgage bond contract	C	the store keeps the item until the outstanding balance is paid up
1.4.4	Lease contract	D	the retailer compensates the consumer in the event of loss of a specific item
1.4.5	Cellular phone contract	E	two or more consumers agree to contribute equal amounts of money to purchase an item
		F	the consumer often receives a free product but has to pay subscription fees for a number of months
		G	the retailer allows the consumer to use the item while paying the outstanding balance in monthly payments

(5 x 1) (5)

1.5 Identify THREE CORRECT statements in the list below regarding the consumption of non-human energy by household appliances. Write only the letters (A–F) next to the question number (1.5) in the ANSWER BOOK.

- A A full refrigerator uses less energy.
- B Induction hobs save electricity.
- C Microwave ovens are energy efficient.
- D Spiral stove plates use more energy to heat than solid stove plates.
- E Tumble driers are energy efficient.
- F Upright freezers use less electricity than chest freezers. (3)

1.6 Identify FIVE CORRECT statements in the list below regarding hypertension. Write only the letters (A–J) next to the question number (1.6) in the ANSWER BOOK.

- A Avoid processed food.
 - B Consume enough potassium, magnesium and calcium.
 - C Eat enough chicken and fish.
 - D It is caused by consuming too much sodium.
 - E Include vitamin C in the diet to help with the absorption of sodium.
 - F It increases the workload of the heart.
 - G Normal blood pressure is 140/90.
 - H People that are anaemic are more likely to suffer from hypertension.
 - I Reduce the consumption of eggs.
 - J The walls of the larger arteries lose their natural elasticity. (5)
- [40]**

QUESTION 2: THE CONSUMER

- 2.1 Define the term *stokvel*. (1)
- 2.2 2.2.1 Give the time frame for a cooling-off period as applicable to the signing of a contract. (1)
- 2.2.2 State under which conditions a cooling-off condition applies when direct marketing was used for a sales transaction. (2)
- 2.3 Read the scenario below and answer the questions that follow.

An entrepreneur receives a telephone call. The caller says he has information about one of the entrepreneur's employees who is stealing and selling stock. He says that he has arranged a meeting with this employee to expose the employee. He states an amount that is required to buy the stolen goods, but he does not have the money. He then requests that the money be transferred to him in order to set up the purchasing transaction and to help the entrepreneur catch out the employee.

[Own text]

- 2.3.1 Name the type of business deal evident in the scenario. (1)
- 2.3.2 Predict what is likely to happen when the money is transferred. (2)
- 2.4 Read the extract below and answer the questions that follow.

NEW WAYS FOR WATER EFFICIENCY

We flush almost a quarter of the water we use down the toilet. In summer, watering our gardens can cause household usage to double!

[Source: <http://energy.vi.gov/resources/publications/fact-sheets/water-conservation>]

Suggest how water can be used more efficiently by referring to:

- 2.4.1 Toilets (2)
- 2.4.2 Plants (2)
- 2.5 According to Statistics South Africa municipalities spend more than 20% of their income on electricity. Explain what this money is spent on. (3)
- 2.6 Explain the interrelationship between earning a high salary and paying taxes. (3 x 2) (6)

[20]

QUESTION 3: FOOD AND NUTRITION

- 3.1 Give TWO reasons why stabilisers are added to food. (2)
- 3.2 Food labels protect consumers, provide information and help with the choice of food items for a healthy diet. List the information on a food label that will meet these aims. (4)
- 3.3 Read the scenario below and answer the questions that follow.

Nicole is a 55-year-old voluntary nursing assistant and has a long history of obesity. She enjoys cake, chocolates, fried meat and fizzy drinks. She is very inactive. Recently she automatically started losing excessive weight; she remains tired and thirsty and struggles with infections that do not heal quickly. She is slowly losing feeling in her feet and legs. The doctor warned that her cholesterol levels are high, although she does not have atherosclerosis or high blood pressure yet. He recommended the intake of monounsaturated fat and physical exercises.

[Own text]

- 3.3.1 Define the health condition *obesity*. (2)
- 3.3.2 Give ONE reason for Nicole's obesity. (2)
- 3.3.3 (a) Other than obesity, identify the food-related health condition that Nicole is suffering from due to her high carbohydrate intake. (1)
- (b) Explain the causes of the food-related health condition identified in QUESTION 3.3.3(a). (5)
- 3.3.4 Nicole was concerned that she might be HIV positive. Give TWO reasons for her concern. (2)
- 3.3.5 Explain why Nicole has high cholesterol levels. (6)
- 3.3.6 Describe the advantages of the following for Nicole:
- (a) Physical exercises (2)
- (b) The inclusion of monounsaturated fats in her diet (2)

3.4 Read the scenario below and answer the questions that follow.

According to food safety regulations, *Listeria* is a bacterium found in soil, water and vegetation. It can also occur in some animals, such as poultry and cattle. Raw milk and foods made from raw milk may carry the bacteria and cheaper processed meats may be a source of *Listeria*.

The majority of people infected by *Listeria* recover within seven days. However, those with a compromised immune system, e.g. older adults, infants or pregnant women, require urgent medical care. Treatment involves either a course of antibiotics or fluids through a drip.


The treatment of listeriosis is usually symptomatic and depends on the severity of the disease. If the infection is severe, antibiotics may be recommended.

[Source: www.cgcsa.co.za, www.fedhealth.co.za, www.health.gov.za]

- 3.4.1 Explain how poor food hygiene of consumers living in rural areas contributes to the transmission of listeriosis. (2 x 2) (4)
- 3.4.2 Discuss why listeriosis affects consumers in the low socio-economic group so readily. (4 x 2) (8)
- [40]**

QUESTION 4: CLOTHING

- 4.1 Give FOUR suggestions how consumers can support sustainable textiles when buying clothing items. (4)
- 4.2 Explain what *organic cotton* is. (1)
- 4.3 Study the picture and information below and answer the questions that follow.

<p>This outfit consists of:</p> <ul style="list-style-type: none"> • A navy blue suit (slim fit jacket and trousers) • Light blue/sky blue shirt • Light and dark brown check tie with a 1970s appearance • Handkerchief with light and dark blue and brown patterns • Dark brown genuine leather shoes, briefcase and watch strap • Glasses with dark brown frame <p style="text-align: right; font-size: small;">[Source: www.pinterest.com]</p>	
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- 4.3.1 (a) Identify the clothing item that is an example of retrospective fashion. (1)
- (b) Motivate your answer to QUESTION 4.3.1(a). (1)
- 4.3.2 Describe the optical illusion created by the following items from the outfit above when worn by a young adult:
- (a) Shirt (2)
- (b) Suit (2)
- 4.3.3 Write a paragraph to discuss the versatility of the navy blue suit. (4)
- 4.3.4 Analyse why the selected accessories have been chosen wisely. (5)
- [20]**

QUESTION 5: HOUSING AND INTERIOR

- 5.1 Name THREE types of monthly payments that a homeowner must pay to the local municipality. (3)
- 5.2 Explain the function of a body corporate. (2)
- 5.3 Name TWO costs included in the monthly repayments of a home loan. (2)
- 5.4 Give TWO reasons why reducing human energy consumption should be considered when buying household appliances. (2)
- 5.5 Explain what a *government housing subsidy* is. (3)
- 5.6 Explain the difference between *full-title ownership* and *sectional-title ownership*. (2 x 2) (4)
- 5.7 Discuss FOUR financial disadvantages of renting a property. (4 x 2) (8)
- 5.8 Compile a checklist of EIGHT universal design features applicable to a combination gas and electric stove. (8)
- 5.9 Read the scenario below and answer the question that follows.

After renting a house for many years José decided to build a house. He hired an unskilled builder from the local community with very little experience, so that he didn't have to pay the builder a huge wage every day. The builder gave a quotation for the building materials and labour, which was quite cheap compared to other local builders.

After the walls were erected the builder realised that one of the walls was skew and had to be rebuilt in order for the roof to fit properly. This delayed the building process for another month. José was worried because he had given two months' notice to move out of the rented house.

More building materials had to be bought to rebuild the skew wall and this increased the cost much more than José had anticipated.

[Own text]

Analyse the disadvantages for José having a house built.

(8)
[40]

QUESTION 6: ENTREPRENEURSHIP

- 6.1 Name TWO options available to an entrepreneur to distribute his/her products. (2)
- 6.2 Define the term *target market*. (2)
- 6.3 Read the scenario below and answer the questions that follow.

Nelisa did courses to learn how to craft silver and do beading. To bring in a small income while she was studying at university, she made bracelets and necklaces and sold a few in stores close to where she lived. She sourced beads from every bead shop in her area. She designed a basic logo and printed labels to sell her items. After finishing her course at university, she realised that jewellery-making was her passion.

She went on refresher courses and watched YouTube videos on the craft. She needed a bigger workspace and combined her profits with savings to build a garden studio at home. She set up a Facebook page and a local artist redesigned her logo and labels. At that stage, her jewellery was only sold in local stores, but she then started to sell them at a market and her sales doubled.

She opened a stall in a popular shopping mall and moved into a larger studio to make her jewellery. She redesigned her website in 2015 to enable her to also sell online. Nelisa started buying some of the stones she used to make the jewellery from international dealers.

She now has four full-time staff members and a few casuals. Her husband oversees the production, website and does the accounts. She designs the pieces, sources materials and deals with customer queries.

Her product range includes bracelets, necklaces, rings and earrings at various prices.

[Adapted from an article in *Woman and Home*, August 2017]

- 6.3.1 State the main purpose of stock control in Nelisa's business. (3)
- 6.3.2 Explain why a tidy workplace is important for the efficient production of Nelisa's products. (4)
- 6.3.3 State FOUR items of information that should appear on the labels of Nelisa's products. (4)
- 6.3.4 Discuss why it is important for Nelisa to deal with customer queries. (5)

- 6.3.5 Various factors must be considered in an entrepreneur's choice of a suitable product for small-scale production.

Discuss how EACH of the following factors contributes to Nelisa's success:

- (a) Availability of financial resources (3)
- (b) Availability of raw materials (3)

- 6.3.6 The selling price of a pair of earrings is R290,00. The raw materials to make 150 pairs of earrings cost R7 970. The overheads to make 150 pairs of earrings are R8 270.

- (a) Calculate how many pairs of earrings must be sold to cover the production cost. Show ALL your calculations. (3)
- (b) Calculate the profit that Nelisa will make if she sells 150 pairs of earrings. Show ALL your calculations. (3)

- 6.3.7 Nelisa met her sales targets and achieved her monthly sales objective for each of the past 18 months. Give reasons for her success AND explain why she is likely to have continued success.

(4 x 2) (8)
[40]

TOTAL: 200