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NATIONAL SENIOR CERTIFICATE

GRADE 12

CONSUMER STUDIES

NOVEMBER 2015

MARKS: 200

TIME: 3 hours

This question paper consists of 18 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
TOTAL:		200	180

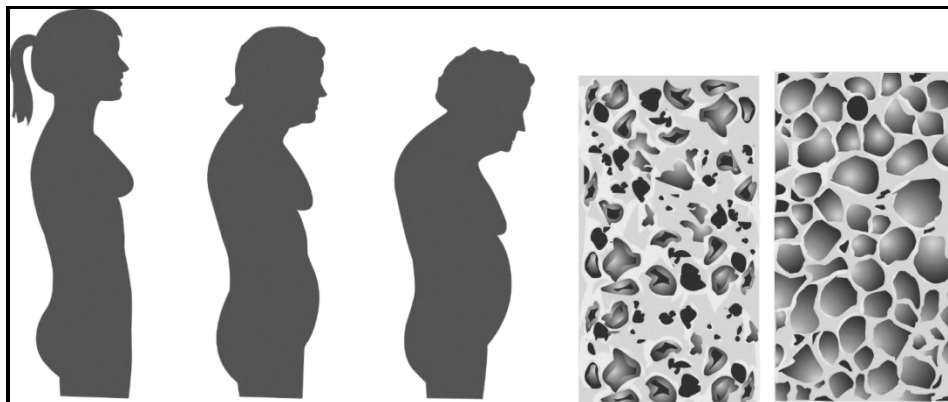
2. ALL the questions are COMPULSORY and must be answered in the ANSWER BOOK.
3. Number the answers correctly according to the numbering system used in this question paper.
4. Start EACH question on a NEW page.
5. You may use a calculator.
6. Write in black or blue ink only.
7. Pay attention to spelling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

QUESTION 1: SHORT QUESTIONS

1.1 Various options are given as possible answers to the following questions. Choose the answer and write only the letter (A–D) next to the question number (1.1.1–1.1.20) in the ANSWER BOOK, for example 1.1.21 C.

- 1.1.1 Bread exempted from value added tax (VAT):
- A Brown bread
 - B Rye bread
 - C White bread
 - D Wholewheat bread
- (1)
- 1.1.2 The purpose of the consumer price index (CPI) is to ...
- A set the interest rate.
 - B assess the influence of price increases.
 - C calculate the official rate of inflation.
 - D determine the price of basic food items.
- (1)
- 1.1.3 Why is a tiered-level or multilevel marketing scheme legal?
- A It is a pyramid scheme.
 - B A product is sold.
 - C It is based on recruiting others.
 - D A chain letter is passed around.
- (1)
- 1.1.4 Choose the food-borne disease that is caused by a virus that infects and causes inflammation of the liver:
- A Dysentery
 - B E. coli infection
 - C Gastro-enteritis
 - D Hepatitis A
- (1)
- 1.1.5 Select the food product that a person suffering from lactose intolerance may use:
- A Cream
 - B Soya milk
 - C Milo sterimilk
 - D Milkshake
- (1)
- 1.1.6 Identify the food-related health condition described below.
- Shana's friends discovered that after eating a lot of food very quickly, she disappears to induce vomiting.
- A Anaemia
 - B Anorexia
 - C Bulimia
 - D Obesity
- (1)

- 1.1.7 Identify the food-related health condition indicated in the illustration below:



[Source: <http://2012books.lardbucket.org/books/an-introduction-to-nutrition/>]

- A Anaemia
- B Coronary heart disease
- C Dairy intolerance
- D Osteoporosis

(1)

- 1.1.8 Food security in South Africa is negatively affected when ...

- A employers in the agricultural industry lack skills.
- B spaces used as waste landfills are cleaned and fertilised.
- C the employment rate increases and the economy grows.
- D there is enough rain in the correct season for food to grow.

(1)

- 1.1.9 The shoes in the photograph below is an example of ...



[Source: <http://ntdtelevision.files.wordpress.com/>]

- A a brand name.
- B grey goods.
- C brand piracy.
- D parallel imports.

(1)

- 1.1.10 Select the correct guideline for a young professional person's working wardrobe:
- A Choose basic colours that complement the skin tone.
 - B Include informal styles that are fashionable.
 - C Choose synthetic fibres for comfort.
 - D Include a tracksuit for winter.
- (1)
- 1.1.11 The signed agreement between the buyer and seller of a property is called the ...
- A deed of sale.
 - B mortgage bond.
 - C title deed.
 - D transfer document.
- (1)
- 1.1.12 Mortgage or bond protection insurance is used for ...
- A paying the house contents in case of theft.
 - B covering the structure of the house in case of fire.
 - C settling the home loan if the owner dies.
 - D covering the house contents in case of flooding.
- (1)
- 1.1.13 The person who will most likely qualify for a government housing subsidy:
- A Thando wants to buy a second property.
 - B Sue's husband received a rural subsidy.
 - C James immigrated from Nigeria three months ago.
 - D Reggy earns R2 800,00 per month and has a son.
- (1)
- 1.1.14 Select the combination of costs that will make an instalment sale transaction more expensive than a cash sale transaction:
- 1. Administration fees
 - 2. Bank interest charges
 - 3. Guarantee
 - 4. Inflation
 - 5. Insurance charges
- A 1 and 5
 - B 1 and 2
 - C 2 and 4
 - D 3 and 5
- (1)
- 1.1.15 Select an important factor that an entrepreneur must consider when choosing a suitable product for small-scale production:
- A Delivery strategy
 - B Process of quality control
 - C Packaging strategy
 - D Consumer appeal
- (1)

- 1.1.16 A requirement for the efficient production of quality products is the ...
- A maintenance of equipment.
 - B availability of workspace.
 - C use of alternative energy.
 - D availability of financial resources.
- (1)
- 1.1.17 Choose the factor that will ensure that products are the same every time they are produced:
- A Use of high quality raw materials
 - B Effective production schedules
 - C Regular maintenance of equipment
 - D Adhering to clear product specifications
- (1)
- 1.1.18 Select the statement which is TRUE regarding the training of staff:
- A Compromises the quality of the products
 - B Costs a lot of money and may waste time
 - C Improves staff motivation and morale
 - D Limits opportunities for promotion
- (1)
- 1.1.19 The main purpose of stock control:
- A Ensures that the business does not run out of raw materials.
 - B Keeps the storage area for raw materials clean and tidy.
 - C Ensures that all the raw materials are of the same quality.
 - D Checks that the raw materials do not cost too much.
- (1)
- 1.1.20 Select the combination of descriptions which will appeal to consumers when informed choices are made:
- 1. Beautiful recycled packaging
 - 2. Genetically modified ingredients
 - 3. Made from imported products
 - 4. Limited shelf life
 - 5. Locally produced products
- A 2 and 4
 - B 1 and 5
 - C 3 and 4
 - D 2 and 5
- (1)

- 1.2 Choose a function from COLUMN B that matches the food additive in COLUMN A. Write only the letter (A–G) next to the question number (1.2.1–1.2.5) in the ANSWER BOOK, for example 1.2.6 H.

COLUMN A FOOD ADDITIVE	COLUMN B FUNCTION
1.2.1 Antioxidant	A added to make food whiter
1.2.2 Colourant	B allows oils and other liquids to mix
1.2.3 Emulsifier	C contributes to the even texture of a product
1.2.4 Stabiliser	D enhances the flavour of food
1.2.5 Preservative	E makes food more attractive
	F prevents fat from going rancid
	G slows down spoilage caused by micro-organisms

(5 x 1) (5)

- 1.3 Choose a description from COLUMN B that matches the term in COLUMN A. Write only the letter (A–G) next to the question number (1.3.1–1.3.5) in the ANSWER BOOK, for example 1.3.6 H.

COLUMN A TERM	COLUMN B DESCRIPTION
1.3.1 Conveyancing fees	A charged by the bank to assess the property
1.3.2 Deeds office fees	B charged for registering the mortgage bond
1.3.3 Occupational rent	C once-off fee charged by the bank for preparing and processing a loan application
1.3.4 Initiation fees	D payable to the attorney who oversees the transfer process of a property
1.3.5 Interim rates	E payable to the municipality by property owners
	F payable to the seller if the buyer occupies the property before the bond is registered
	G interest that has to be paid if there is a delay in the registration of the bond

(5 x 1) (5)

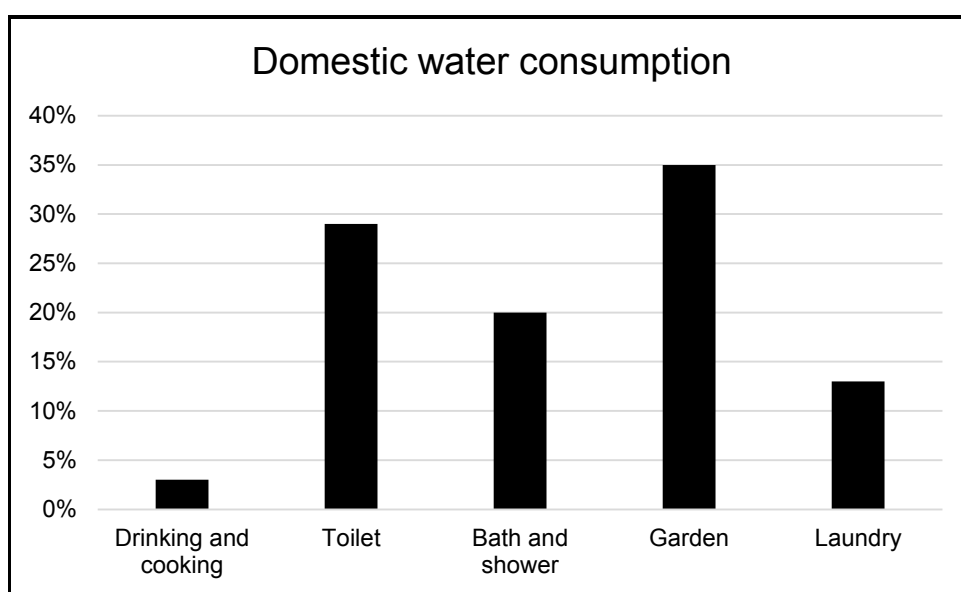
1.4 Give the term for each of the following descriptions. Write down only the term next to the question number (1.4.1–1.4.3) in the ANSWER BOOK.

1.4.1 Product, place, promotion, people and price (1)

1.4.2 A specific group of potential buyers of a product that has been identified (1)

1.4.3 A specific identification that makes it easy to recognise and distinguish competitors' products (1)

1.5 Study the graph of an example of domestic water consumption below and answer the question that follows.



[Adapted from www.upwithscience.up.ac.za/ago/SComM/energywater.html]

Select the THREE most effective ways to use water responsibly in the typical household indicated in the graph. Write only the letters (A–F) next to the question number (1.5) in the ANSWER BOOK.

- A Cook food in a minimum amount of water.
- B Wash only full loads of washing in the washing machine.
- C Install a low-flow shower head.
- D Install water-heating solar panels on the roof.
- E Place a brick in the cistern of the toilet.
- F Plant indigenous plants and plants that use less water. (3)

- 1.6 Identify FOUR statements in the list below that are CORRECT regarding the jersey in the photograph. Write only the letters (A–H) next to the question number (1.6) in the ANSWER BOOK.



[Source: www.woolworths.co.za]

- A Black and white form a complementary colour scheme.
- B The colours will not suit all skin tones.
- C The design principle of rhythm is evident.
- D The person wearing it will appear taller.
- E Informal balance is evident.
- F The person wearing it will look broader and shorter.
- G The stripes draw attention to the upper body.
- H Harmony of colour is created.

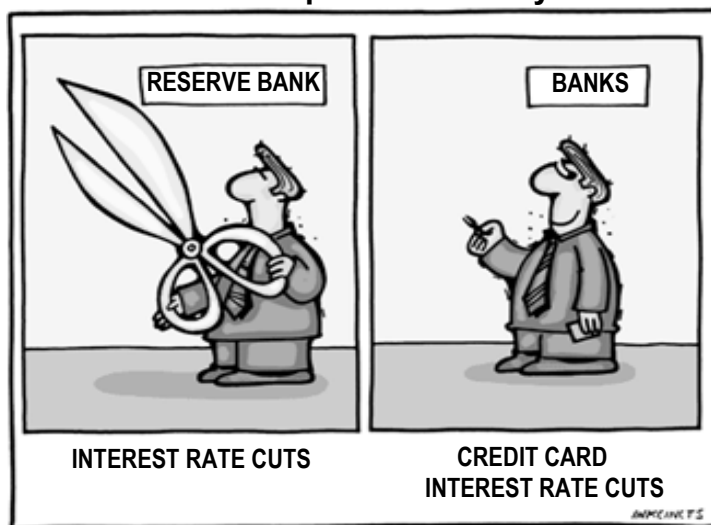
(4)
[40]

QUESTION 2: THE CONSUMER

- 2.1 Define the term *grey goods/parallel imports*. (2)
- 2.2 Explain the following types of income tax paid by South African tax payers:
- 2.2.1 Pay-as-you-earn (2)
- 2.2.2 Provisional tax (2)
- 2.3 Discuss how a lack of the following municipal services may have a negative influence on the people in a community:
- 2.3.1 Sewage removal (2)
- 2.3.2 Refuse removal (2)
- 2.4 Read the scenario below and answer the questions that follow.

Mona was persuaded to buy a gas heater on credit after a presentation by a representative from a heater company. Lebo saw an advertisement for an electric heater on television and bought one on credit at the shop. After both of them had used their heaters for three days, they no longer wanted the heaters. Mona decided to return the heater the following day and demanded a refund. Lebo, however, returned his heater after 14 days. Neither of them was prepared to carry any costs for the use of the heaters.

- 2.4.1 Explain why Mona made a more responsible consumer choice. (3)
- 2.4.2 Give THREE reasons why Lebo did not act according to the Consumer Protection Act when he decided to return the heater only 14 days after purchasing it. (3)
- 2.5 Study the cartoon below and answer the question that follows.

How the repo rate affects you

[Source: www.rollingalpha.com/category/interest-rate/]

Discuss how the repo rate affects consumers.

QUESTION 3: FOOD AND NUTRITION

3.1 Answer the following questions regarding gastro-enteritis.

3.1.1 Name TWO symptoms of gastro-enteritis. (2)

3.1.2 State how gastro-enteritis is transmitted. (2)

3.2 Name FOUR advantages of genetically modified food with regard to the economic environment. (4)

3.3 Study the label below and answer the questions that follow.

CHAMPION OATS
The energy champion

Did you know **Champion Oats** ...

- ✓ is high in carbohydrates, which help maintain energy levels for the day ahead?
- ✓ is a wholegrain breakfast cereal and an excellent source of dietary fibre?
- ✓ is an excellent source of vitamin B₁, which assists in the release of energy?

It comes as no surprise that Champion Oats has been South Africa's energy champion for over 80 years.

3.3.1 Explain why oats is NOT suitable for a person with Celiac disease. (3)

3.3.2 Identify the information on the label that could be misleading for consumers. (1)

3.3.3 Siphwe is obese. He chooses to buy Champion Oats, which he eats with low-fat milk every morning. Explain how this choice may help him manage his obesity. (4)

3.4 Give reasons why hepatitis A is closely linked to poor sanitation and a lack of personal hygiene. (2)

3.5 The following food items can be bought from the school's tuck shop:

potato chips; pies; hotdogs; hamburgers; fizzy cool drinks

3.5.1 Give TWO reasons why potato chips contain food additives. (2)

3.5.2 Write a paragraph to illustrate the effect of these food items on the physical and emotional health of the learners. (5)

3.6 Study the scenario below and answer the questions that follow.

Nita is a teacher who suffers from diabetes. She packed a lunch box with the following foods:

- Wholewheat-bread sandwich with canola margarine and chicken mayonnaise
- Tuna, tomato and avocado pear salad
- Apple
- Shortbread biscuit

Due to her busy schedule, she did not get time to eat while at school. While shopping that afternoon, she drank an energy drink. Soon thereafter she became dizzy, confused and lost consciousness. She was rushed to hospital.

- 3.6.1 Nita experienced hypoglycaemia while shopping. Explain what caused this condition. (4)
- 3.6.2 Discuss how Nita could have prevented the incident in the scenario. (3)
- 3.6.3 Evaluate the suitability of the food in Nita's lunch box to manage her diabetes. (8)
- [40]**

QUESTION 4: CLOTHING

4.1 Define the following terms:

4.1.1 Fashion (2)

4.1.2 Retrospective fashion (2)

4.2 State TWO factors to consider when purchasing clothes for the world of work. (2)

4.3 Read the information below and answer the questions that follow.

HEMP FABRIC

Hemp fabric provides an ecofriendly solution to the global need for sustainable materials.

Hemp fabric comes from a sustainable fibre-producing plant that is easy to grow. Hemp has a higher fibre yield per acre than any other plant (250% more than cotton and 600% more than flax), freeing up land needed for food crops. It adds organic matter to the topsoil and improves the soil quality.

Hemp fabric is soft, but seven times stronger than cotton. This makes it durable while retaining its original good looks.

Hemp clothing is set to become the next big thing in the fashion industry and some experts believe it may eventually supersede cotton, linen and polyester. Hemp blends well with other fibres to combine the best features of both materials. This has created a new range of fabrics that young designers are eager to showcase.

[Adapted from www.hemporium.co.za]

4.3.1 (a) Name the stage in the fashion cycle at which young designers will showcase new fabrics made from hemp combined with other fibres. (1)

(b) Describe the stage in the fashion cycle mentioned in QUESTION 4.3.1(a). (2)

4.3.2 Explain why there is a need for ecofriendly textiles. (2)

4.3.3 Discuss why hemp is considered an ecofriendly textile. (3)

4.3.4 Briefly discuss why clothing items made from hemp could be regarded as classic-style garments. (2)

- 4.4 Study the description and photograph of an outfit below and answer the question that follows.

The outfit consists of a navy blue blazer/jacket (sleeves are rolled up), a white strappy blouse, red skinny pants and a medium-sized navy blue sling bag with a golden chain.



Give reasons why the outfit is unsuitable for a corporate meeting.

(4)
[20]

QUESTION 5: HOUSING

- 5.1 Name FOUR costs that a buyer must pay before property can be transferred into his/her name. (4)
- 5.2 Give THREE advantages of building a house. (3)
- 5.3 Name THREE documents that banks will require when a buyer applies for a home loan. (3)
- 5.4 Define the term *collateral security*. (2)
- 5.5 Study the newspaper advertisements below and answer the questions that follow.

ADVERTISEMENT A	ADVERTISEMENT B
Townhouse for sale Townhouse in secure complex: 3 bedrooms, 1 bathroom, fitted kitchen, lounge, carport R650 000,00	House for sale Cosy starter home: 3 bedrooms, 1 bathroom, kitchen, lounge R850 000,00

- 5.5.1 Identify the types of homeownership in:
- (a) Advertisement A (1)
- (b) Advertisement B (1)
- 5.5.2 Compare the responsibility for maintenance costs of the two types of ownership mentioned in QUESTION 5.5.1. Tabulate your answer as follows:

MAINTENANCE COSTS FOR OWNERSHIP IN ADVERTISEMENT A	MAINTENANCE COSTS FOR OWNERSHIP IN ADVERTISEMENT B
• • (2)	• • (2) (4)


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

Peter, a prospective home owner, finds a property that suits his family's needs. Disappointment follows when he is unable to afford the bond repayment.

Advise Peter on the steps he should have taken to determine whether he could afford the repayment of the loan. (4)

- 5.7 Justify the following statement:
- 'It is financially better to buy a house than renting one.' (8)

5.8 Read the advertisement below and answer the question that follows.

<p style="text-align: center;">DISHWASHER</p> <ul style="list-style-type: none">• 2-year guarantee• 5 programmes, including a quick wash option and a water-level control programme• Touch controls in front• No pre-rinsing required• Extra hot rinse• Adjustable racks• 14-plate capacity• Childproof control• Metallic finish• AAA energy level• Only suitable for dishwasher-safe utensils	
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5.8.1 Name FOUR universal design features that would make this appliance a good purchase. (4)

5.8.2 Evaluate the suitability of the dishwasher in terms of preserving the environment. (6)

[40]

QUESTION 6: ENTREPRENEURSHIP

- 6.1 Give THREE examples of overhead costs for a business. (3)
- 6.2 Explain the following terms:
- 6.2.1 Quality control (2)
- 6.2.2 Sustainable production (2)
- 6.3 Write a paragraph and explain the importance of a cash-flow projection to ensure the sustainability of a business. (3)
- 6.4 Read the scenario below and answer the questions that follow.

Two entrepreneurs supply bags to a number of stores countrywide. They actively source the best quality fabrics and leather in South Africa. The patterns for the bags are cut by hand and then passed to a team of skilled seamstresses who ensure that there is quality in every stitch.

The business grows due to their creativity and because they are constantly updating their range and fabrics to keep up with trends.

They sell most bags from October to January and they make sure that they have enough stock for these months.

Consumers can buy their bags at markets and in stores or order online. They keep in touch with their customers through personal contact at markets and with social media.

The product range consists of the following:

- Accessories: Toiletry bags for men and women, purses, cosmetic bags
- Handbags: Sling bags, clutch bags
- Travel bags: Weekend bags, overnight bags
- Business bags: Cellphone covers, laptop bags
- Children's bags: Pencil cases, back packs for boys and girls
- Baby bags: Nappy bags, mini toiletry bags, baby travel bags

[Adapted from: www.peppertreebags.co.za]

- 6.4.1 Name ONE human skill in the scenario and explain how this skill contributes to the success of the business. (3)
- 6.4.2 Discuss TWO ways in which the business meets the requirements for the production of quality products. (2 x 2) (4)

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

The cost of raw materials to produce 10 back packs for children is R900,00. The business's mark-up is 150% to cover the overheads and to make a profit. In September the business produced 10 back packs per day, for 21 working days.

Calculate the profit that this business will make if all the back packs that were produced in September are sold.

(9)

- 6.4.4 Explain the possible reasons why this business sells the most products from October to January.

(4)

- 6.4.5 Predict whether this business is likely to have a sustainable profitability in the long term. Give clear explanations for your reasoning.

(10)

[40]

TOTAL: 200