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Department:
Basic Education
REPUBLIC OF SOUTH AFRICA

NATIONAL SENIOR CERTIFICATE

GRADE12

CONSUMER STUDIES

NOVEMBER 2021

MARKS: 200

TIME: 3 hours

This question paper consists of 16 pages.

INSTRUCTIONS AND INFORMATION

1. This question paper consists of SIX questions.

QUESTION	CONTENT	MARKS	TIME (minutes)
SECTION A (Short questions)			
1	Short Questions (All topics)	40	20
SECTION B (Long questions)			
2	The Consumer	40	40
3	Food and Nutrition	40	40
4	Clothing	20	20
5	Housing and Interior	20	20
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.

SECTION A: SHORT QUESTIONS**QUESTION 1**

- 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 A/An ... allows a consumer to cancel a contract without financial implications.
- A verbal agreement
B cooling-off period
C exemption clause
D fair business practice (1)
- 1.1.2 A written promise to repair or replace an article if it breaks is called a/an ...
- A extended guarantee.
B contract.
C warranty.
D insurance. (1)
- 1.1.3 The consumer price index (CPI) ...
- A is used to calculate the cost of goods and services.
B is the change in the average price of goods and services.
C calculates interest charged on certain goods and services.
D measures the change in individual prices during production. (1)
- 1.1.4 Using a ... will save the most electricity when heating water.
- A kettle on a gas stove
B low-flow shower head
C geyser insulation blanket
D solar water heating unit (1)
- 1.1.5 ... interest is calculated on the interest and original amount.
- A Compound
B Credit
C Simple
D Capital (1)
- 1.1.6 The hormone that regulates blood glucose levels:
- A Insulin
B Oestrogen
C Thyroxin
D Lactase (1)

- 1.1.7 The disease with the longest incubation period:
- A Dysentery
 - B E. coli
 - C Gastroenteritis
 - D Hepatitis A
- (1)
- 1.1.8 The last date on which the product should remain on the shop's shelf:
- A Use-by date
 - B Sell-by date
 - C Best-before date
 - D Manufacturing date
- (1)
- 1.1.9 Food with a high glycaemic index ...
- A releases glucose slowly.
 - B causes medium rise in the blood glucose levels.
 - C causes a sudden, rapid rise in the blood glucose levels.
 - D steadily releases glucose into the blood stream.
- (1)
- 1.1.10 An advantage of genetically modified food:
- A The use of antibiotics is forbidden
 - B It can feed more people
 - C No chemicals are used in production
 - D No negative impact on the soil
- (1)
- 1.1.11 An economic factor that speeds up fashion change:
- A Fashion styles change rapidly
 - B Development of new, expensive textile fibres
 - C Young people are fashion followers
 - D Clothing stores offer credit facilities
- (1)
- 1.1.12 A/An ... code is included in a work contract specifying what a worker is supposed to wear to work.
- A dress
 - B employment
 - C clothing
 - D fashion
- (1)
- 1.1.13 ... transactions will charge interest and administration costs.
- A Lay-by
 - B Electronic payment
 - C Instalment sale
 - D Debit card payment
- (1)

- 1.1.14 Mpho is renting a property and his financial responsibility while renting is to pay ...
A property rates and taxes.
B the levy and insurance of the property.
C for any maintenance required.
D for water and electricity. (1)
- 1.1.15 The main purpose of the NHBRC is to ...
A register an existing house by the owner.
B control the rental of properties.
C ensure standards of housing construction.
D check procedures followed by the body corporate. (1)
- 1.1.16 A ... indicates that a business may lose money over a future period.
A cash flow projection
B best-sale scenario
C sustainable projection
D break-even point (1)
- 1.1.17 ... gives a clear picture of whether a business has the potential for success.
A Market research
B A marketing strategy
C A feasibility study
D Financial projection (1)
- 1.1.18 Using imported raw materials will ...
A increase the production costs of a business.
B increase the accessibility of raw materials for the business.
C assist the business to deliver products to customers on time.
D increase the size of the target market of a business. (1)
- 1.1.19 The production cost of a product is R35,00. Calculate the selling price of the product if the mark-up is 20%:
A R38,65
B R42,00
C R44,00
D R45,75 (1)
- 1.1.20 Training of workers in a business improves ...
A product pricing.
B finance.
C marketing.
D human skills. (1)

1.2 Identify FOUR advantages of building your own house. Write only the letters (A–H) next to the question number (1.2) in the ANSWER BOOK.

- A Bond registration process is quicker.
- B You can select your own fittings and design.
- C Minimal building risks involved.
- D It will be cheap to start a new garden.
- E Building can be done at your own pace.
- F It is not a complicated process.
- G It can be cheaper if you are the owner builder.
- H Environmentally friendly features can be included.

(4)

1.3 Match the explanation in COLUMN B with the factor that influences efficient production in COLUMN A. Write only the letter (A–G) next to the question numbers (1.3.1 to 1.3.4) in the ANSWER BOOK, e.g. 1.3.5 H.

COLUMN A FACTOR THAT INFLUENCES EFFICIENT PRODUCTION	COLUMN B EXPLANATION
1.3.1 Tidy workplace	A ensures that the product meets set standards
1.3.2 Control of finances	B ensures that the product is attractive
1.3.3 Planning	C ensures minimal production costs
1.3.4 Quality control	D ensures that competition is eliminated
	E ensures accurate production sequence
	F ensures staff safety
	G ensures good customer relations

(4 x 1)

(4)

- 1.4 Match the reason for the addition of food additives in COLUMN B with the type of food additive in COLUMN A. Write only the letter (A–G) next to the question numbers (1.4.1 to 1.4.4) in the ANSWER BOOK, e.g. 1.4.5 H.

COLUMN A TYPE OF FOOD ADDITIVE	COLUMN B REASON FOR THE ADDITION
1.4.1 Emulsifiers	A prevents rancidity in sunflower oil
1.4.2 Chemical preservatives	B improves the texture of cheese cake
1.4.3 Antioxidants	C improves the taste
1.4.4 Bleaches	D combines oil and vinegar in salad dressing
	E improves the colour of maize-meal
	F adds to a sour taste
	G retards spoilage of processed meats

(4 x 1)


(4)

- 1.5 Give ONE term for each of the descriptions below. Write only the term next to the question numbers (1.5.1 to 1.5.4) in the ANSWER BOOK.

- 1.5.1 It clears a party from any liability if a product does not meet expectations
- 1.5.2 An e-mail to attempt to get personal information from an unsuspecting consumer
- 1.5.3 Products entering the country through unofficial distribution channels
- 1.5.4 Marketing goods with false promises or misleading statements that are unreasonable to the consumer

(4)

1.6 Study the picture below and answer the question that follows.

 <p>[Source: www.rotita.com]</p>	<ul style="list-style-type: none"> • The dress is white from the shoulders to just below the bust line with white three-quarter sleeves. • From the bust line, the dress is black with three white buttons and a white vertical pleat in the centre front.
--	--

Identify FOUR optical illusions evident in the dress above. Write only the letters (A–H) next to the question number (1.6) in the ANSWER BOOK.

- A The three-quarter sleeves make the arms appear longer.
- B The flare of the skirt makes the hips appear broader/wider.
- C The white upper part makes the bust appear larger/broader.
- D The contrasting black and white colour below the bust makes the top part appear longer.
- E The length of the skirt makes the legs appear shorter.
- F The vertical white pleat and buttons make the wearer appear shorter from the bust to the knees.
- G The black colour below the bust makes the waist appear thinner/smaller.
- H The black colour makes the waist appear larger. (4)

TOTAL SECTION A: 40

SECTION B: LONG QUESTIONS**QUESTION 2: THE CONSUMER**

- 2.1 Name the document that is a legal agreement between two or more parties. (1)
- 2.2 Give TWO examples of fossil fuels as a form of energy. (2)
- 2.3 Define the term *repo rate*. (2)
- 2.4 State THREE ways in which consumers can save electricity when using household lights. (3)
- 2.5 2.5.1 Name who should pay provisional tax. (1)
- 2.5.2 Explain how provisional tax is paid to SARS. (2)
- 2.6 Read the extract below and answer the questions that follow.

STANDING TOGETHER IN TIMES OF NEED

Siyabuthana members continue to help one another. The club has 22 members and they each contribute R250 per month to help each other.

[Adapted from *MOVE 21*]

- 2.6.1 Identify the type of club above. (1)
- 2.6.2 State THREE requirements that Siyabuthana must meet for them to be a legal club. (3)
- 2.7 Advise the community on how to use the following effectively to save water:
- 2.7.1 Taps (3)
- 2.7.2 Toilets (3)

- 2.8 Read the newspaper advertisement below and answer the questions that follow.

LOOKING FOR THAT SECOND INCOME?

Models required for an online designer clothing store. WhatsApp the following information:

- Recent full body picture
- Contact details
- Banking details
- Certified ID copy
- Deposit of R250 through instant money or cash send or e-wallet from your cellphone to 083 249 9782 to book your first photo shoot in this amazing career (send proof of payment).
- The first 30 potential models to respond will receive a full cash back.

For any enquiries, call 083 249 9782 or e-mail designer3models@gmail.com

[Adapted from *Middelburg Observer*]

The advertisement above is an example of a scam.

- 2.8.1 Define the term *scam*. (2)

- 2.8.2 Identify and explain THREE warning signs indicating that this advertisement is a scam. (3 x 2) (6)

- 2.9 Discuss how the lack of refuse removal will have a negative impact on a community. (3)

- 2.10 Study the information below and answer the question that follows.

A household food basket cost the consumer R3 057,93 in July 2019. This cost increased by R355,21 in July 2020.

[Adapted from <https://www.timeslive.co.za>, 30 July 2020]

Write a paragraph to justify the increase in food prices from 2019 to 2020.

(8)
[40]

QUESTION 3: FOOD AND NUTRITION

- 3.1 Define the term *food additives*. (2)
- 3.2 State the cause of type 1 diabetes. (2)
- 3.3 Name THREE ways in which *E. coli* is transmitted in the food environment. (3)
- 3.4 Discuss the benefits for the natural environment when producing organically grown foods. (4)
- 3.5 Explain how THREE nutrients in the foods listed below will assist in preventing osteoporosis.

- Milk
- Canned pilchards

[Own text]

(3 x 2) (6)

- 3.6 Compare the dietary-related conditions *hypoglycaemia* and *hyperglycaemia* with reference to:

3.6.1 Blood glucose levels (2)

3.6.2 Causes (4)

Redraw the table below in your ANSWER BOOK and complete the table with the following information:

	ASPECT	HYPOGLYCAEMIA	HYPERGLYCAEMIA
3.6.1	Blood glucose levels	(1)	(1)
3.6.2	Causes	(2)	(2)

- 3.7 State FOUR ways in which food irradiation increases the shelf life of food. (4)
- 3.8 Explain how the government and communities ensured food security during the 2020 national lockdown. (5)
- 3.9 Study the meal plan below and answer the question that follows.

MEAL PLAN

- Plain low fat yoghurt
- Green leafy vegetables
- Brown rice
- Red meat
- Ice cream

[Own text]

Analyse the suitability of the food items in the meal plan for a diabetic.

(8)
[40]


QUESTION 4: CLOTHING

- 4.1 Explain the term *fashion fad*. (2)
- 4.2 Give THREE guidelines to consider when buying shoes for the world of work. (3)
- 4.3 Read the scenario below and answer the questions that follow.

Wearing face masks became a compulsory fashion accessory in public, due to the Corona virus pandemic.

[Own text]

- 4.3.1 Name TWO stages in the fashion cycle that face masks have been through since March 2020. (2)
- 4.3.2 Explain EACH of the stages named in QUESTION 4.3.1. (4)
- 4.4 Study the picture below and answer the question that follows.

CLASSIC NAVY BLAZER	
	<ul style="list-style-type: none">• Navy blazer with one pocket on each side at the bottom• One handkerchief pocket on the upper left part of the blazer• One button in the middle/front
<p>[Source: Queenspark]</p>	

- Discuss the versatility of the blazer as a clothing item to wear to work. (5)
- 4.5 Discuss how the reusing of clothing items contributes to a sustainable environment. (4)
- [20]**

QUESTION 5: HOUSING AND INTERIOR

5.1 Unit owners must pay a monthly levy to the body corporate.

Name THREE expenses that are paid using the levy.

(3)



5.2 Explain the advantages of buying and renting property.

Redraw the table below in your ANSWER BOOK to answer the question under the following headings:

	5.2.1 OWNERSHIP	5.2.2 INVESTMENT
Buying	(1)	(1)
Renting	(1)	(1)

(4)

5.3 Study the pictures of the TWO stoves below and answer the questions that follow.

STOVE A	
 <p>[Source: takealot.com]</p>	<ul style="list-style-type: none"> • Two electric plates • Four gas burners • Electric oven <p>Cash price: R7 999,99 Credit price: R8 999,99 No deposit</p>
STOVE B	
 <p>[Source: takealot.com]</p>	<ul style="list-style-type: none"> • Six gas burners • Gas oven <p>Cash price: R8 999,95 Instalment sale: R400,00 over 24 months Deposit: R395,00</p>

5.3.1 Identify the stove that uses the most non-human energy.

(1)

- 5.3.2 Give a reason for the answer to QUESTION 5.3.1. (1)
- 5.3.3 Explain why STOVE B will be the most suitable choice. (3)
- 5.3.4 Calculate the total price of STOVE B if it is bought according to an instalment sale transaction. Show ALL calculations. (3)
- 5.4 Explain the possible financial impact of the 2020 national lockdown on property landlords. (5)
- [20]**

QUESTION 6: ENTREPRENEURSHIP

- 6.1 Define the term *mark-up*. (2)
- 6.2 Explain why the hygiene of workers is very important in a work environment. (3)
- 6.3 Explain how regular/routine maintenance of equipment would benefit any business. (3)
- 6.4 Explain the purpose of stock control in a business. (3)
- 6.5 Read the scenario below and answer the following questions.

Khanye always admired flowers. He saved a bit of money to buy fresh bunches of different flowers from the local florist to make flower arrangements for his place of worship.

He used his mother's dining room to make his arrangements. He started getting personal orders from the congregants after they saw his arrangements posted on Facebook. Khanye always kept up to date with current flower arrangement trends. He arranges the flowers exactly as his customers want them. He started getting orders for Mother's day, Valentine's day, weddings and parties. Two gift shops signed a contract with him. His business then took a turn for the best.

He taught his unemployed neighbour to arrange flowers. He employed him from Thursdays to Sundays every week. His mother delivered the orders early on weekends. As his business grew, he sourced fresh flowers and bamboo strings from a local organic farmer. Khanye used waste leaves from the flowers as compost to grow the greenery that he used in his arrangements. He used attractive biodegradable packaging from a local packaging store.

[Own text]

- 6.5.1 Explain how Khanye's business came into existence. (2)
- 6.5.2 Identify his target market. (2)
- 6.5.3 Discuss the following factors that contributed to the success of Khanye's business:
- (a) Financial resources (2)
 - (b) Available work space (2)
- 6.5.4 Give the benefits of training the unemployed neighbour. (3)
- 6.5.5 Explain why his business is appealing to his customers. (6)

6.5.6

Khanye's business shows consistent profitability throughout the year but profitability increases drastically during certain times of the year.

[Own text]

Give reasons for EACH of the following:

- (a) Consistent profitability throughout the year (2)
- (b) Drastic increase in profitability at certain times of the year (2)

6.5.7

Justify the following statement:

Khanye is a responsible consumer. (8)
[40]

TOTAL SECTION B: 160
GRAND TOTAL: 200