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Department:
Basic Education
REPUBLIC OF SOUTH AFRICA

NATIONAL SENIOR CERTIFICATE

GRADE 12

CONSUMER STUDIES

NOVEMBER 2012

MARKS: 200

TIME: 3 hours

This question paper consists of 16 pages and a 2-page answer sheet.

INSTRUCTIONS AND INFORMATION

1. This question paper consists of FIVE sections.

SECTION	MARKS	TIME (MINUTES)
A Short questions	40	20
B Food and Nutrition	40	40
C Clothing	40	40
D Housing and Household Equipment	40	40
E Theory of Production and Entrepreneurship	40	40

2. ALL the sections are COMPULSORY.
3. Answer SECTION A on the attached ANSWER SHEET and place it in the BACK of your ANSWER BOOK.
4. Number the answers correctly according to the numbering system used in this question paper.
5. Start EACH question on a NEW page.
6. A calculator may be used.
7. Write with black or blue ink only.
8. In this question paper, ONE fact counts ONE mark.
9. 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 make a cross (X) in the block (A–D) next to the question number (1.1.1–1.1.24) on the attached ANSWER SHEET. NO marks will be awarded if more than one cross (X) appears for an answer.

EXAMPLE:

A	<input checked="" type="checkbox"/> B	C	D
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- 1.1.1 In order not to mislead consumers the following information should NOT appear on food labels:
- A Low fat
 - B Sugar free
 - C Reduced fat
 - D High in fibre
- (1)
- 1.1.2 An advantage of organic foods:
- A Grown with chemical fertilisers
 - B Bigger seasonal harvests
 - C Contains growth stimulants
 - D Causes fewer allergies
- (1)
- 1.1.3 One of the most common triggers of allergic reactions:
- A Peanuts
 - B Oranges
 - C Red meat
 - D Sugar
- (1)
- 1.1.4 A lack of these nutrients may cause anaemia:
- A Folic acid, iron and vitamin D
 - B Iron, vitamin A and vitamin B₁₂
 - C Vitamin B₁₂, iron and folic acid
 - D Calcium, vitamin B₁₂ and vitamin C
- (1)
- 1.1.5 Which of the following vitamins play a role in strengthening the immune system?
- A Vitamin C, vitamin B₁₂ and vitamin E
 - B Vitamin A, vitamin B₁₂ and vitamin D
 - C Vitamin B₆, vitamin C and vitamin E
 - D Vitamin A, vitamin B₆ and vitamin C
- (1)

- 1.1.6 A long-term consequence of anorexia nervosa:
- A Infertility and stunted growth
 - B Dehydration and bloating
 - C Low blood pressure and jaundice
 - D Bone fractures and paleness (1)
- 1.1.7 A possible characteristic of an individual suffering from anorexia nervosa:
- A Allergic to dairy products
 - B Low self-esteem
 - C Inability to digest carbohydrates
 - D Not concerned with weight gain (1)
- 1.1.8 Which ONE of the following food-based dietary guidelines plays a role in reducing the risk of hypertension?
- A Drink lots of clean, safe water
 - B Use food and drinks containing sugar sparingly
 - C Eat fats sparingly
 - D Use salt sparingly (1)
- 1.1.9 Rakesh is a vegetarian and recently started feeling tired. Which dietary-related health condition is he most likely suffering from?
- A Anaemia
 - B Coronary heart disease
 - C Diabetes
 - D Osteoporosis (1)
- 1.1.10 Which ONE of the following should be approached first when a consumer complains about poor service?
- A Dealer
 - B South African Bureau of Standards
 - C National Consumer Forum
 - D South African National Consumer Union (1)
- 1.1.11 A function of the National Consumer Forum:
- A Gives the consumer an opportunity to use the media to complain
 - B Handles complaints on behalf of consumers
 - C Promotes a competitive environment in South Africa
 - D Protects consumer rights (1)
- 1.1.12 The period of assessment of income tax for individuals:
- A 6 months
 - B 12 months
 - C 18 months
 - D 24 months (1)

1.1.13 In clothing, individuality refers to ...

- A a sense of belonging.
- B personal style.
- C wearing corporate clothing.
- D buying the same clothes as the group. (1)

1.1.14 Haute couture refers to fashion ...

- A that is extreme and popular for a long period of time.
- B styles that are elegant and remain popular for a long time.
- C that is generally accepted by everybody.
- D styles that are unique and worn by a small group of people. (1)

1.1.15 Which non-verbal message is conveyed by the following picture?



- A Religion
- B Marital status
- C Culture
- D Occupation (1)

1.1.16 An important process to standardise products:

- A Product specifications
- B Drawing flow charts
- C Production schedules
- D Adapting processes (1)

1.1.17 The following aspect must be considered when planning production schedules:

- A Labelling of products
- B Available money
- C Division of work
- D The target market (1)

- 1.1.18 The following principle is important in stock control and storage procedures:
- A Adhere to specifications
 - B Place new stock at the back
 - C Use human resources economically
 - D Invest in quality packaging
- (1)
- 1.1.19 Packaging which will sustain the environment must always be ...
- A cheap and colourful.
 - B expensive and durable.
 - C strong and well designed.
 - D made from recycled materials.
- (1)
- 1.1.20 Working conditions of employees are determined by the ...
- A Employment Equity Act, 1998 (Act 55 of 1998)
 - B Labour Relations Act, 1995 (Act 66 of 1995)
 - C Skills Development Act, 1998 (Act 97 of 1998)
 - D Occupational Health and Safety Act, 1993 (Act 85 of 1993)
- (1)
- 1.1.21 The following is included in an employment contract:
- A Emergency contact numbers
 - B Names of dependants
 - C Conditions of employment
 - D Previous employers
- (1)
- 1.1.22 A good record-keeping system must ...
- A monitor the financial performance on an ongoing basis.
 - B use professional accountants.
 - C use a computerised program.
 - D revise the system at least once a year.
- (1)
- 1.1.23 A successful entrepreneur must have ...
- A a business qualification.
 - B a good sense of humour.
 - C good management skills.
 - D the latest technology.
- (1)
- 1.1.24 An effect of poor waste management on the environment:
- A A reduced carbon footprint
 - B Evidence of thermal warming
 - C Increased global warming
 - D All the above-mentioned
- (1)

- 1.2 Give ONE word/term for each of the following descriptions. Write only the word/term next to the question number (1.2.1–1.2.7) on the attached ANSWER SHEET.
- 1.2.1 The payment made to the estate agent by the seller and/or buyer (1)
- 1.2.2 The type of bond registered as security on a property and paid back with interest in monthly instalments (1)
- 1.2.3 Tax paid when property is bought and change of ownership is finalised (1)
- 1.2.4 The document that proves home ownership (1)
- 1.2.5 Money paid to the seller if the buyer stays in the house before the house has been registered in the buyer's name (1)
- 1.2.6 The type of interest that stays unchanged when the interest rate fluctuates (1)
- 1.2.7 The fee that is paid to the attorney who oversees the transfer and registration process (1)
- 1.3 Select FOUR social factors from the list below which will influence fashion trends. Make a cross (X) in the block (A–H) next to the question number (1.3) on the attached ANSWER SHEET.
- A New trade regulations
- B Increased consumer income
- C Media and electronic communication
- D Higher level of education
- E Old methods of distribution
- F Changing of people's values
- G Increased mobility of consumers
- H Changing role of consumers (4)

- 1.4 Choose a description from COLUMN B that matches a term in COLUMN A. Make a cross (X) in the block (A–H) next to the question number (1.4.1–1.4.5) on the attached ANSWER SHEET.

COLUMN A TERMS		COLUMN B DESCRIPTIONS	
1.4.1	Capital Gains Tax	A	Tax paid on luxury items such as tobacco
1.4.2	Property tax	B	Paying estimated amounts of tax more than once a year
1.4.3	Pay as you earn	C	Tax added to a product's value at each stage of its manufacturing
1.4.4	Provisional tax	D	Tax paid to the local municipality by people who own land
1.4.5	Excise duty	E	Tax deducted from someone's salary on a monthly basis
		F	A levy paid on all goods entering the country from abroad
		G	Paying tax on the profit earned when selling a holiday house
		H	Tax paid to SARS by people who own property

(5)

TOTAL SECTION A: 40

SECTION B: FOOD AND NUTRITION**QUESTION 2**

- 2.1 Describe what *Type 1 diabetes* is. (3)
- 2.2 Explain TWO differences between a *milk allergy* and *lactose intolerance*. (4)
- 2.3 Study the contents of the two lunch packs below and answer the questions that follow.

LUNCH PACK A	LUNCH PACK B
Low-fat sweetened yoghurt Watermelon pieces Cherry tomatoes and cucumber Rye bread with Cheddar cheese	Low-fat milk Grapes Cucumber and carrot sticks Provitas (wholewheat biscuits) with low-fat cottage cheese

Select, with reasons, the lunch pack which would be the most suitable choice for a person with:

- 2.3.1 Type 1 diabetes (8)
- 2.3.2 A lactose intolerance. (4)
- 2.4 Answer the following questions about cholesterol:
- 2.4.1 Define *cholesterol*. (2)
- 2.4.2 Explain the dangers of high blood cholesterol levels. (5)

- 2.5 Study the list of ingredients for the two muffin recipes below and answer the questions that follow.

MUFFIN RECIPE A (Yields 12 muffins)	MUFFIN RECIPE B (Yields 12 muffins)
500 mℓ cake flour 20 mℓ baking powder 2,5 mℓ salt 30 mℓ sugar 250 mℓ milk 1 egg, well beaten 60 mℓ melted butter 250 mℓ grated Cheddar cheese	250 mℓ cake flour 20 mℓ baking powder 2,5 mℓ ground mixed spice 5 mℓ ground cinnamon 2,5 mℓ salt 250 mℓ wholewheat flour 60 mℓ brown sugar 100 mℓ seedless raisins 1 egg 250 mℓ milk 90 mℓ melted medium-fat margarine

- 2.5.1 Redraw the following table in your ANSWER BOOK. Compare the TWO muffin recipes with regard to their nutrient content:

	RECIPE A	RECIPE B
Fat content	(2)	(2)
Sugar content	(1)	(1)

(6)

- 2.5.2 Which recipe would be more suitable for a person with high blood cholesterol and obesity? Motivate your choice.

(8)

TOTAL SECTION B: 40

SECTION C: CLOTHING**QUESTION 3**

3.1 Discuss why a person should be appropriately dressed for work in the corporate world. (5)

3.2 Study the following outfits for men and answer the questions that follow.

OUTFIT A	OUTFIT B	OUTFIT C
<ul style="list-style-type: none"> • Slim-fit, stretch, long-sleeved shirt with leopard print • Black linen waistcoat • Black lace tie • Designer denim jeans • Black shoes 	<ul style="list-style-type: none"> • Brown Madiba silk shirt with long sleeves • Black trousers • Black shoes 	<ul style="list-style-type: none"> • White long-sleeved shirt • Black pinstripe suit • Floral tie • Black shoes

3.2.1 Identify the outfit which is an example of a fashion fad. Give a reason for your answer. (2)

3.2.2 Identify the clothing item which is an example of a fashion trend. Give a reason for your answer. (2)

3.2.3 Compare the differences between the fashion cycle for outfit A and outfit C. Tabulate your answer as follows:

FASHION CYCLE FOR OUTFIT A	FASHION CYCLE FOR OUTFIT C

3.3 Give guidelines on how to complain about the poor attitude of a salesperson at a local clothing store. (5)

3.4 State SIX guidelines to consider when planning a basic wardrobe for the world of work. (6)

- 3.5 Read the following scenario, analyse the pictures and then answer the questions that follow.

Gloria, who is 20 years old, is appointed as an office assistant at a fashion wholesaler. She assists in the sales department on Mondays and Fridays. Her contract indicates that she should wear the company uniform on Mondays and Fridays when working with the public. The company uniform consists of a pencil skirt, white shirt and formal jacket. The rest of the week she should dress professionally. No informal clothes, shorts, jeans, tackies (sneakers) or brand labels are allowed. Below are the outfits she selected for a week.



Monday



Tuesday



Wednesday



Thursday



Friday

- 3.5.1 Explain why brand labels are not part of this company's professional dress code. (2)
- 3.5.2 'Gloria has better self-esteem when wearing the company uniform.' Discuss this statement. (5)
- 3.5.3 Discuss whether her selected outfits comply with the company's dress code and the requirements of her contract. (7)

TOTAL SECTION C: 40

SECTION D: HOUSING AND HOUSEHOLD EQUIPMENT**QUESTION 4**

- 4.1 A housing complex comes with duties and rules. Arm yourself with information about the body corporate when you consider buying property in a housing complex.

[Adapted from *Business Times*, 21 August 2011]

- 4.1.1 Which type of housing ownership is referred to in the extract? (1)
- 4.1.2 Give a brief description of what a *body corporate* is. (2)
- 4.1.3 Explain the responsibilities of the following parties regarding maintenance at a housing complex:
- (a) The body corporate (2)
 - (b) The owners (2)

- 4.2 'When I left the house I was renting, my landlord pocketed most of my deposit by running through a list of things which were broken or missing before I moved in. He crossed off a shower which I had replaced at my own expense. He clearly cheats all his tenants with the same checklist.'

'How does one defend oneself against crooked landlords?'

[Letter in *Business Times*, 2 October 2011]

- 4.2.1 Respond to the writer's question. (6)
- 4.2.2 State FIVE advantages of renting accommodation. (5)
- 4.3 State SIX problems created by poor waste management. (6)

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

Lucky and Nelly have recently started a life together and enjoy entertaining their friends. They are currently saving to buy a home in three years' time. They live in a rented apartment with a small fitted kitchen with specific measurements of 2 000 mm height x 620 mm width for the refrigerator. Nelly would like to buy a refrigerator as one of their short-term goals.

The two refrigerators/freezer combinations below were advertised in a flyer of a long established dealership and they were all from the same well-trusted manufacturer.

MODEL A Combi-fridge/freezer	MODEL B Combi-fridge/freezer
A energy rating 346 litres Auto-defrost Adjustable thermostat 24-month guarantee Size: 1 740 mm height x 600 mm width x 618 mm depth Price: R3 989,00 SABS approved	A energy rating 430 litres Manual defrost Electronic control 24-month guarantee Size: 1 881 mm height x 595 mm width x 646 mm depth Price: R4 989,00 SABS approved

4.4.1 State SIX ways how one can save electricity at home when using a refrigerator. (6)

4.4.2 Select the combi-fridge/freezer which is the more suitable choice for Nelly according to the following FIVE criteria:

- (a) Space available in the house
- (b) Environmental impact
- (c) Features/Functions
- (d) Affordability
- (e) Quality

Motivate your choice. (10)

TOTAL SECTION D: 40

SECTION E: THEORY OF PRODUCTION AND ENTREPRENEURSHIP**QUESTION 5**

Study the flyer below and answer the questions that follow.



Tired of being cold in winter?

Imagine ...
warm ears, neck and hands
and steaming hot soup ...

What and where?

- Beanies in a variety of colours @ R45,00 each
- Chunky scarves in a variety of colours @ R60,00 each
 - Warm gloves @ R50,00 per pair
- Variety of home-made soups from R15,00 per serving

These products can be bought from
Winter Warmers
at the market every Saturday
on the Village Square from 09:00–15:00

Buy NOW! Don't let another week pass without being
geared for the cold! You deserve to be warm!

Products can also be ordered from Dudu
083 706 5434



- 5.1 List FOUR different types of material/non-human resources that this enterprise will need in order to produce the products in the flyer. (4)
- 5.2 State what this enterprise could do to ensure good customer relationships with regard to:
- 5.2.1 The product (3)
- 5.2.2 Customer interaction (3)
- 5.3 Explain why the name 'Winter Warmers' is suitable for this enterprise. (3)
- 5.4 Promotion is one of the P's that forms part of the marketing mix. Explain how the other THREE P's of the marketing mix are used in this flyer. (6)

- 5.5 The production cost of one chunky scarf is R35,00. The chunky scarves are sold at R60,00 each. Show ALL calculations when answering the following questions.
- 5.5.1 Calculate the profit on ONE chunky scarf. (3)
- 5.5.2 'Winter Warmers' produced 250 scarves during May. Calculate how many scarves must be sold before the enterprise breaks even. (5)
- 5.6 The AIDA principles of advertising are:
- Attention
 - Interest
 - Desire
 - Action
- Explain how this enterprise used all FOUR AIDA principles when they designed their flyer. (8)
- 5.7 'This enterprise runs the risk of not being able to sustain profitability.'
- 5.7.1 Explain why this statement is TRUE. (2)
- 5.7.2 Suggest THREE solutions to ensure the sustainability of the enterprise. (3)
- TOTAL SECTION E: 40**
GRAND TOTAL: 200

ANSWER SHEET**CENTRE NUMBER:**

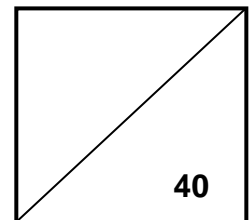
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EXAMINATION NUMBER:

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SECTION A**QUESTION 1.1**

1.1.1	A	B	C	D	(1)
1.1.2	A	B	C	D	(1)
1.1.3	A	B	C	D	(1)
1.1.4	A	B	C	D	(1)
1.1.5	A	B	C	D	(1)
1.1.6	A	B	C	D	(1)
1.1.7	A	B	C	D	(1)
1.1.8	A	B	C	D	(1)
1.1.9	A	B	C	D	(1)
1.1.10	A	B	C	D	(1)
1.1.11	A	B	C	D	(1)
1.1.12	A	B	C	D	(1)
1.1.13	A	B	C	D	(1)
1.1.14	A	B	C	D	(1)
1.1.15	A	B	C	D	(1)
1.1.16	A	B	C	D	(1)
1.1.17	A	B	C	D	(1)
1.1.18	A	B	C	D	(1)
1.1.19	A	B	C	D	(1)
1.1.20	A	B	C	D	(1)
1.1.21	A	B	C	D	(1)
1.1.22	A	B	C	D	(1)
1.1.23	A	B	C	D	(1)
1.1.24	A	B	C	D	(1)

**24**

QUESTION 1.2

1.2.1		(1)
1.2.2		(1)
1.2.3		(1)
1.2.4		(1)
1.2.5		(1)
1.2.6		(1)
1.2.7		(1)
		7

QUESTION 1.3

1.3	A	B	C	D	E	F	G	H	(4)
									4

QUESTION 1.4

1.4.1	A	B	C	D	E	F	G	H	(1)
1.4.2	A	B	C	D	E	F	G	H	(1)
1.4.3	A	B	C	D	E	F	G	H	(1)
1.4.4	A	B	C	D	E	F	G	H	(1)
1.4.5	A	B	C	D	E	F	G	H	(1)
									5

TOTAL SECTION A: 40