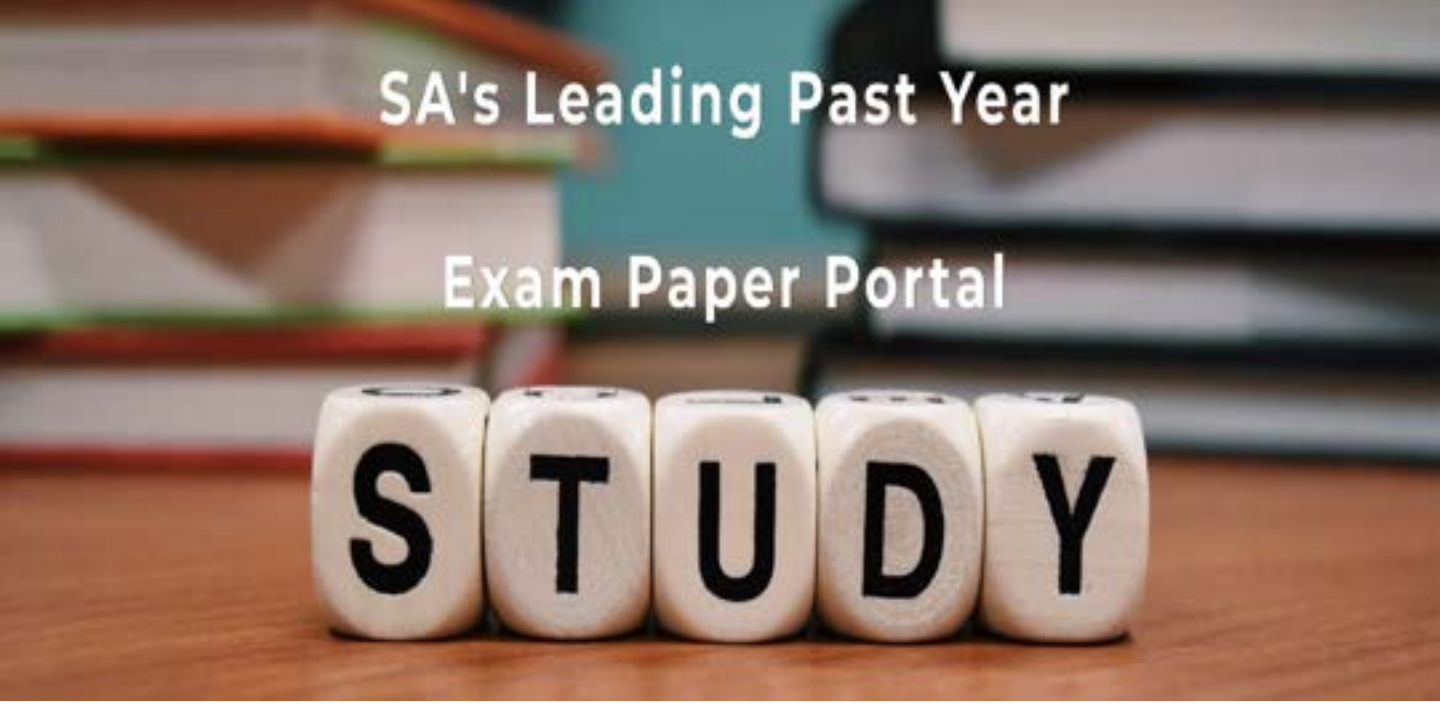

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SENIOR CERTIFICATE EXAMINATIONS/ NATIONAL SENIOR CERTIFICATE EXAMINATIONS

CONSUMER STUDIES

2022

MARKS: 200

TIME: 3 hours

This question paper consists of 16 pages.

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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 down 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 savings club which benefits all its members:

A Society
B Stokvel
C Pyramid scheme
D Book club (1)

1.1.2 The increase in the price of goods and services:

A Interest rate
B VAT rate
C Inflation rate
D Prime rate (1)

1.1.3 The repo rate is the interest rate …

A used to calculate compound interest.
B which the Reserve Bank charges banks.
C charged on personal loans.
D charged on home loans. (1)

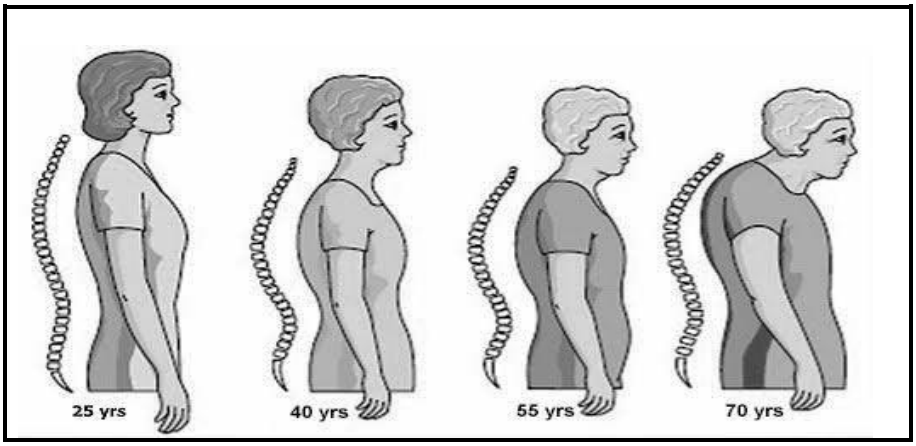
1.1.4 The consumer price index is used to …

A calculate the official rate of inflation.
B set the official repo rate.
C assess the impact of price increases on households.
D determine the price of VAT-exempt foods. (1)

1.1.5 Food items that are exempted from VAT:

A White bread and samp
B Vegetables and pasta
C Cake flour and oil
D Eggs and rice (1)

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



[Source: Images.google.com]

The picture represents a person suffering from the following food-related health condition:

A Diabetes
B Osteoporosis
C Anaemia
D Hypertension (1)

1.1.7 Food irradiation helps to …

A increase the nutritional value.
B ripen fruits and vegetables.
C destroy bacteria.
D remove pesticides. (1)

1.1.8 Food with a high glycaemic index will …

A cause a rapid rise in the blood glucose levels.
B release glucose slowly into the blood.
C cause a gradual rise in the blood glucose levels.
D alter the blood glucose levels steadily. (1)

1.1.9 Consumers enjoy food security when they …

A start a vegetable garden.
B are grant recipients for 6 months.
C take nutritional supplements.
D eat adequate and safe food. (1)

1.1.10 Vitamin … is an example of an antioxidant.

A K
B C
C D
D B (1)

1.1.11 Mary would like to camouflage her wide waist. This could be best achieved by wearing the following:

A Dress with horizontal stripes
B Bright-coloured pants
C Dress with a big belt
D A-line dress (1)

1.1.12 The stove top that is safe to use, easy to clean and energy-efficient:

A Gas burner
B Induction hob
C Spiral plate
D Solid plate (1)

1.1.13 A body corporate manages the following type of home ownership:

A Free title
B Full title
C Sectional title
D Single title (1)

1.1.14 … is an advantage of full-title ownership.

A Using communal facilities
B Safety during the day
C Cheaper maintenance
D A sound investment (1)

1.1.15 The least expensive method to pay for a household appliance:

A Instalment sale transaction
B Credit card
C Personal loan
D Cash (1)

1.1.16 Start-up costs for a business include …

A rent, electricity, water, salaries.
B licence, stock, rental deposit, equipment.
C insurance, licence, stationery, wages.
D telephone, electricity, water, transport. (1)

1.1.17 The stage when a business could reach its best sales scenario:

A 50% of the products are sold
B Quality products are produced
C Sales cover all expenses
D Fewer products than required are produced (1)

1.1.18 An example of the advertising media most suitable for a small-scale business:

A Radio
B Television
C Cinema
D Flyers (1)

1.1.19 … ensures that there are enough raw materials for production.

A Stock control
B Product specification
C Quality control
D Cost accounting (1)

1.1.20 Reducing environmental waste and pollution contributes to …

A financial stability.
B sustainable production.
C time management.
D loss of income. (1)

1.2 Give ONE term for each of the following descriptions. Write only the term next to the question numbers (1.2.1 to 1.2.5) in the ANSWER BOOK.

1.2.1 Interest that is calculated on the original loan amount only

1.2.2 Members receive compensation for recruiting other members

1.2.3 A scheme where a product is sold and members are recruited for commission

1.2.4 A fraudulent way of obtaining money from unsuspecting consumers

1.2.5 The time the law gives a consumer to cancel a contract without implications (5 x 1) (5)

1.3 Match the effect of the lack of a food additive in COLUMN B with the food additive in COLUMN A. Write only the letter (A–H) next to the question numbers (1.3.1 to 1.3.5) in the ANSWER BOOK, e.g. 1.3.6 J.

COLUMN A FOOD ADDITIVE	COLUMN B EFFECT OF THE LACK OF A FOOD ADDITIVE
1.3.1 Preservatives	A foods become rancid
1.3.2 Stabilisers	B over-ripening of fruit
1.3.3 Colourants	C unpleasant taste
1.3.4 Antioxidants	D lack in foam formation
1.3.5 Flavourants	E unattractive appearance of food
	F spoilage of food
	G formation of lumps
	H uneven texture in food

(5 x 1) (5)

1.4 Give ONE term for each of the following descriptions. Write only the term next to the question numbers (1.4.1 to 1.4.5) in the ANSWER BOOK.

1.4.1 A document that shows the movement of money over a future period

1.4.2 The ability of a business to grow and still produce a profit in the long term

1.4.3 Fixed and variable costs incurred by a business to manufacture products

1.4.4 The analysis and evaluation of a proposed business idea to determine whether it is likely to be successful

1.4.5 The amount added to the cost price of goods to cover overheads and profits (5)

1.5 Select FIVE consequences of brand piracy for the original brand manufacturer from the list below. Write only the letters (A–J) next to the question number (1.5) in the ANSWER BOOK.

A Increased tax revenues for a country's economy
B The original brand manufacturer will lose income
C Decline in product competition
D It tarnishes the image of the manufacturer
E Cheaper versions of the original brand will be available
F Creates more job opportunities in the legitimate industry
G Prevents growth for registered trademark owners
H Consumers may lose faith in the original product
I More opportunities for the manufacturer to expand
J Financial sustainability in the legitimate industry (5 x 1) (5)

TOTAL SECTION A: 40

SECTION B: LONG QUESTIONS

QUESTION 2: THE CONSUMER

2.1 Explain the following terms:

2.1.1 Pay as you earn (PAYE) (3)

2.1.2 Phishing (3)

2.2 Name TWO levies paid by motorists when they fill up their vehicles with petrol or diesel. (2)

2.3 Name FOUR causes of water pollution. (4)

2.4 List ways in which a household can save electricity when heating and boiling water. (3)

2.5 Differentiate between *direct* and *indirect taxes* paid by a consumer. (3)

2.6 Discuss the advantages of having a two-year guarantee on goods and services. (4)

2.7 Explain the responsibilities of municipalities to control the spread of Covid-19. (4)

2.8 Study the advertisement below and answer the questions that follow.

[Source: MTN.co.za]

2.8.1 Explain why the advertisement could be considered as a contract when a consumer buys this data package. (3)

2.8.2 State THREE reasons why entering into this contract is legal. (3)

2.9 Discuss the impact of price increases of the following on South African households:

2.9.1 Fuel prices (4)

2.9.2 Electricity (4)

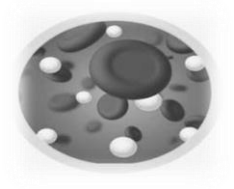
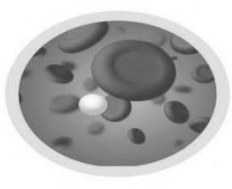
[40]

QUESTION 3: FOOD AND NUTRITION

3.1 List the information that must appear on a food label. (5)

3.2 State why South Africa is considered food self-sufficient. (2)

3.3 Study the pictures of blood glucose levels below and answer the question that follows.

BLOOD GLUCOSE LEVELS		
		
A – High	**B – Normal**	**C – Low**

[Source:bloodglucosevalue.com]

Identify the health conditions represented by pictures **A** and **C**. (2)

3.4 Read the scenario below and answer the question that follows.

> Nandi, a teenager, ran to school for 2 km as she was late. She did not have time to eat. She bought sweets from a street vendor and quickly ate them before she went to her first class for the day. Halfway through the lesson she felt very hungry and shaky, and fainted. She was taken to the school's sickbay.
>
> [Own text]

State FOUR reasons why Nandi experienced the food-related health condition above. (4)

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

> Five toddlers at a daycare centre were taken to hospital after they showed symptoms of gastroenteritis. The daycare centre had had no water supply for two days. They still had to prepare the food, wash dirty utensils and change the nappies.
>
> [Own text]

3.5.1 Give the incubation period of gastroenteritis. (1)

3.5.2 Explain how gastroenteritis could have been transmitted to the toddlers. (4)

3.6 State FOUR benefits of genetically modified foods for the consumer. (4)

3.7 Explain the negative impact of organic farming on the economic environment. (6)

3.8 Study the dish below and answer the question that follows.

FISH NOODLE BAKE
(consists of layers of canned pilchards with bones, pasta, white sauce with cheddar cheese)

Discuss how the dish above would assist in the prevention and management of osteoporosis. (4)

3.9 Study the information below that appears on the packaging of a loaf of bread.

Wholewheat Bread Nutritional Facts Serving Size 1 slice (38 g)			
Amount Per Serving			
Total Fat 1 g			
Saturated Fat 0 g			
Trans Fats 0 g			
Cholesterol 0 g			
Sodium 190 g			
Total Carbohydrates 18 g			
Dietary Fibre 3 g			
Sugars 3 g			
Protein 4 g			
Vitamin A	**0%**	**Vitamin C**	**0%**
Calcium	**4%**	**Iron**	**6%**

Ingredients:
Wholewheat flour
Water
Brown sugar
Wheat (gluten)
Soybean oil
Wheat bran
Yeast
Salt
Wheat germ
Molasses
Honey

[Adapted from ambitiousmares.blogspot.com]

Justify the suitability of the bread for a person suffering from diabetes. (8)

[40]

QUESTION 4: CLOTHING

4.1 Name TWO characteristics of classic fashions. (2)

4.2 Give TWO examples of sustainable textiles. (2)

4.3 Explain the following terms*:*

4.3.1 Eco-friendly fabrics (2)

4.3.2 Fashion fads (2)

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

This outfit consists of:

- Black dress
- Beige high-heeled sandals

[Source: express.com/womens clothes]

Motivate the suitability of the colour and style of the outfit for the workplace. (4)

4.5 In 2020 there were no major fashion changes around the world nor in South Africa.

Explain how the following factors contributed to the statement above:

4.5.1 Social factors (4)

4.5.2 Economic factors (4)

[20]

QUESTION 5: HOUSING AND INTERIOR

5.1 List the information that must be included in a building contract to protect the consumer and the building contractor. (5)

5.2 Study the picture of the refrigerator below and answer the questions that follow.

157 ℓ SOLAR HYBRID REFRIGERATOR	
	The solar hybrid refrigerator uses both electricity and solar energy. However, it prioritises solar energy and therefore uses as much solar energy as it can to run the unit. This will significantly reduce the electricity bill and result in up to 44% less energy consumption. Features: • Auto defrost • A+ energy rating • Metallic finish [Source: defy.co.za]

5.2.1 Name THREE factors to consider when selecting a refrigerator for a family. (3)

5.2.2 Describe TWO ways in which the refrigerator saves human energy. (4)

5.2.3 Explain the benefits of using a solar hybrid refrigerator. (3)

5.3 Read the statement below and answer the question that follows.

> During lockdown many people experienced a loss of income. This had an impact on homeowners who still had to meet their financial homeownership responsibilities.
>
> [Own text]

Discuss the possible consequences for homeowners if they cannot meet their financial homeownership responsibilities. (5)

[20]

QUESTION 6: ENTREPRENEURSHIP

6.1 Name FOUR requirements of high quality packaging. (4)

6.2 Study the advertisement below and answer the question that follows.

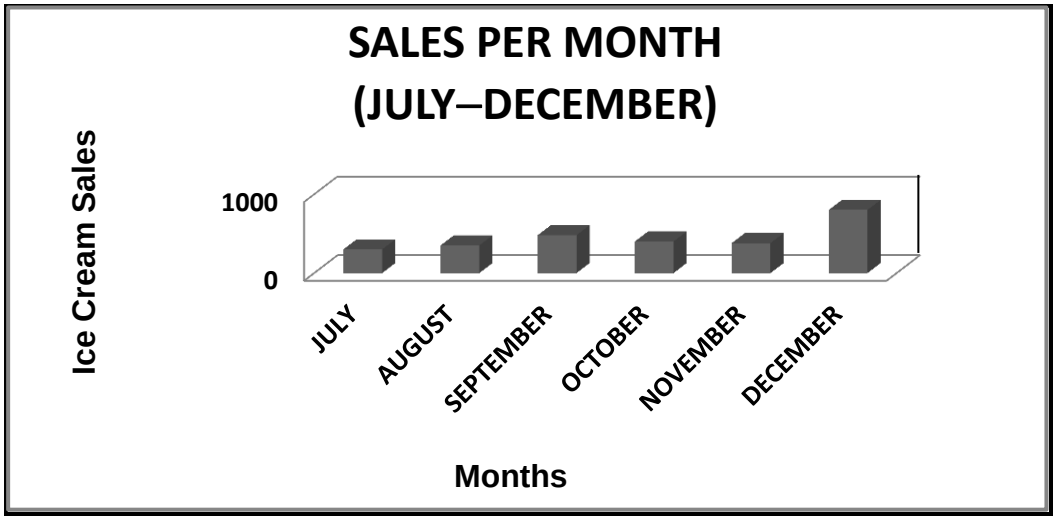
TOFFEES FROM DARLING SWEET

Darling Sweet has become a well-known brand for those with a sweet tooth. The toffees are available in many flavours. Darling Sweet has expanded their range and now also includes other products such as honey and toffee spread. Their products are found at many craft and food markets and are advertised online.

[Source: theculturetrip.com]

Explain how the 5Ps of the marketing mix have been achieved in the advertisement above. (5)

6.3 Study the graph below of the sales of a local ice cream business for the past six months. Answer the questions that follow.



6.3.1 Identify the month with the highest sales. (1)

6.3.2 Give THREE possible reasons for the answer to QUESTION 6.3.1. (3)

6.3.3 Explain why July shows the lowest sales. (1)

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

> Nel runs a laundromat in his community. He offers collection, washing, ironing and delivering of laundry. His business has grown recently after he has been awarded a contract by a local restaurant to wash their tablecloths and napkins. He then expanded his business by forming different departments: two workers receive and sort orders; two workers run the washing machines; two do the ironing and packing and a driver collects and delivers. Since getting the contract, Nel has been extremely busy and has had to hire and train more workers and buy bigger washing machines. He also wants to start a dry-cleaning section and has sent two employees on a dry-cleaning course.
>
> [Own text]

6.4.1 Briefly explain the importance of staff training to ensure the success of Nel's business. (4)

6.4.2 Explain why tidiness is important in the laundromat. (2)

6.4.3 Identify THREE factors that will contribute to the success of Nel's business. (3)

6.4.4 Write a paragraph to explain how Nel's laundromat provides an efficient service to his customers. (6)

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

> Nel charges R100,00 for a 10 kg basket of laundry. Collection and delivery cost the customer an additional R30,00. Nel's business launders 30 baskets per day. He makes a profit of 40% on each 10 kg basket of laundry, including collection and delivery.

(a) Calculate the amount of money that the business will earn if 30 baskets of laundry are collected, laundered and delivered daily. (3)

(b) Calculate the profit Nel makes on laundering 30 baskets of laundry per day. (2)

6.4.6 Discuss the factors that make Nel's business financially sustainable. (6)
[40]

TOTAL SECTION B: 160
GRAND TOTAL: 200