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GRADE 12

SEPTEMBER 2022

CONSUMER STUDIES

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)
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	20	20
6	Entrepreneurship	40	40
TOTAL:		200	180

2. All the questions are COMPULSORY.
3. Number the answers correctly according to the numbering system used in the 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**QUESTION 1: SHORT QUESTIONS**

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

1.1.1 The cooling-off period after a direct marketing sale to which the buyer can cancel the contract is ... business days.

- A seven
- B fourteen
- C two
- D five

(1)

1.1.2 The agency responsible for collecting and administering the tax system.

- A SARS
- B SABS
- C SARB
- D SABR

(1)

1.1.3 The rate at which the Reserve Bank lends money to the commercial banks in the event of any shortfall of funds is the ...

- A interest rate.
- B inflation rate.
- C repo rate.
- D prime rate.

(1)

1.1.4 The following are considered to be renewable energy sources.

- A Coal, wood and oil
- B Water, wind and solar
- C Coal, wind and oil
- D Water, wood and gas

(1)

1.1.5 Systolic blood pressure measures the pressure in your arteries when the ...

- A heart relaxes between beats and the heart fills with blood.
- B heart contracts and pushes out blood to the rest of the body.
- C heart relaxes and pushes out blood to the rest of the body.
- D heart contracts on the beat and the heart fills with blood.

(1)

1.1.6 The lack of the following nutrients in the diet can cause anaemia.

- A Iron, Iodine and Vitamin B6
- B Vitamin B12, folic acid and calcium
- C Iron, Vitamin B12 and folic acid
- D Iodine, Vitamin B6 and protein

(1)

- 1.1.7 An additive that is helpful in ensuring that packaged foods keep their consistency and allow oil and water to stay blended.
- A Stabiliser
 - B Anti-oxidant
 - C Thickener
 - D Emulsifier
- (1)
- 1.1.8 The synthetic yellow food colourant that may cause an allergic reaction in some people.
- A Tartrazine
 - B Turmeric
 - C Carotene
 - D Lecithin
- (1)
- 1.1.9 A common misconception about food-borne diseases is that ...
- A a food that makes you sick will smell and taste bad.
 - B clean kitchens, not just dirty ones, can make people sick.
 - C fresh food can make you sick if not properly handled.
 - D you can get sick even when foods are properly cooked.
- (1)
- 1.1.10 A main concern with GMO food on one's health.
- A Damage to the environment
 - B Threatening crop diversity
 - C Allergic reactions
 - D Resistance to herbicides
- (1)
- 1.1.11 A characteristic of the classic clothing style.
- A Attracts people's attention quickly
 - B An extremely unique design
 - C A rapid growth in popularity
 - D Acceptable for several years
- (1)
- 1.1.12 Brand piracy is illegal because ...
- A they are sold by traders.
 - B they are imported goods.
 - C goods are of a poor quality.
 - D it infringes on trademark laws.
- (1)
- 1.1.13 Natural fibres that are grown without the use of pesticides, herbicides or synthetic fertilisers are known as ... fibres.
- A non-organic
 - B renewable
 - C organic
 - D natural
- (1)

- 1.1.14 A cost usually payable before occupying a property to rent.
- A Insurance
 - B Deposit
 - C Monthly rent
 - D Maintenance fee
- (1)
- 1.1.15 An advantage of building a house.
- A You can choose the features of the house
 - B May be time consuming due to delays
 - C It is cost effective as interest is lower
 - D You can choose your own curtains and fittings
- (1)
- 1.1.16 The term which describes the full ownership of a property which includes both the building(s) and the land it is built on.
- A Tenure
 - B Full-title
 - C Residential proof
 - D Sectional title
- (1)
- 1.1.17 An important factor to consider in the businesses pricing strategy.
- A Stick to one method of pricing
 - B Concentrate on advertising techniques
 - C What your target market is willing to pay
 - D Base your pricing on the costs
- (1)
- 1.1.18 A process whereby the product is inspected along the production line in order to meets the standards set and satisfy the requirements of the customer.
- A Quality control
 - B Standardisation
 - C Product specification
 - D Quality assurance
- (1)
- 1.1.19 A feasibility study is carried out to determine ...
- A the total revenue that the business has received.
 - B the costs after the business has already started.
 - C the movement of money over a certain period.
 - D if the business will be worth pursuing economically.
- (1)
- 1.1.20 A business sales objective is to sell 1 000 units per month and the break-even point is reached when 600 units are sold.
A best-sale scenario will be when the business ...
- A does not meet break-even point as 500 units are sold.
 - B sells 1 000 units and makes a good profit.
 - C meets break-even point by selling 600 units.
 - D sells 800 units for a fair profit.
- (1)

[20]

- 1.2 Choose the description from COLUMN B that matches the stage in the fashion cycle in COLUMN A. Write only the letter (A–H) next to the question numbers (1.2.1 to 1.2.5) in the ANSWER BOOK, for example 1.2.6 I.

COLUMN A STAGE IN FASHION CYCLE		COLUMN B DESCRIPTION	
1.2.1	Introduction	A	the style is finally rejected
1.2.2	Rise	B	designs are not unique but are produced in limited numbers
1.2.3	Peak	C	styles are reproduced and costs more than designer clothes
1.2.4	Decline	D	the style gains momentum as it is sold in greater quantities
1.2.5	Obsolescence	E	people get tired of the style and begin to look for something new
		F	the new style is offered at high prices and produced in small quantities
		G	individuals who are the first to wear new styles
		H	is at its most popular and accepted stage

(5 x 1)

(5)

- 1.3 Give ONE word/term for each of the descriptions below. Write only the word(s)/term next to the question numbers (1.3.1–1.3.6) in the ANSWER BOOK.

1.3.1 A soft, white waxy substance produced by the liver

1.3.2 When interest is calculated on the principal amount only

1.3.3 The credit transaction when the seller allows you to take the appliance home immediately and it is paid off monthly over a period of time

1.3.4 Goods that have been imported into the country through unofficial or unauthorised distribution channels

1.3.5 A savings fund to which members regularly contribute a fixed amount to a common pool from which they can receive a lump payment

1.3.6 The collective name given to the owners of the units and common property in a sectional title scheme

(6 x 1)

(6)

1.4 Identify FOUR reasons from the list below that were causes of food insecurity during the Covid-19 pandemic in 2020. Write only the letters (A–H) next to the question number (1.4) in the ANSWER BOOK.

- A Community feeding schemes were set up to help the elderly and children.
- B Lockdowns caused major economic disruptions and contributed to a loss of livelihoods and income.
- C The Solidarity Fund was set up to provide food relief to distressed families.
- D South Africa's progression of low economic growth and increasing unemployment.
- E Various organisations delivered food parcels to households.
- F The quantity of food consumed decreased which resulted in meals being skipped.
- G Sometimes not eating for an entire day, due to lack of money and other resources.
- H Surplus food from supermarkets was regularly donated to assemble food parcels.

(4)

1.5 Identify the name of the 'P' from the 5P's in the marketing mix which is described in each of the following sentences. Write the name next to the question numbers (1.5.1–1.5.5) in the ANSWER BOOK.

Justin is considering operating a transportation service for tourists in his city. He develops a marketing plan by using the 5 P's.

- 1.5.1 The tourists need an easy access point, preferably where other transportation systems leave from.
- 1.5.2 He will advertise on a Facebook page, Twitter page and on a travel agency website.
- 1.5.3 His staff must be friendly, love meeting travellers and offer exceptional customer service.
- 1.5.4 There will be a 10% discount when travellers are referred to him by the agency.
- 1.5.5 The catering service is offered to tourists hourly for those who are in the city for a short duration of time.

(5 x 1) (5)

TOTAL SECTION A: 40

SECTION B

QUESTION 2: THE CONSUMER

2.1 State the name of the tax levied for the descriptions below:

2.1.1 Payable on the sales of goods and services (1)

2.1.2 Owners of real estate (land and buildings) (1)

2.2 Give the full names for the following abbreviations.

2.2.1 CPA (2)

2.2.2 NCA (2)

2.3 Describe the term *direct marketing*. (3)

2.4 Differentiate between *warranty* and *guarantee* by using the following headings:

2.4.1 The seller/company's promise about the product purchased

2.4.2 The outcome for the consumer

Tabulate your answer as follows:

	ASPECT	WARRANTY	GUARANTEE
2.4.1	The seller/company's promise about the product purchased	(2)	(2)
2.4.2	The outcome for the consumer	(1)	(1)

(6)

2.5 Read the e-mail below that Noxolo received and answer the questions that follow.

Dear winner

Congratulations on your success in our 'One in a million' competition.

Your e-mail, which was selected at random, has won a prize. The prize has been sponsored by the National Lottery Company.

Provide the following details to process the release of your prize.

- First, middle and last name
- ID number, bank and bank account number

In order to claim your prize, we request your confidentiality regarding your winnings. You are required to pay a 'processing fee' of R100. Please deposit into Capitec Bank, Branch code 00501, Acc. No. 45792113

Once again, Congratulations.
Ronald Bekker

NOTE: Please claim your prize within one week, otherwise your winnings will be returned to unclaimed funds.

[Examiner's own text]

2.5.1 Identify the type of scam. (1)

2.5.2 Identify and explain THREE clues that Noxolo should have noted that this e-mail is a scam. (3 x 2) (6)

2.6 Read the following statement and answer the questions that follow.

Water quality in South Africa is declining as a result of an increase in pollution.

2.6.1 List any THREE causes of water pollution. (3)

2.6.2 Discuss the responsibility that municipalities have regarding the water supply to households. (3)

2.7 Read the extract below and answer the questions that follow.

HOW RUSSIA'S WAR IN UKRAINE IS PUSHING UP PRICES IN SOUTH AFRICA

Russia's invasion of Ukraine and tightening sanctions on Russia have sent commodity prices soaring, and will have adverse implications for South Africa's consumer price index (CPI), says senior economist at Absa CIB, Peter Worthington. The invasion has directly led to higher oil and grain prices, which directly push up prices of key goods within the CPI such as fuel and bread.

[Source: <https://businesstech.co.za/news/finance/>. Accessed on 15 March 2022].

2.7.1 Explain what the *Consumer Price Index* is and how it is measured. (2 + 2) (4)

2.7.2 Analyse how Russia's invasion of Ukraine affects inflation and the impact it will have on South African consumers. (8)

[40]

QUESTION 3: FOOD AND NUTRITION

- 3.1 Give the name of the food-borne disease from the description given below as well as the incubation period.

A highly contagious liver infection that is preventable by vaccination.

(2)

- 3.2 Differentiate between the terms, *export* and *import*. (2)

- 3.3 3.3.1 State why high blood pressure is known as the 'silent killer'. (1)

- 3.3.2 List THREE risk factors that are associated with the causes of high blood pressure. (3)

- 3.4 Write a paragraph to explain the role that haemoglobin plays in the condition, anaemia. (4)

- 3.5 Describe how low-density lipoprotein a major cause of heart disease is. (5)

- 3.6 Read the paragraph below and answer the questions that follow.

South Africa has no laws or regulations requiring fast-food restaurants to provide any form of nutritional information to their consumers. The South African government should introduce regulations that mandate nutritional labelling of fast foods. This will be an effective way of assisting consumers to make informed dietary choices.

Research shows that in the absence of nutritional labels, consumers tend to estimate nutrient content poorly. Consumers are often forced to rely on portion sizes and on the perception that similar food types contain similar nutrients.

[Adapted from www.news24.com/health24/diet-and-nutrition. Accessed on 16 March 2022]

- 3.6.1 Identify ONE reason given in the first paragraph why regulations for labelling are necessary for fast foods. (1)

- 3.6.2 Explain how the present nutritional information labelling regulations on food products ensures that the consumer can make informed choices which is inaccurate due to the absence of nutritional labels on fast foods. (2)


- 3.7 Study the information below obtained from the website for a McDonald's chicken burger and answer the questions that follow.

A delightful **chicken burger** topped with McChicken® sauce, shredded lettuce and served on a perfectly toasted bun.

Allergens: wheat, soy, egg

All McDonald's burgers are made with 'no artificial preservatives, no artificial flavours and no added colours from artificial sources.'

McDonald's does not use MSG in products on its national menu currently.

McDonald's McChicken 		
Nutrition Facts		
Serving Size	1 burger (170 g)	Per 100 g
Energy	1 615 kJ	950 KJ
Protein	16,50 g	28,05 g
Carbohydrates	52,90 g	31,12 g
Sugar	6,20 g	3,65 g
Fat	14,60 g	8,59 g
Saturated Fat	3,3 g	1,9 g
Polyunsaturated Fat	3,7 g	2,2 g
Trans Fat	0 g	0 g
Fibre	2,6 g	1,5 g
Cholesterol	26,9 mg	15,8 mg
Sodium	804 mg	473 mg



[Source: www.fatsecret.co.za/calories-nutrition/mcdonalds/mcchicken/1-burger
<https://www.mcdonalds.co.za/menu/chicken-burger>. Accessed on 16 March 2022.]

- 3.7.1 (a) Give the function of MSG. (1)
- (b) Discuss the importance of the claim that MSG is not used in McDonald's products. (2)
- 3.7.2 (a) Identify another claim made by McDonald's. (1)
- (b) Justify whether this claim is misleading or not. (2)
- 3.7.3 The consumption of fast foods often results in higher daily nutrient intakes for energy, fat and salt.

Explain why the above statement is valid when analysing the nutritional facts given in the nutritional table.

Select any TWO nutrient intakes from the statement above to focus on for your answer. (2 x 2) (4)

- 3.8 Evaluate the supper menu below for a person suffering from heart disease and high blood pressure.

MENU	DESCRIPTION
<u>Starter</u> Fried mushrooms served with cream sauce	Mushrooms dipped in a batter made from flour, seasoning and water and then dipped in breadcrumbs. Sauce is made from sour cream, full cream mayonnaise and seasoning.
<u>Main meal</u> Salmon patties Green salad	Canned salmon in water mixed with mashed potato, herbs and spices and egg then lightly fried in canola oil. Salad ingredients: baby spinach, cucumber, avocado, green apple
<u>Dessert</u> Banana ice cream	A custard base made with egg, milk, cream and sugar then blended with banana.
Black coffee	Coffee granules and water

(10)
[40]

QUESTION 4: CLOTHING

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

Puffed sleeves were a trend for 2021. The puffed sleeve is still a style in fashion in 2022. It falls in line with all the other trends from the '80s-inspired outfits'.

The puff shoulder look is nothing new. It has been seen regularly in designers' collections since spring 2018, and has only grown in popularity since. The most extreme versions of these sleeves will probably be gone by next year.

[Adapted from <https://shesewshappiness.com/puff-sleeves-historys-biggest-trend/>. Accessed on 21 March 2022]



[Source: Google images]

4.1.1 Define the following terms used in the text.

- (a) Style (1)
- (b) Fashion (2)

4.1.2 The text indicates that the puffed sleeve trend was inspired from the style worn in the 80s.

- (a) Give the name of this type of fashion. (1)
- (b) State TWO characteristics of this type of fashion. (2)

4.1.3 Identify the type of trend that the puffed sleeve represents and justify your answer. (3)

4.2 Explain why hemp, as an example of a non-organic fibre, can still be classified as a sustainable textile. (5)

- 4.3 Create an outfit for a face-to-face formal business meeting and motivate your choice for each item. In addition, motivate the suitability of your outfit as a whole.

Select ONE item from each of the first three rows and a minimum of TWO items in the fourth row.

CLOTHING ITEMS	
	White long-sleeved shirt Black knit polar neck Black and white checked top
	Jeans Black dress Black pants Black skirt
	Black jacket Tan coat Grey knit jersey
	Shoes – all black Handbag – black Scarf – beige Watch – silver Pair of glasses – silver rimmed

[Source: Google images]

(6)

[20]

QUESTION 5: HOUSING AND INTERIOR

- 5.1 Name the housing option where one signs an occupation certificate. (1)
- 5.2 Give the abbreviation for the National Home Builders Registration Council. (1)
- 5.3 Define the term '*lease*'. (2)
- 5.4 Read the extract below and answer the questions that follow.

The popularity of gated communities – and especially estates – has grown steadily in South Africa, thanks to the added security that they offer homeowners.

The shift in demand has also exposed an urgent need for buyers to better understand the major differences between buying a home in an ordinary suburb and a home in a gated estate, the most important of which are that they will be required to pay a monthly levy.

[Source: <https://businesstech.co.za/news/property/569942/>. Accessed on 26 March 2022.]

- 5.4.1 Give TWO reasons to substantiate that the extract is referring to homeowners buying a sectional title. (2)
- 5.4.2 List TWO advantages of owning a sectional title home that does not apply to buying full title. (2)
- 5.4.3 Discuss TWO advantages and TWO disadvantages of having to pay a monthly levy.

Tabulate your answer as follows:

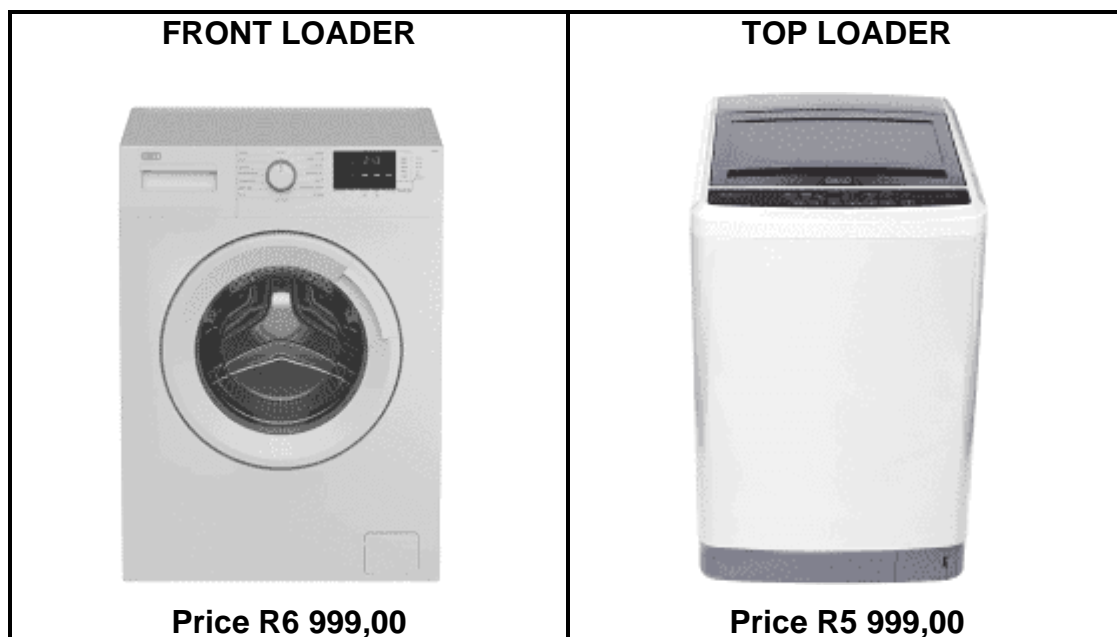
ADVANTAGES	DISADVANTAGES
(2)	(2)

- 5.5 Front load washing machines usually consume less water and energy. Top load washing machines are good for people who want a machine in which they don't need to bend down completely to load the clothes in the machine.

[Source: <https://www.ariel.in/en-in/washing-machine-101/your-guide-to-washing-machines/>. Accessed on 21 March 2022.]

- Discuss the impact of non-human and human energy examples in the statement above. (2 x 2) (4)

- 5.6 Study the pictures and information given for the TWO types of washing machines and answer the question that follows.



FEATURE	FRONT LOADER	TOP LOADER
Washing capacity	7 kg	13 kg
Dimensions (W x H x D)	595 x 850 x 440 mm	610 x 1 075 x 675 mm
Warranty	3-year	2-year
Energy efficiency	A++	A+

[Source: <https://www.bargainsonline.co.za/>
<https://www.expertstores.co.za/>. Accessed on 21 March 2022.]

- 5.6.1 Interpret the information given to assist you in advising a family about the following factors they need to consider when purchasing a washing machine. Do not copy the information, but use it to guide your answer.

- (a) The needs of the family (2)
- (b) The budget (2)

[20]

QUESTION 6: ENTREPRENEURSHIP

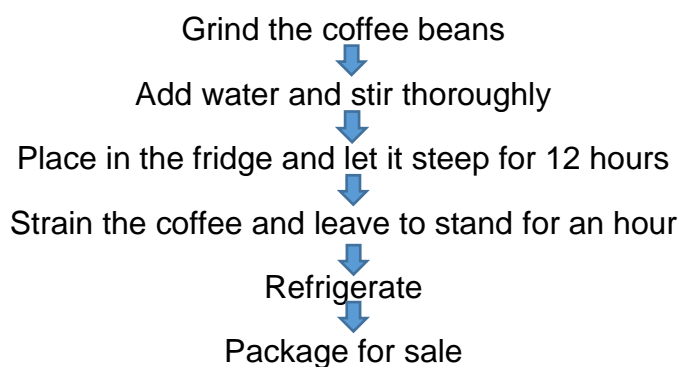
6.1 Read the scenario below and answer the questions that follow.

Fezile makes and sells coffee from small premises situated between an office block and a recreational sportsground. He chose this business idea as coffee is bought by customers any time of the day. His location exposes him to a high volume of customers.

Fezile had decided to make cold brew coffee rather than iced coffee as he did a taste test survey of both products in the community and the majority preferred the flavour of the cold brewed coffee.

He won a coffee grinder in a competition and his uncle had given him a second-hand fridge. The remainder of the equipment he required he purchased with money he had in his savings account. He had also sourced suppliers for the Asian coffee beans and spring water. This assured him of a quality product with superior flavour.

Fezile production line for his cold brew coffee business comprise of the following stages:



He provides employment for two other people from the community. The plan is to produce 100 cups of coffee per day.

[Examiner's own text]

★ Cold brewed coffee is brewed cold and has a smoother flavour. The oils are not extracted from the coffee beans as there is no hot water. Iced coffee is brewed hot and served over ice. The hot water extracts the oils from the beans so the acidity is higher. ★

- 6.1.1 State ONE reason why Fezile chose to sell coffee. (1)
- 6.1.2 Select a sentence that indicates an advantage of the choice of the location of his business premises. (1)
- 6.1.3 Give the name of the plan which states the timeframe and tasks to be completed so that the goal of 100 coffees per day is achieved. (1)
- 6.1.4 Suggest TWO questions that he could have asked his target market besides which coffee they preferred, for valuable feedback when researching his business idea. (2)
- 6.1.5 Explain how the provision of the coffee grinder and the fridge assisted Fezile in this scenario. (3)

- 6.1.6 Identify and discuss THREE factors that affected Fezile's choice to sell coffee. (6)
- 6.1.7 There are many areas on the production line that require attention to produce quality products. Identify which requirement for a quality product is met in the descriptions below:
- (a) When serving the coffee remember that customers purchase with their eyes, so select a container that is both suitable and appealing.
- (b) Fezile grinded Asian coffee beans and added spring water for his recipe. (2)
- 6.1.8 Discuss the role that storage and efficient storage procedures have on quality during the production of the coffee. (6)
- 6.1.9 'Producers and consumers can both take responsibility for sustainable production and consumption'.
Analyse the suitability of the packaging below that Fezile uses to serve the coffee to describe the impact that Fezile and his customers have on the environment when considering the statement above.



- 6.1.10 Fezile's best sale scenario is to sell 100 cups of coffee per day.
- (a) Calculate his income for the day if he sells 100 cups of coffee for R17,00 per cup. (1)
- (b) Calculate the production cost of 100 cups of coffee if one cup costs R10,20 to make. (1)
- (c) On a particular day Fezile sells only 50 cups of coffee. Calculate how much less profit he will make on this day compared to the profit he made on his best day. (6)

[40]

TOTAL SECTION B: 160
GRAND TOTAL: 200