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**NATIONAL
SENIOR CERTIFICATE**

GRADE 12

SEPTEMBER 2023

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 this question paper.
4. Start EACH question on a NEW page.
5. You may use a calculator.
6. Write with blue or black ink only.
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 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 purpose of the Consumer Price Index (CPI) is to ...

- A determine the price of basic food items.
- B calculate the official rate of inflation.
- C assess the influence of price increases.
- D determine the current interest rate. (1)

1.1.2 Excise duty (sin tax) are charged on daily consumables such as ...

- A goods and services
- B sugar and chocolate
- C liquor and coke
- D alcohol and tobacco (1)

1.1.3 Choose a statement that is NOT true about grey goods/parallel imports.

- A Grey goods are sold legally
- B Grey goods are distributed by the manufacturer
- C Grey goods will be repaired by the seller
- D Grey goods have a legal implied warrantee (1)

1.1.4 A consumer who signs a credit purchase away from the business premises is allowed five working days to cancel a contract.

This is called a(n) ...

- A exemption clause.
- B cooling-off period.
- C extended warrantee.
- D unfair business practice. (1)

1.1.5 Substances that speed up the growth and development of animals and plants.

- A Hormones
- B Pesticides
- C Antibiotics
- D Herbicides (1)

1.1.6 Substance that can cause an allergic reaction.

- A Enzyme
- B Lactose
- C Allergy
- D Allergen (1)

- 1.1.7 The lining of the small intestine is damaged as a result of ...
- A food allergies.
 - B lactose intolerance.
 - C celiac/coeliac disease.
 - D bulimia disorder. (1)
- 1.1.8 Food security in South Africa is negatively affected when ...
- A excess agricultural products that are in season are exported.
 - B employers in the agricultural industry lack skills in food production.
 - C spaces that are used as waste landfills are cleaned and fertilised.
 - D self-sufficiency is encouraged by the government. (1)
- 1.1.9 A snack suitable for a person with gluten intolerance.
- A Cream cheese on rye crispbread
 - B Cream cheese on wheat crackers
 - C Savoury oats biscuit with jam
 - D Cheese on rice cakes (1)
- 1.1.10 Which of the following textiles is eco-friendly?
- A Hemp
 - B Lycra
 - C Rayon
 - D Viscose (1)
- 1.1.11 “Winter 2023 is going to be about comfort and oversized clothing that stands out and draws attention.” This term refers to ...
- A classic fashion.
 - B vintage style.
 - C a fashion trend.
 - D a fashion fad. (1)
- 1.1.12 Upcycling can be best defined as ...
- A fibres that are treated with care to last longer.
 - B making something new from old pieces of clothing.
 - C only locally manufactured textiles that are used.
 - D a process of spinning new fibres into clothing. (1)
- 1.1.13 The type of insurance that is taken out to protect the structure of the home from damage.
- A Homeowners’ insurance
 - B Life insurance
 - C Bond protection insurance
 - D Household insurance (1)

- 1.1.14 A financial responsibility that will NOT apply when renting a house.
- A Household insurance
 - B Water and electricity
 - C Municipal services
 - D Rates and taxes
- (1)
- 1.1.15 Which of the following stove plates would cook the fastest and use the least electricity?
- A Spiral plates
 - B Glass tops
 - C Induction hobs
 - D Solid plates
- (1)
- 1.1.16 Requirements of a good advertisement:
- A Colourful, attractive, catches the eye and increases sales
 - B Colourful, neat, clear writing with manufacturers contact details
 - C Attractive, colourful, catching attention and leads to a sale
 - D Catching attention, arouse interest, creates a desire and leads to action
- (1)
- 1.1.17 Planning the production process is important in order to ...
- A increase competition amongst workers.
 - B improve storage conditions of products.
 - C increase the speed of work being done.
 - D improve communication with customers.
- (1)
- 1.1.18 Direct selling is when a manufacturer ...
- A directly sells to the wholesaler.
 - B has their own stores to sell goods.
 - C pays for people to demonstrate the goods.
 - D sells directly to the retailer.
- (1)
- 1.1.19 The process used to establish whether a business has a potential to succeed.
- A Feasibility study
 - B Best-sale scenario
 - C Financial projections
 - D Market research
- (1)
- 1.1.20 The specific group of customers who will be most likely to purchase the products or services.
- A Competitors
 - B Target market
 - C Customer base
 - D Market segments
- (1)

- 1.2 Choose the description from COLUMN A that matches a term in COLUMN B. 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 DESCRIPTION		COLUMN B TERM	
1.2.1	Actress Jenna Ortega wears a beautiful, unique designer dress to a 'red carpet' occasion	A	dress code
1.2.2	Ben wore the same suit and tie that he had made for his matric dance to his friend's wedding	B	uniform
1.2.3	Salma wears a modern, trendy outfit that she bought recently at a local department store	C	classic
1.2.4	Joe wears khaki trousers and the hat of a soldier	D	corporate wear
1.2.5	Zandi wears a smart, grey skirt and dark blue jacket to work as required by her employer	E	obsolete fashion
		F	haute couture
		G	contemporary fashion
		H	eco-fashion

(5 x 1) (5)

- 1.3 Choose the description from COLUMN B that matches the food-borne diseases in COLUMN A. Write only the letter (A–E) next to the question numbers (1.3.1 to 1.3.3) in the ANSWER BOOK, for example 1.3.4 F.

COLUMN A FOOD-BORNE DISEASES		COLUMN B DESCRIPTION	
1.3.1	Hepatitis A	A	an infection causing a rise in blood pressure due to the withdrawal of sodium
1.3.2	E-Coli infection	B	inflammation in the inner lining of the stomach and small and large intestine in reaction to an infection
1.3.3	Gastro Enteritis	C	a highly contagious liver infection that is caused by a virus and is excreted in faeces
		D	an infectious disease that is highly contagious and usually attacks the lungs
		E	a bacterium found in beef and vegetables that may cause infection in the intestines

(3 x 1) (3)

- 1.4 Give ONE word/term for each of the descriptions below. Write only the word/term next to the question numbers (1.4.1 to 1.4.5) in the ANSWER BOOK.
- 1.4.1 A document given to the seller where the buyer shows interest in buying a property for a specified amount
- 1.4.2 The group of people who administer the daily running of a sectional title ownership
- 1.4.3 An agreement where banks borrow money to the buyer to buy a property and the buyer promises to pay it off
- 1.4.4 A document outlining the terms under which one party agrees to pay another party to occupy a specific property
- 1.4.5 The buyer becomes the legal owner of the entire property
- (5 x 1) (5)
- 1.5 Identify THREE requirements for high quality products from the options listed below.
- A Availability of finance
B Good quality of raw materials used
C Regular control of stock
D Good hygiene of workers
E Regular maintenance of equipment
F Attractive packaging used for presentation
- (3 x 1) (3)
- 1.6 Choose the best FOUR ways in which a consumer can use electricity responsibly when he/she is using a geyser to heat water from the options listed below.
- A Set the geyser to a set temperature of 60 °C.
B Bath in hot water instead of taking a hot shower.
C Taking a hot shower instead of taking a hot bath.
D Insulate geyser with a blanket to prevent heat loss.
E Place a bucket under a dripping hot water tap.
F Install a solar heating unit connected to the geyser.
G Install a geyser timer to switch on every 3 hours
H Set the geyser to a temperature of 70 °C in winter
- (4 x 1) (4)

[40]**TOTAL SECTION A: 40**

SECTION B

QUESTION 2: THE CONSUMER

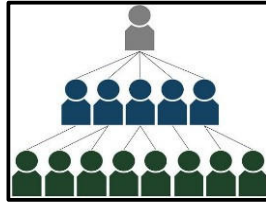
- 2.1 State the main source of income for the South African Government. (1)
- 2.2 Write down the acronym for PAYE in full. (1)
- 2.3 Explain the terms below.
- 2.3.1 Warranty (2)
- 2.3.2 Guarantee (2)
- 2.4 Study the cartoon below and answer the questions that follows.



[Source: <https://gateway.stmarytx.edu/group/its/infrastructure-network-security/rattlerbytes/2021/rb032021>]

- 2.4.1 Identify the scam illustrated in the cartoon. (1)
- 2.4.2 Why would consumers be so vulnerable for this scam? (1)
- 2.4.3 Advise a consumer on TWO warning signs of this type of scam. (2)
- 2.5 Discuss how the following taxes affect the consumer's disposable income.
- 2.5.1 VAT (2)
- 2.5.2 Property tax (2)

2.6 The image below represents a pyramid scheme.



[Source: Google images]

2.6.1 Explain how a pyramid scheme works. (2)

2.6.2 Differentiate how the consumer may be affected by a legal multi-level marketing/tiered-level scheme and a pyramid scheme.

Tabulate your answer as follows:

	Legal pyramid scheme (Multi-level marketing / tiered-level scheme)	Pyramid scheme	
Effect on consumer	(2)	(2)	(4)

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

Economic crunch could see more South Africans turn to stokvels in 2023

“The number of South Africans belonging to stokvels is expected to increase in 2023 amid market volatility”, says chairperson and founder of the National Stokvel Association of South Africa (Nasasa) Andrew Lukhele.

[Source: <https://www.news24.com/fin24/economy/economic-crunch-could-see-more-south-africans-turn-to-stokvels-in-2023-20230115>]

2.7.1 Discuss reasons why stokvels are increasing and how consumers would benefit by joining a stokvel. (5)

2.8 The National Treasury distributes money obtained from taxes to government departments to benefit citizens.

2.8.1 Outline the ways municipalities can distribute these funds to benefit service delivery to citizens. (5)

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

Inflation fell to 7,2% in December 2022 easing slightly from November’s 7,4%. December’s reading marked the lowest inflation rate since May.

[Source: <https://www.focus-economics.com/country-indicator/south-africa/inflation#:~:text=FocusEconomics%20Consensus%20Forecast%20panelists%20see,%2C%20and%204.6%25%20in%202024>]

2.9.1 Define the term *inflation*. (2)

2.9.2 Analyse how the decrease in inflation could impact the consumer during this time. (8)

[40]

QUESTION 3: FOOD AND NUTRITION

3.1 State THREE benefits that organically grown food/crops may have for the natural environment. (3)

3.2 Give reasons why the following additives are added to food:

3.2.1 Lecithin (2)

3.2.2 Vitamin C (ascorbic acid) (2)

3.2.3 Sulphur dioxide (1)

3.3 Dixie and Freya are both suffering from an eating disorder. Dixie has shown significant weight loss whilst Freya has not lost much weight. They both have the desire to be slim.

3.3.1 Identify the eating disorder that Dixie and Freya are suffering from.

3.3.2 Describe their eating habits.

Redraw the table below and fill in the missing information:

		Dixie	Freya
3.3.1	Eating disorder	(1)	(1)
3.3.2	Eating habits	(2)	(2)

(6)

3.4 Read the information and answer the questions that follow.

With more than a quarter of South Africans living with obesity, we are among the top 20% of the most obese nations in the world.

[Source: <https://bhekisisa.org/health-news-south-africa/2021-09-21-the-sugar-tax-is-working-now-double-it/>]

3.4.1 Give TWO main reasons for obesity. (2)

3.4.2 Write a paragraph on the management of obesity. Make special mention of lifestyle changes, carbohydrate and fat intake. (6)

3.5 Study the food label below and answer the questions that follow.



Typical Nutritional Information (as packed)	Per 100 g	Per 37,5 g serving
Energy	1 480 Kj	555 Kj
Protein	11,1 g	4,2 g
Carbohydrate	66 g	25 g
Of which Total Sugar	2 g	0,8 g
Total Fat	2,3 g	0,9 g
Of which:		
Trans Fat	1,0 g	1,0 g
Saturated Fat	0,5 g	0,2 g
Monounsaturated Fat	0,3 g	0,1 g
Polyunsaturated Fat	1,4 g	0,5 g
Cholesterol	0 mg	0 mg
Dietary Fibre	11,6 g	4,4 g
Total sodium	241 mg	90 mg

[Source: <https://www.alpenfood.co.za/nutrific/products/nutrific-wholewheat-biscuits>]

- 3.5.1 Name the ingredient on the food label that should be avoided by a person who is gluten intolerant. (1)
- 3.5.2 Describe the condition *gluten intolerance*. (4)
- 3.5.3 The label claims that the Nutrific cereal is low in fat and high in fibre. Justify the validity of this claim by providing the claim conditions:
- (a) Low in fat (2)
- (b) High in fibre (2)
- 3.6 Date markings appear on labels and packaging of foods. Discuss the implication of the 'use by' date marking on pre-packed labels for the consumer. (3)
- 3.7 Evaluate the menu below for a person who is lactose intolerant.

Breakfast menu
Muesli with almonds
Plain Greek Yoghurt
Omelette with salmon and cheese
Coffee/Tea

(6)
[40]

QUESTION 4: CLOTHING

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

MOON BOOTS

These puffy, comfy winter boots became a popular **fad** in the years following the *Apollo 11* moon landing.

They were originally designed as après-ski wear by the manufacturer Tecnica Group of Giavera del Montello in Italy after bootmaker Giancarlo Zanatta – taken by the chunky footwear on [Neil Armstrong](#) and crew during the [moon landing in July 1969](#) – had the design team at Tecnica whip up a boot inspired by the NASA look.

Moon Boots became all the rage in the 1970s and 1980s. They came in rainbow colours and made any kid feel like an astronaut.

Tecnica did not **trademark** the name ‘Moon Boot’ until 1978, by which time numerous **knock-offs** were on the market.

The boot has been **‘rebooted’** in the new millennium and is now manufactured in Ukraine.

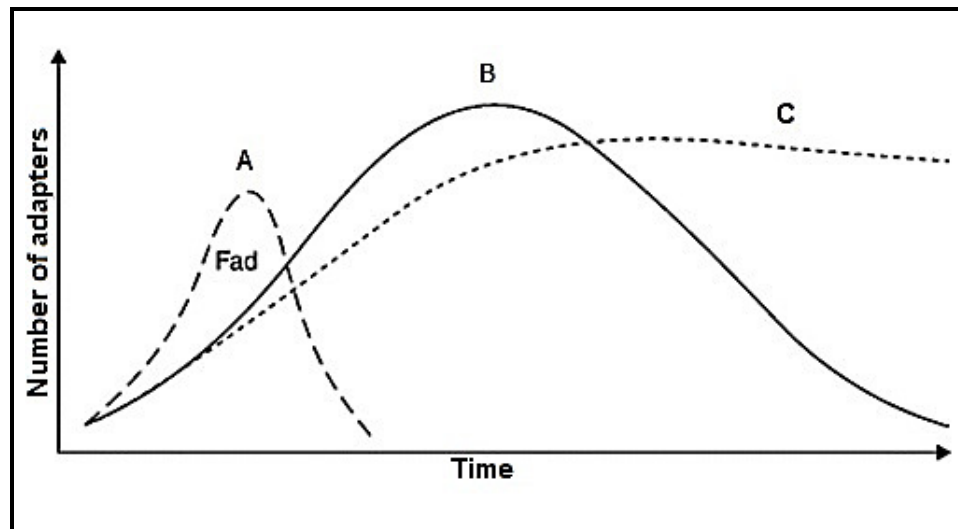
[Source: <https://nostalgiacentral.com/pop-culture/fashion/moon-boots/>]

	
<p>Moon Boot, ad campaign 1980. Photo courtesy of Moon Boot.</p> <p>[https://www.domusweb.it/en/design/2022/12/11/la-perenne-attualit-dei-moon-boot-dallallunaggio-a-tiktok.html]</p>	<p>The increasingly popular Moon Boot from the early aughts is here to stay and, in other words, is becoming the must-have winter boot of 2023.</p> <p>[https://wwd.com/shop/shop-fashion/celebrity-moon-boots-trend-1235459231/]</p>

4.1.1 Give the correct fashion term for the word ‘rebooted’ as it was used in the text.

(1)

4.1.2 Study the graph below.



Identify the curve that represent a fad. (1)

4.1.3 Define the following terms used in the text.

(a) Trademark (2)

(b) Knock-offs (2)

4.1.4 Explain the negative economic impact of counterfeiting the Moon Boot brand. (4)

4.2 "Bamboo is considered to be one of the world's most sustainable fibres."

[Source: <https://www.mungo.co.za/yarn/bamboo/>]

Describe why bamboo is considered as being sustainable. (3)

4.3 Explain how technology would have an influence on fashion changes. (3)

4.4 Analyse the suitability of this outfit for a fashion magazine editor.

	<p>This outfit consists of:</p> <ul style="list-style-type: none">Navy suit (jacket and pants)Floral topGold hoop earringsGold neckpieceGold watch with braceletNavy shoesTan colour handbag 
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[Source: www.pinterest.com]

(4)
[20]

QUESTION 5: HOUSING

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

NEW PROPERTY DEVELOPMENT

Buy from this reputable developer. You can live in the unit or rent it out.

- 1-, 2-and 3-bedroom units available
- All units come with a parking bay and a 3 m² balcony
- Easy access to transport routes
- Electric perimeter fencing with 24-hour security
- No transfer duty payable

Contact the developer on 075 432 6754

5.1.1 Refer to the advertisement above and identify the type of home ownership. (1)

5.1.2 Use the information in the advertisement and state THREE advantages of choosing one of these units. (3)

5.1.3 A consumer is interested in buying a unit and wants to make sure that the builder is registered. Name the organisation that the builder must be registered with. (1)

5.1.4 The owners of these units must pay a levy. Name TWO uses of levies for this type of homeownership. (2)

5.1.5 Provide TWO advantages and TWO disadvantages of building a house. Tabulate your answer as follows:

Advantages of building	Disadvantages of building
•	•
•	•

(2 x 2) (4)

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

HISENSE 235 L UPRIGHT FREEZER H310US

The Hisense 235 L Upright Freezer has an A+ energy rating, multi-air flow, no frost, door alarm and superfreeze function, which lowers the temperature for a short period of time to keep your shopping fresh at the correct temperature.

5.2.1 Name another type of freezer available to the consumer. (1)

5.2.2 Which feature indicates that this freezer is environmentally friendly. (1)

5.2.3 Discuss the impact of human and non-human energy consumption when using this freezer. (2 x 2) (4)

5.2.4 Calculate the total costs of an instalment sale by using the following information: (Show ALL calculations.)

Cash sale: R5 800,00

Deposit: R1 500,00

Interest: 20%

(3)
[20]

QUESTION 6: ENTREPRENEURSHIP

- 6.1 Explain the following terms with regard to a small business practice:
- 6.1.1 Start-up costs (2)
 - 6.1.2 Sustainable profitability (2)
- 6.2 State TWO factors that must be considered in a marketing strategy/mix. (2)
- 6.3 Describe how an entrepreneur can maintain good customer relations. (3)
- 6.4 Read the case study below and answer the questions that follow.

Katie is a hardworking and creative woman with a passion for sewing and needle work. She lives in a historical town and started making handsewn fabric dolls to sell them at the local tourist shop.

The dolls are made from recycled pieces of fabric. Katie researched options to make use of various vegetables as natural fabric dye and found that beetroot and avocado pips work best. She tried to limit the waste by using small off-cut pieces as stuffing for the dolls. Each doll is packaged in a ¹calico drawstring bag that can be used as a storage bag for the doll or as a carry bag.

Word-of-mouth advertising has increased her sales. Cellphone photographs quickly spread the news on social media platforms although she did not realise it. Orders for products came in faster than she could cope. Katie employed two unskilled ladies from the community to help with production. She trained them properly and allowed them to work from home as transport was expensive and not frequently available.

An online store was created for more exposure. Clients were given an option to personalise their dolls in terms of skin tone, hair colour and dress. Basic dolls were produced regularly and customised per order.

[Examiner's own text]

¹ **Calico fabric** is a plain-woven textile, made from half-processed and unbleached cotton fibres. It's a coarse and rough fabric, but not as sturdy as denim or canvas, nor as fine as Muslin. Calico is generally very cheap due to its unfinished nature, and the fact that it remains un-dyed and raw.

- 6.4.1 Identify factors that ensured that Katie's business had the potential to become profitable. (2)
- 6.4.2 Explain the benefits of training the two workers. (4)
- 6.4.3 Describe any TWO pricing strategies that Katie could use to determine the selling price of her dolls. (4)

- 6.4.4 Describe how each of the following successfully markets Katie's business.
- (a) Word-of-mouth (2)
 - (b) Cellphone photographs (3)
- 6.4.5 Read the information below and answer the questions that follow.
- The cost of materials to produce 8 dolls is R240,00.
Wages paid R1 000,00, other costs R500,00.
Katie adds a 70% mark-up.
- (a) Calculate the selling price of ONE fabric doll.
Round off the selling price to the nearest rand. Show ALL calculations. (6)
 - (b) Calculate the profit made per doll. Show ALL calculations. (2)
- 6.5 Analyse whether Katie's business would be sustainable in its production, in its commitment to the making of a green product. (8)
- [40]**

TOTAL SECTION B: 160
GRAND TOTAL: 200