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GRADE 12

CONSUMER STUDIES

NOVEMBER 2024

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 Excise duty is charged on the following items:

- A Alcohol and cigarettes
- B The value of property owned
- C Plastic carrier bags
- D Dividends from investments (1)

1.1.2 Interest earned on the original amount and its interest:

- A Simple
- B Variable
- C Compound
- D Minimal (1)

1.1.3 Heating a house with a/an ... reduces carbon emissions.

- A electric heater
- B gas heater
- C open fire
- D paraffin heater (1)

1.1.4 A way to save water in a home:

- A Watering plants during the day
- B Using a bathtub instead of a shower
- C Using a hosepipe when washing a car
- D Washing full loads in a dishwasher (1)

1.1.5 A manufacturer will repair an appliance within a specified time because of the ...

- A exemption clause.
- B instruction manual.
- C guarantee.
- D contract. (1)

1.1.6 The peanut butter that was recalled and taken off the shelves was identified by the ...

- A customer care number.
- B batch number.
- C list of ingredients.
- D barcode. (1)



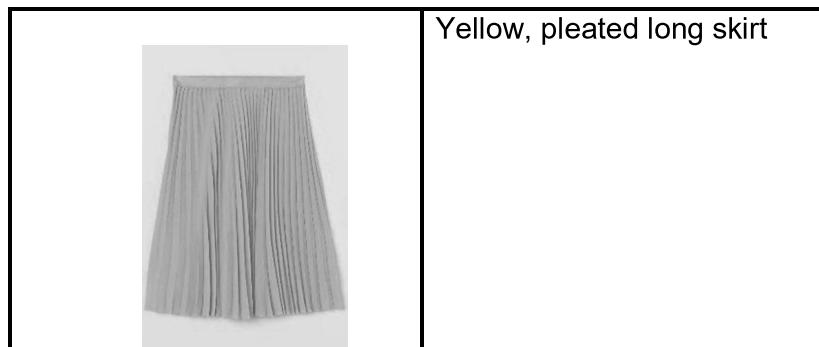
- 1.1.7 Some South Africans are food self-sufficient to a certain extent because they ...
- A buy locally produced food.
 - B buy fresh unpasteurised milk.
 - C plant their own vegetables.
 - D plant organic food only. (1)
- 1.1.8 A spinach omelette with cheese will be the most suitable to prevent the following disease:
- A Anorexia
 - B Diabetes
 - C Hepatitis A
 - D Osteoporosis (1)
- 1.1.9 The dish that will cause blood glucose levels to increase abnormally high is ...
- A white bread toast with strawberry jam.
 - B spinach omelette with cheese.
 - C tuna fish cakes with salad.
 - D grilled chicken with vegetables. (1)
- 1.1.10 The best dish to help with the management of diabetes is ...
- A cornflakes with milk.
 - B fried fish and chips.
 - C scones with jam and cream.
 - D fresh fruit and plain low-fat yoghurt. (1)
- 1.1.11 A reputable clothing manufacturer loses many sales due to ...
- A the trademark.
 - B fair trade.
 - C brand piracy.
 - D fraud. (1)
- 1.1.12 Martha's work clothes always look good and last long because she buys ...
- A expensive contemporary items.
 - B good quality classic items.
 - C high-fashion items.
 - D a variety of fashion colours. (1)



- 1.1.13 Study the pictures of the clothing items below and answer the question that follows.



[Source: Farfetch]



[Source: Fashiola]

The lengths and pleats of both the dress and the skirt represent ...

- A a fashion fad.
- B a fashion trend.
- C vintage fashion.
- D high fashion. (1)

- 1.1.14 A monthly financial responsibility when owning property in a sectional title complex:

- A Deposit
- B Rent
- C VAT
- D Levy (1)

- 1.1.15 A sectional title complex is managed by a/an ...

- A estate agent.
- B landlord.
- C body corporate.
- D home building society. (1)

1.1.16 Using all workers and resources in a business ensures ...

- A efficient time management.
- B customer satisfaction.
- C product specification.
- D consumer appeal.

(1)

1.1.17 Jake ensures continuous production in his business because he ...

- A uses imported raw materials.
- B conducts routine maintenance of equipment.
- C is a sustainable producer and consumer.
- D has good delivery strategies.

(1)

Read the scenario below and answer QUESTIONS 1.1.18 to 1.1.20.

Jill runs a crochet business. She adapts products according to the needs of her customers. Currently one of her bestsellers are crocheted crop tops with matching pants, made from used wool/yarn from knitted garments. Her products have gone viral on *Tik Tok*.



[Source: de Bijenkorf]

1.1.18 Jill's business is financially feasible because she ...

- A only takes online orders.
- B imports the wool/yarn.
- C employs many workers.
- D keeps up with current trends.

(1)

1.1.19 Jill is a responsible entrepreneur because she ...

- A uses imported wool/yarn.
- B makes a variety of sizes.
- C uses re-purposed raw materials.
- D uses a variety of fashion colours.

(1)



1.1.20 Jill is confident to offer a 100% money-back guarantee on her products because she ...

- A reuses the wool/yarn.
- B has a *Tik Tok* account.
- C produces matching sets.
- D conducts quality control.

(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 1.2.4) in the ANSWER BOOK.

1.2.1 The average increase in prices of goods and services in a year

1.2.2 An amount/cost charged by financial institutions to use their money

1.2.3 The base of the interest rate calculations in South Africa

1.2.4 The instrument that measures changes in the cost of goods and services over a specific period (4 x 1)

(4)

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

COLUMN A EXAMPLE OF FOOD ADDITIVE		COLUMN B FUNCTION OF FOOD ADDITIVE	
1.3.1	Tartrazine in drinks	A	preserves colour
1.3.2	Monosodium glutamate (MSG)	B	adds colour
		C	improves taste
1.3.3	Ascorbic acid in fruit juice	D	adds sweetness
1.3.4	Sodium nitrates in processed foods	E	prevents separation of ingredients
		F	increases the energy value
1.3.5	Lecithin in mayonnaise	G	reduces growth of bacteria

(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 1.4.4) in the ANSWER BOOK.
- 1.4.1 The group of people who would want to purchase a product or a service
- 1.4.2 The costs that must be paid for a business to operate, such as electricity and fuel
- 1.4.3 Covers the total costs to produce a product and the mark-up
- 1.4.4 Ensures that the end products are always the same (4 x 1) (4)
- 1.5 Select THREE technological factors from the list below that brought about changes in fashion. Write only the letters (A–F) next to the question number (1.5) in the ANSWER BOOK.
- A Availability of credit facilities
- B Advertising on many websites
- C Using wrinkle-free materials
- D Increased environmental awareness
- E Cellphone banking
- F Development of automated sewing equipment (3)
- 1.6 Select FOUR responsibilities from the list below after a consumer has bought household appliances. Write only the letters (A–H) next to the question number (1.6) in the ANSWER BOOK.
- A Fill in the registration card and return to the manufacturer.
- B Throw packaging away immediately after delivery.
- C Read the instruction manual before using the appliance.
- D Use his/her previous experience of his/her old appliance.
- E Maintain the appliance once only.
- F Return the appliance if it does not function as expected.
- G Wash the appliance thoroughly before use.
- H Read the warranty and know for how long it is valid. (4)

TOTAL SECTION A: 40

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

- 2.1 Name the type of scam where an e-mail is sent to a consumer pretending to be from a bank or financial institution. (1)
- 2.2 Explain the following terms:
- 2.2.1 Regenerative forms of energy (2)
- 2.2.2 Cooling-off period (3)
- 2.3 Explain how indirect taxes are collected from South Africans. (1)
- 2.4 Read the scenario below and answer the questions that follow.

A shop sells products that are not manufactured in South Africa. When the products break, the shop refuses to refund, replace or repair the items. Some customers contacted the manufacturer who refused to help, indicating that they do not sell their products in South Africa.

[Own text]

- 2.4.1 Name the type of products that the seller sells in South Africa. (1)
- 2.4.2 Explain how the seller imported the products to South Africa legally. (1)
- 2.5 Explain the difference between an *exemption clause* and an *unfair business practice*. (4)
- 2.6 Explain the advantages of being part of a stokvel in South Africa. (5)
- 2.7 Study the information on a front-loader washing machine below and answer the question that follows.

- Energy-efficient
- Automatic capacity detector
- Hot- and cold-water wash
- Super quick
- Crease-resistant
- Automatic switch-off water button

Discuss how the functions of the washing machine help to reduce electricity consumption. (4)



- 2.8 Read the extract below and answer the question that follows.

'The water is pitch black, smelly and foamy with unacceptable levels of pollution.' Barker's description of the Klip River sums up the state of many rivers flowing through Gauteng.

[Source: *Daily Maverick*, February 2024]

Suggest ways in which communities can reduce water pollution to improve the state of ALL rivers.

(4)

- 2.9 Read the statement below and answer the question that follows.

Many municipalities owe Eskom millions of rands.

Discuss the role that communities can play to help municipalities reduce their debt to Eskom.

(6)

- 2.10 Read the extract below and answer the question that follows.

On 1 February 2024, the Minister of Employment and Labour increased the national minimum wage by 8,5%, from R25,42 to R27,58 for ordinary-hour workers from 1 March 2024.

[Source: labourguide.co.za, 6 February 2024]

Analyse the impact that the increased minimum wage will have on South African households and the economy.

(8)
[40]



QUESTION 3: FOOD AND NUTRITION

3.1 Explain the following terms:

3.1.1 Food irradiation (3)

3.1.2 Glycaemic index of food (2)

3.2 Explain the meaning of EACH of the following date markings found on food labels:

3.2.1 'Best before' (1)

3.2.2 'Use by' (1)

3.2.3 'Sell by' (1)

3.3 State ways in which the transmission of food-borne diseases can be prevented. (5)

3.4 Differentiate between *organic foods* and *genetically modified foods*, according to the given criteria.

Tabulate the answer as follows:

CRITERIA	ORGANIC FOODS	GENETICALLY MODIFIED FOODS
TIME TO GROW	(1)	(1)
YIELD	(1)	(1)
SHELF LIFE	(1)	(1)
COST	(1)	(1)

(8)

3.5 Read the statement below and answer the questions that follow.

Tinned fish is becoming increasingly popular in South Africa.



[Adapted from News24]

3.5.1 Explain how tinned fish can help with the prevention of osteoporosis. (4)



3.5.2 Read the extract below and answer the question that follows.

FOOD SECURITY CRISIS FOR SOUTH AFRICA

Although considerably lower than over two decades ago, a large percentage of the South African population continues to struggle with food insecurity.

[Adapted from *BusinessTech*, 25 May 2024]

Tinned fish will assist South Africans to fight food insecurity.

Validate the statement.

(4)

3.6 Study the information below and answer the questions that follow.

The Dagwood sandwich consists of:

- Toasted white bread
- Two beef patties
- One fried egg
- Two slices of processed cheese
- Lettuce
- Tomato slices

[Adapted from *Wimpy.co.za*]

TYPICAL NUTRITIONAL INFORMATION	
Total kilojoules	5 236 kJ
Fat	69 g
Carbohydrates	76 g
Sodium	1 926 mg

3.6.1 Name the main cause of Type 1 diabetes.

(1)

3.6.2 State how Type 1 diabetes is managed.

(2)

3.6.3 Evaluate the suitability of the Dagwood sandwich for a person with diabetes.

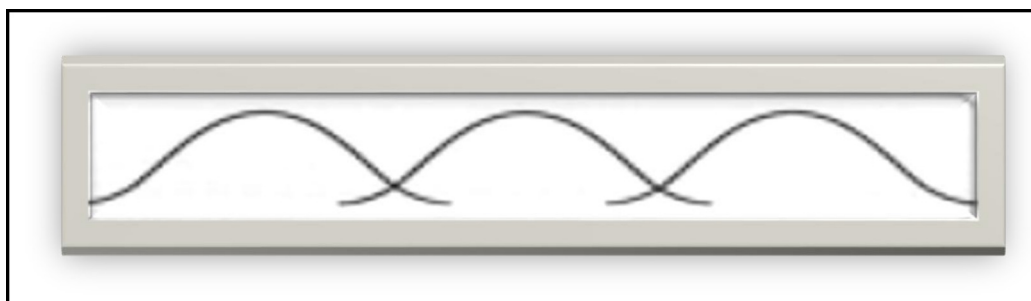
(8)

[40]



QUESTION 4: CLOTHING

- 4.1 Give ONE example of a plant-based sustainable renewable textile. (1)
- 4.2 State THREE characteristics of clothing companies that comply with fair-trade practices. (3)
- 4.3 Study the graph of the fashion cycles below and answer the questions that follow.

[Adapted from The Second Skin]

- 4.3.1 Give TWO reasons why the fashion cycles overlap. (2)
- 4.3.2 Write a paragraph to describe the interrelationship between the peak stage in the fashion cycle and contemporary fashion. (4)
- 4.4 Study the picture below and answer the question that follows.

A company has a formal dress code.  [Source: <u>Pinterest</u>]	This outfit consists of: • A light blue suit • A white cotton round-neck T-shirt • White All-Star running shoes
---	--

Describe why this outfit is suitable to wear for a casual Friday to a corporate workplace on a hot summer's day. (4)

- 4.5 Analyse how the following factors may have influenced contemporary fashion that consumers wore in 2024:
- 4.5.1 Increased interest on clothing store credit cards (3)
- 4.5.2 Increased electricity costs (3)

[20]

QUESTION 5: HOUSING AND INTERIOR

- 5.1 Name TWO main parties involved in a lease agreement. (2)
- 5.2 Explain what a *mortgage bond* is. (2)
- 5.3 Describe why it is important for homeowners to have homeowners' comprehensive insurance. (2)
- 5.4 Differentiate between an *offer to purchase agreement* and a *deed of sale agreement*. (4)
- 5.5 Due to the poor current economic climate there are many houses that are up for sale.
- Explain why it may still be better to build a house rather than to buy an existing full-title house. (5)
- 5.6 Study the information below and answer the question that follows.

	Microwave oven • Built-in air fry • Combi grill • Convection for roasting or baking • Heats up faster • Timer [Source: AEG.co.za]
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- Describe the positive environmental impact of the microwave oven. (5)
- [20]**



QUESTION 6: ENTREPRENEURSHIP

- 6.1 Define the term *worst-sale scenario*. (2)
- 6.2 Explain the term *financial feasibility study*. (3)
- 6.3 List factors that an entrepreneur must consider when choosing a product for a small-scale business. (4)
- 6.4 Study the advertisement below and answer the question that follows.



- Identify, with examples, the Ps of a marketing strategy that are visible in the advertisement. (3)
- 6.5 Explain the disadvantages of a business having too much stock. (4)
- 6.6 Pick n Pay uses plant-based packaging partly made from sugar cane for their UHT long-life/box milk. Explain the positive impact that this packaging has on the environment. (5)



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

Sam used the money he received after selling his old business to start a new business of delivering goods. He paid cash for a new hybrid van (uses both petrol and electricity) that is used for transportation. Sam delivers packages all over the province. If he cannot deliver himself, he uses other delivery companies because he does not want to disappoint his customers.

He also rents out a storage unit for a small fee every month for customers who want to store their items. If the packages are not collected after six months, he sells them to recover his costs. He has formed a partnership with other delivery companies to help each other if they have packages going to the same place. He also offers his customers a free wrapping service for their packages.

[Own text]

- 6.7.1 State the start-up capital for Sam's business. (1)
- 6.7.2 Explain how Sam achieves a competitive edge in his business. (2)
- 6.7.3 Discuss how Sam ensures that his business continuously makes a profit. (6)
- 6.7.4 Explain how Sam saves money for his business on ever-increasing fuel prices. (2)

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

As of Monday 6 May 2024, South Africa has recorded 40 days without load-shedding.

[Adapted from News24.com]

Predict the positive impact that the state of no load-shedding may have on small businesses.

(8)
[40]

TOTAL SECTION B: 160
GRAND TOTAL: 200

