



basic education

Department:
Basic Education
REPUBLIC OF SOUTH AFRICA

NATIONAL SENIOR CERTIFICATE

GRADE 12

CONSUMER STUDIES

NOVEMBER 2013

MARKS: 200

TIME: 3 hours

This question paper consists of 15 pages.

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 Soft Furnishings	40	40
E. Theory of Production and Entrepreneurship	40	40

2. ALL the sections 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. A calculator may be used.
6. Write with black or blue 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 answer and write only the letter (A–D) next to the question number (1.1.1–1.1.18) in the ANSWER BOOK.
- 1.1.1 A consumer's complaint was not resolved at a chain store. Indicate what the consumer should do next:
- A Contact the head office of the chain store
 - B Contact the National Consumer Forum
 - C Seek legal assistance
 - D Write to the newspaper (1)
- 1.1.2 The amount of income tax South Africans must pay is determined by the ...
- A head of the Reserve Bank.
 - B minister of finance.
 - C president of South Africa.
 - D South African Revenue Service. (1)
- 1.1.3 A consumer who earns R55 000,00 per year will pay ...
- A capital gains tax.
 - B estate duty.
 - C income tax.
 - D value-added tax. (1)
- 1.1.4 VAT is payable on ...
- A condensed milk.
 - B cultured milk.
 - C fresh milk.
 - D milk powder. (1)
- 1.1.5 The interest rate charged by the South African Reserve Bank:
- A Flexible rate
 - B Fixed rate
 - C Prime rate
 - D Repo rate (1)
- 1.1.6 The onset of Type 2 diabetes in childhood can be caused by ...
- A inactivity and obesity.
 - B a lack of calcium and iron.
 - C a high intake of sugar and fibre.
 - D fitness and a high protein intake. (2)

- 1.1.7 Foods rich in vitamin A that will strengthen the immune system of an HIV/Aids patient:
- A Mealies, peanuts and milk
 - B Potatoes, fish and chicken
 - C Spinach, pumpkin and carrots
 - D Bananas, lemons and tomatoes
- (2)
- 1.1.8 Anaemia may be caused by a nutrient deficiency of ...
- A sodium and fats.
 - B folic acid and zinc.
 - C protein and vitamin A.
 - D vitamin B₁₂ and folic acid.
- (2)
- 1.1.9 The risk of obesity is increased when one regularly eats ...
- A lentil curry with rice.
 - B oats porridge with low-fat milk.
 - C pasta with a creamy sauce.
 - D grilled fish and baked potatoes.
- (1)
- 1.1.10 Select the belt that would be the best choice for a man's basic working wardrobe:



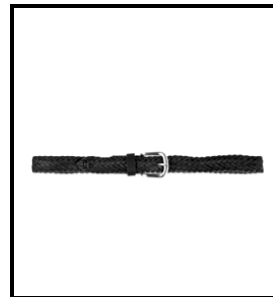
1

Brown leather belt
with decorative
gold side strip



2

Reversible
polyester belt with
a grey side and a
bright yellow side



3

Brown plaited
leather belt



4

Dark brown
leather belt

- A 1
 - B 2
 - C 3
 - D 4
- (1)

- 1.1.11 The deeds office fee is determined by ...
- A an attorney.
 - B the government.
 - C an estate agent.
 - D a seller.
- (1)

- 1.1.12 The money payable to the Receiver of Revenue when purchasing a home:
- A Property rates and taxes
 - B Bond registration costs
 - C Transfer duty
 - D Valuation fee
- (1)
- 1.1.13 The consumer will save more electricity when using the following wash cycle for laundry:
- A Warm water wash and cold rinse
 - B Cold water wash and cold rinse
 - C Hot water wash and hot rinse
 - D Hot water wash and cold rinse
- (1)
- 1.1.14 A type of stove plate which takes long to heat up and therefore wastes electricity:
- A Coil
 - B Ceramic glass
 - C Gas
 - D Solid
- (1)
- 1.1.15 Municipalities get the money they use to deliver services from ...
- A property tax.
 - B income tax.
 - C transfer duty.
 - D levies.
- (1)
- 1.1.16 A human resource that can be used by an entrepreneur:
- A Money to pay staff salaries
 - B Functional equipment that staff can use
 - C Staff that can manage their time well
 - D A well-organised workplace for staff
- (1)
- 1.1.17 ONE of the following is considered ordinary work time per week:
- A 6 hours per day in a 6 day week
 - B 7 hours per day in a 6 day week
 - C 8 hours per day in a 5 day week
 - D 9 hours per day in a 5 day week
- (1)

1.1.18 When designing an informative flyer, the following should be kept in mind:

- A Use an interesting and unusual font
- B The message must be short and simple
- C The more information, the better
- D Use as many colours as possible

(1)

1.2 Choose a description from COLUMN B that matches a term in COLUMN A. Write only the letter (A–G) next to the question number (1.2.1–1.2.5) in the ANSWER BOOK.

COLUMN A TERM		COLUMN B DESCRIPTION	
1.2.1	Production schedules	A	description of the standards that must be maintained when making a product
1.2.2	Quality control	B	inspections to ensure that a product is of a particular level of excellence
1.2.3	Raw materials	C	plan indicating the order and time needed to prepare products
1.2.4	Specifications	D	process to ensure that all materials are available
1.2.5	Standardisation	E	resources used to produce products
		F	testing new materials
		G	uniform procedures for the production of products

(5 x 1)

(5)

1.3 Choose THREE household waste items from the list below that CANNOT be recycled. Write only the THREE letters (A–F) next to the question number (1.3) in the ANSWER BOOK.

- A Egg boxes
- B Foil packaging
- C Junk mail
- D Light bulbs
- E Mirrors
- F Wax-coated packaging

(3)

1.4 Choose THREE groups of people from the list below who would benefit from food labels such as '0 g trans-fat', 'low sugar', 'fat-free' and 'lightly sweetened'. Write only the THREE letters (A–F) next to the question number (1.4) in the ANSWER BOOK.

- A People who are obese
- B People living with HIV/Aids
- C People suffering from diabetes
- D People suffering from osteoporosis
- E People with coronary heart disease
- F People suffering from lactose intolerance

(3)

1.5 Choose a description from COLUMN B that matches a term in COLUMN A. Write only the letter (A–H) next to the question number (1.5.1–1.5.5) in the ANSWER BOOK.

COLUMN A TERM	COLUMN B DESCRIPTION
1.5.1 Brand names	A a distinctive form of dress with recognisable qualities
1.5.2 Fashion fad	B the outline of a garment
1.5.3 Style	C simple styles that remain popular
1.5.4 Fashion	D a style that is accepted by a specific group of people at a given time and place
1.5.5 Classic styles	E the general direction that a fashion silhouette takes
	F a style that comes into fashion quickly and is short-lived
	G registered names that are recognised worldwide
	H a set of company clothing rules

(5 x 1)

(5)

1.6 Choose THREE stipulations from the list below that are TRUE regarding the Consumer Protection Act. Write only the THREE letters (A–G) next to the question number (1.6) in the ANSWER BOOK.

A One cannot demand that cellphone companies do not contact you again.

B One has five days to cancel a purchase made through direct marketing.

C Selling articles 'voetstoots' or at face value is acceptable.

D Companies cannot charge you more than their quotation for repair work.

E Life insurance and funeral policies may be sold to any person over the age of 18.

F Consumers must pay standard SMS tariffs to take part in competitions.

G Contracts can be renewed automatically. (3)

TOTAL SECTION A: 40

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

- 2.1 Name THREE foods that cause allergies. (3)
- 2.2 Give TWO symptoms of a food allergy in each of the following:
- 2.2.1 The digestive system (2)
- 2.2.2 The skin (2)
- 2.3 Explain the difference between *food allergies* and *food intolerance* by completing the table below in the ANSWER BOOK.

CRITERIA	FOOD ALLERGIES	FOOD INTOLERANCE
Type of response in the body	(1)	(1)
The immune system's involvement	(1)	(1)

- 2.4 2.4.1 Give a brief description of the food-related health condition *high cholesterol*. (4)
- 2.4.2 Explain how regular checking of blood cholesterol levels can benefit a person suffering from high cholesterol. (2)
- 2.4.3 State FIVE dietary guidelines to manage high cholesterol. (5)
- 2.5 Study the meal plan below and answer the questions that follow.

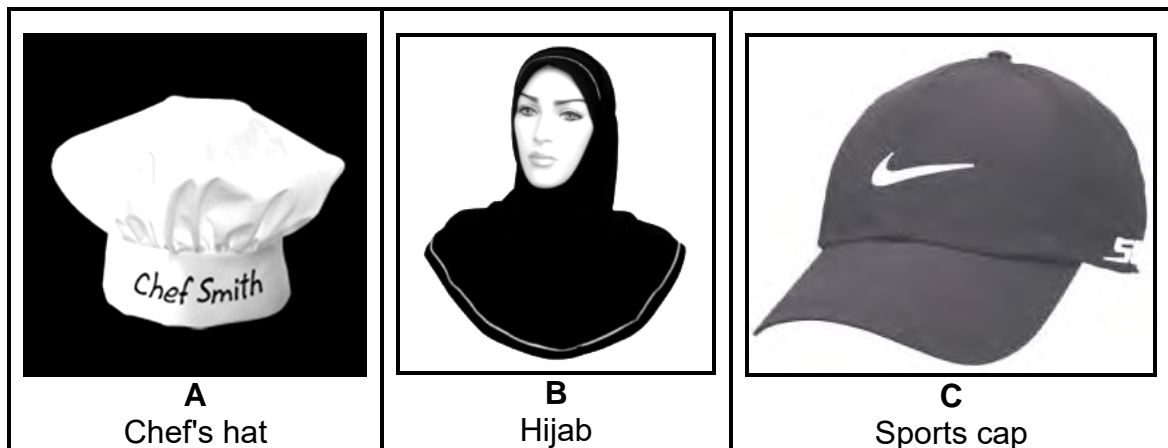
BREAKFAST
125 ml muesli 250 ml low-fat, unsweetened, plain yoghurt 50 ml fresh blueberries 1 banana 1 cup of coffee with full-cream milk 1 slice buttered whole-wheat bread with cheddar cheese

- 2.5.1 Explain what is meant by *glycaemic index* (GI). (2)
- 2.5.2 Identify THREE foods from the meal plan above that will be most beneficial for diabetics when they apply the glycaemic index (GI) concept. (3)
- 2.5.3 Explain why this meal plan is suitable for someone suffering from osteoporosis. (5)
- 2.5.4 Evaluate the suitability of the meal plan for a person suffering from anaemia. (8)

TOTAL SECTION B: 40

SECTION C: CLOTHING**QUESTION 3**

- 3.1 Name FOUR steps in planning a basic wardrobe for the world of work. (4)
- 3.2 Study the pictures below and answer the questions that follow.



- 3.2.1 Explain the message (non-verbal communication) that is conveyed by each of the head gear (A–C) above. (3 x 3) (9)
- 3.2.2 Identify the brand label illustrated in the pictures. (1)
- 3.2.3 Explain why young adults prefer to wear branded clothing. (4)
- 3.3 Read the extract below and answer the questions that follow.

HAUTE COUTURE FASHION WEEK

Some of the exotic and glamorous clothes produced by South African designers were showcased at the Haute Couture Fashion Week in Cape Town.

More than 20 000 visitors attended the week's shows, which brought orders from major retail chain stores, as well as wealthy individual customers. The designers revealed that they were delighted by all the orders from the retail companies and private customers.

[Adapted from an article by Audrey D'Angelo in *Business Report*, 12 August 2012]

- 3.3.1 Explain the term *haute couture*. (3)
- 3.3.2 There are five stages in the fashion cycle. Explain the following stages as evident in the extract:
- (a) Innovation/Introduction/Launch/Emerging (2)
- (b) Rise/Growth (2)

3.4 Study the cartoon below and answer the questions that follow.



[Source: <http://www.joy-of-cartoon-pictures.com/tokyo-street-fashion.html>]

3.4.1 Explain how the mass media influences consumer buying behaviour. (5)

3.4.2 The consumer in the cartoon is showing conformity. Give reasons why. (3)

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



The man in the picture is wearing a black linen jacket with set-in pockets, a cream-coloured T-shirt, light blue pants (hems rolled up) and dark grey leather shoes with cream-coloured soles and secret socks.

Evaluate the suitability of this outfit for an interview for a professional job. (7)

TOTAL SECTION C: 40

SECTION D: HOUSING AND SOFT FURNISHINGS**QUESTION 4**

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

Lloyd and Grace Andrews are both 60 years old. They own a spacious home with a large garden and swimming pool. Garden services maintain the garden and Lloyd maintains the swimming pool. They will be retiring within a year and want to move to a townhouse in a retirement village.

Their son, Keith, is 25 years old and earns a monthly salary of R10 000,00. He is renting a furnished flat. He is saving to buy his own property. There is a possibility of Keith working overseas.

4.1.1 Identify the:

- (a) Present type of housing ownership for Lloyd and Grace (1)
- (b) Future type of housing ownership for Lloyd and Grace (1)

4.1.2 Give THREE advantages of Lloyd and Grace owning their own home. (3)

4.1.3 After retirement, their home maintenance responsibilities will change. Indicate these changes. (4)

4.1.4 Briefly explain why renting accommodation is a good option for Keith. (5)

4.1.5 State FIVE stipulations that should be included in the lease agreement which will protect Keith. (5)

- 4.2 Read the advertisement for washing machines below and answer the questions that follow.

WASHING MACHINE A	WASHING MACHINE B
Top loader	Front loader
13 litre capacity	6 litre capacity
Price: R2 899,00	Price: R3 699,00
OR	OR
Deposit: R290,00 R173,00 x 36 months	Deposit: R370,00 R210,00 x 36 months

- 4.2.1 Give reasons why washing machine A is more suitable for the retired couple. (3)
- 4.2.2 (a) Calculate the total cost of washing machine A if it is bought on instalment sale. Show ALL calculations. (4)
- (b) Calculate the difference between the cash price and instalment sale price of washing machine B. Show ALL calculations. (3)

- 4.3 Read the advertisement below and answer the question that follows.

DECREASE THE COST OF HEATING WATER BY UP TO 67%

Before you run your bath, think about the electricity that you waste. Heating water may cost up to 40% of your electricity bill.

Here is the good news: Installing a heat pump can cut the cost of heating water by up to 67%. The heat pump is an energy-efficient way of heating water.

Eskom will pay you a rebate when you install the heat pump in your home or small business.

[Translated from an Eskom advertisement in *Rooi Rose*, November 2012]

- State THREE benefits of installing an Eskom heat pump. (3)

- 4.4 Read the information below and answer the question that follows.

TO BUY OR NOT TO BUY

Many homeowners have to sell their houses as a result of the recession. Interest rates have been low for a while but may rise in future. Food inflation is high in South Africa.

- Give good reasons why Keith should invest in property during a recession. (8)
- (4 x 2)

TOTAL SECTION D: 40

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

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

Pete runs his own business from home. He converted his double garage into a workplace to produce curios (souvenirs). When this conversion was done, he had to install more electrical power points to supply enough electricity for the production process. His business has grown and he currently employs three people. They travel to work every day with public transport. Pete gets most of his raw materials from local suppliers. His products are good value for money and uniquely South African. He sells most of his products in tourist shops. He also markets his products on the Internet and charges an additional fee when he has to post products that are ordered on the Internet.

5.1.1 Define the term *target market*. (1)

5.1.2 Identify Pete's main target market. (1)

5.2 Due to the success of his business Pete has employed three people.

5.2.1 How much must Pete pay his workers if they have to occasionally work on a Sunday? (1)

5.2.2 In terms of labour law, Pete has responsibilities towards his employees. How much leave are Pete's employees entitled to? (2)

5.2.3 Suggest TWO aspects Pete had to consider when he converted his double garage to ensure the following for his employees:

(a) A safe working environment (2)

(b) A comfortable working environment (2)

5.3 Pete's products are good value for money and uniquely South African.

5.3.1 Give FOUR reasons why Pete needs to do stock control of raw materials. (4)

5.3.2 Explain why Pete's products are successful. (3)

5.3.3 Name TWO important criteria for the packaging of the products which will be posted. (2)

5.3.4 Suggest TWO ways in which Pete can use labelling to promote the sale of his products to tourists. (2)

- 5.4 Pete's business produces 1 100 products per week. The cost of the materials per week is R18 000,00. He adds 30% to cover overhead costs and 75% for profit (105% mark-up).
- 5.4.1 Calculate the total cost of production per product. Show ALL calculations. (5)
- 5.4.2 Calculate the selling price per product. Round off the selling price to the nearest rand. Show ALL calculations. (5)
- 5.4.3 Explain when the break-even point will be reached. (Calculations are NOT required.) (2)
- 5.5 Briefly discuss the possible impact of a transport strike on the production of the products. (3)
- 5.6 Explain, with reasons, how the rising electricity tariffs may affect the sustainable profitability of Pete's business. (5)
- TOTAL SECTION E: 40**
GRAND TOTAL: 200