



Province of the
EASTERN CAPE
EDUCATION

**NATIONAL
SENIOR CERTIFICATE**

GRADE 12

SEPTEMBER 2012

**CONSUMER STUDIES
MEMORANDUM**

MARKS: 200

This memorandum consists of 15 pages.

CONSUMER STUDIES / VERBRUIKERSTUDIES
ANSWER SHEET / ANTWOORDBLAD
SEPTEMBER 2012

NAME / NAAM: MEMORANDUM

GRADE / GRAAD: _____

SECTION A / AFDELING A

QUESTION 1.1 / VRAAG 1.1

1.1.1	A	B	C	D
1.1.2	A	B	C	D
1.1.3	A	B	C	D
1.1.4	A	B	C	D
1.1.5	A	B	C	D
1.1.6	A	B	C	D
1.1.7	A	B	C	D
1.1.8	A	B	C	D
1.1.9	A	B	C	D
1.1.10	A	B	C	D
1.1.11	A	B	C	D
1.1.12	A	B	C	D
1.1.13	A	B	C	D
1.1.14	A	B	C	D
1.1.15	A	B	C	D
1.1.16	A	B	C	D
1.1.17	A	B	C	D
1.1.18	A	B	C	D

23

QUESTION 1.5 / VRAAG 1.5

1.5.1	A	B	C	D	E	F	G
1.5.2	A	B	C	D	E	F	G
1.5.3	A	B	C	D	E	F	G
1.5.4	A	B	C	D	E	F	G
1.5.5	A	B	C	D	E	F	G

5x1
5

QUESTION 1.2 / VRAAG 1.2

1.2	A	B	C	D	E	F	G	H
-----	---	---	--------------	--------------	---	--------------	---	--------------

4x1
4

QUESTION 1.3 / VRAAG 1.3

1.3	A	B	C	D	E	F
-----	---	--------------	--------------	--------------	---	---

3x1
3

QUESTION 1.4 / VRAAG 1.4

1.4.1	A	B	C	D	E
1.4.2	A	B	C	D	E
1.4.3	A	B	C	D	E
1.4.4	A	B	C	D	E
1.4.5	A	B	C	D	E

5x1
5

TOTAL		TOTAAL
	40	

TOTAL SECTION A: 40

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

- 2.1 Obesity/Overweight/High cholesterol/Arteriosclerosis/Heart disease/Stroke
(Any 1)

A condition in which **excess** fat is stored in the body/main arteries/narrowing of arteries

1 Mark for example of health related problem

2 Marks for description (3)

UNDERSTANDING LO 12.2.1

2.2

Bulimia		Anorexia	
1.	Self-induced vomiting	1.	Self-induced starvation.
2.	Purging/non-purging through laxative abuse after a binge.	2.	Noticed by a low calorie intake and a great interest in food.
3.	Lack of control of eating habits (powerful urge to eat large amounts – binge)	3.	Distorted body image (feeling fat even though underweight)
4.	Low self-image/sense of shame	4.	Sense of control.
5.	Menstruation not affected.	5.	Menstruation affected.
6.	Health conditions – resulting from vomiting, sore throat, tooth decay, kidney problems, oedema (Any 1)	6.	Health conditions – dry skin, brittle dry hair, dry hair on cheeks, cold feet and hands and possible heart conditions (Any 1)
7.	Body weight maintained/difficult to detect.	7.	Very thin and easily detected.
8.	Behaviour aimed at preventing weight gain	8.	Psychological
9.	Muscle weakness	9.	Weight loss is self-discipline
10.	Headaches	10.	Weight gain is loss of control (intense fear)
11.	Swollen salivary glands	11.	Behaviour aimed at weight loss – obsession
12.	Tiredness	12.	Looks very thin (emaciated)
13.	Gullet damage	13.	Inability to concentrate
14.	Stomach can rupture (ulcers)	14.	Osteoporosis (prone to)
15.	Long-term intestinal problems		

(Any 3) (3x2) (6)

APPLYING LO 12.2.1

- 2.3
- Eat healthily; high-fibre - more plant foods.
 - Be physically active.
 - Do not smoke.
 - Maintain a healthy weight.
 - Drink alcohol in moderation.
 - Reduce salt intake.
 - Low saturated fat intake
 - Increase omega 3 fatty acids
 - Limit cholesterol intake (100 mg per day) (Any 4) (4)

REMEMBERING LO 12.2.1

- 2.4 2.4.1
- Lactose intolerance is the inability to digest large amounts of lactose.
 - This inability results from a shortage of enzyme lactase, which is normally produced in the small intestine. (2)

REMEMBERING LO 12.2.1

- 2.4.2
- Nausea
 - Cramps
 - Bloating
 - Gas
 - Diarrhoea
 - Halitosis (bad breath)
 - Vomiting (Any 3) (3)

REMEMBERING LO 12.2.2

- 2.4.3
- To maintain a balanced diet, add calcium-rich foods, for example green vegetables, fish with soft, edible bones and tofu.
 - Avoid milk products altogether to manage the intolerance. Use milk from rice, coconut or soya to supplement milk in the diet/lactose reduced milk.
 - Take lactase pills to supply lactase when consuming dairy products.
 - Read food labels to avoid hidden lactose.
 - Take calcium supplement to maintain calcium levels in the body.
 - Yoghurt and cheese is suitable as lactose has been converted to lactic acid.
 - Ensure sufficient intake of calcium and vitamin D to ensure optimum bone strength.
 - Use milk from rice and coconut to replace lactose in milk.
 - Many soya foods are naturally high in calcium and are important for health and bone maintenance.
 - Use calcium-fortified orange juice as you need calcium for strong bones.
 - Use dairy products that are naturally low in lactose, such as Swiss cheese and cottage cheese.
 - Use special milk products such as Lacteeze or other "lactose-free milk" which have lactose reduced by 99%.

Example and explanation

(Any 3) (3x2) (6)

APPLYING LO 12.2.1

- 2.5 2.5.1
- Anaemia is a blood-related sickness due to insufficient haemoglobin in the blood to fall below a certain level.
- OR**
- The blood has lost some of its capacity to carry oxygen.
- OR**
- Shortage or no haemoglobin been manufactured because no oxygen has been transported to the body. Reduction in red blood cells. (2)

REMEMBERING LO 12.2.1

- 2.5.2 (a) **Vegetarians**
- Depends on the type of vegetarian.
 - No iron and Vitamin B₁₂ has been taken in.
 - Lack of Vitamin B₁₂ which is only found in animal products. (2)

- (b) **Teenage girls**
- They start menstruating
 - Belief that red meat makes you fat
 - Insufficient iron and Vitamin B₁₂ been taken in.
 - Female young adults are picky when it comes to food and tend to avoid food that is rich in iron and Vitamin C (e.g. liver and spinach)
 - Drink a lot of coffee which reduces the absorption of iron in the body.
 - If pregnant foetus can absorb too much iron through placenta.
 - If pregnant – increase requirement in blood volume.
 - Drink a lot of tea, tannin compromises iron absorption. (3)

UNDERSTANDING LO 12.2.1

- 2.6 (a) **A stable weight is maintained.**
- Good nutrition provides the nutrients needed to supply body-building materials and high-energy foods to help keep body weight stable.
 - Also supplies sufficient energy to be able to exercise, which also builds muscle and helps maintain a stable weight.
 - The emphasis is on healthy balanced meal pattern. (3)
- (b) **Lost nutrients are replaced.**
- This loss occurs as result of diarrhoea, night sweats and vomiting. Good nutrition replaces the fluid and electrolytes lost and this includes offering water, soups, fruit juices, supplying vitamins and minerals which are essential to help fight infection.
 - Energy levels are also increased.
 - The immune system is boosted.
 - Increase fruit and vegetables.
 - Drink clean, safe water to replace lost fluids. (3)
- (c) **The immune system functions better.**
- Good nutrition provides sufficient protein, energy, vitamins and minerals all necessary for supporting, protecting, maintaining and strengthening the immune system, thus slowing down the progression of HIV and Aids.
 - The sufferer's well-being is improved, and this also strengthens the immune system.
 - Includes Vitamin C, Vitamin A, Vitamin B₆
 - Minerals Selenium and Zinc.
 - Increase fruit and vegetable intake (3)
- ANALYSING LO 12.2.1**

TOTAL SECTION B: 40

SECTION C: CLOTHING**QUESTION 3**

- 3.1 3.1.1 **Style** In a dress the lines that distinguish one from another. (2)
- 3.1.2 **Fashion fad** is fashion that is short-lived. Fads are usually quickly accepted by a relatively small group of people. (2)
- 3.1.3 **Haute couture** is a term given to the creation and manufacture of fashion where the designer develops his or her own ideas rather than trying to meet the requirements of individual clients. New garment styles worn by a few fashion leaders. Good quality, excellent workmanship and expensive. (2)
- 3.1.4 **Fashion trend** is the general direction that a fashion silhouette takes, for example, the length of a hemline. (2)

REMEMBERING LO 12.2.4

- 3.2 **Picture A** – Culture – the Sari indicated that the woman is of the Indian culture.

OR

Religion – The headscarf may indicate that the woman is of the Muslim Faith (2)

Picture B – Occupation the Chef's jacket and hat indicates that this man is a chef. (2)

Picture C – Activity – the tracksuit and sports shoes indicates that woman is probably going to do some sort of exercise. (2)

APPLICATION LO 12.2.4

- 3.3
- Well-known personalities or **celebrities** influence fashion as consumers like to copy what they wear.
 - Different **market segments** demand **different fashions** e.g. clothes for the youth, the elderly, the physically disabled men and women, ethnic and religious groups.
 - Geographical living patterns – **people living in cities** are **exposed to fashion** and will buy new fashions, whereas people living in **rural areas do not buy clothes so often**.
 - A **high level of education** influences **fashion change positively** as usually educated people have **access** to more resources to make them aware of new fashions.
 - **Cross-cultural contact** and sub-cultural groups **introduce new fashions** to one another.
 - Cultural **festivities** – visitors are exposed to **new fashions** at these events.
 - **Religion** – Less restrictive than in the past
 - **Increased mobility** – better infrastructure therefore more leisurewear as people can travel to holiday destinations.
 - **More women in the workplace** – therefore greater demand on fashion industry to meet both work wear and lifestyle needs.
 - **Education level** – educated people more fashion conscious
 - **Geographic pattern changes, e.g. move to cities** – more fashion conscious
 - **Lifestyle changes** – war/natural disasters, e.g. floods – fashions change slows down. (Any 4) (4)

REMEMBERING LO 12.2.4

- 3.4
- It indicates financial success and status amongst the youth ✓ as a new class is created, e.g. Adidas ✓
 - Gives a sense of belonging/peer acceptance and popularity, because no one wants to be regarded out of fashion ✓
 - Brand loyalty: seen as a status symbol, sporting clothes indicate social groups among the youth (Puma, Nike, Adidas) ✓
 - Associated with good quality and authenticity ✓
 - Boosts self-image or self-esteem because only the best is good enough ✓
 - Young adults have distorted value systems, perception that brand names is a must have/superior fashion trends ✓
- (Any 5) (5)

APPLICATION LO 12.2.4

- 3.5
- Teenagers seek the approval of others to be recognised as individuals, and to be accepted by their peers.
 - Wearing clothes that your peers wear (labels) make one belong to a group and therefore make one feel good.
 - Social identity is increased indicating that one belongs to a certain group.
 - Peers often have a fashion, change with the fashion, which enables others of the same age to conform and this gives them a sense of strength, i.e. stronger in numbers.
 - A higher economic status, if they wear branded labels that are expensive and buy from a specific shop.
- (5)

APPLYING LO 12.2.4

- 3.6
- Smart to make a good impression.
 - Clean and neat to convey a positive impression.
 - If you wear clothes that are different or way-out it might create a negative first impression.
 - Accessories suit the outfit to indicate a good impression or/and personality.
 - Dress to suit the environment, this shows an interest in the workplace and that you have gone to the trouble to find out.
 - Suitable colour, e.g. blue suit because it is a soothing colour. (Any 2)
- (2x2) (4)

APPLICATION LO 12 2 3

- 3.7
- Clothes must be comfortable, as you are in the outfit all day.
 - Select colours which suit one's personality, you will feel good in the clothing and project confidence in the workplace.
 - Select clothes that do not date, fad styles will have a limited lifespan and be expensive to replace.
 - Fashion and fads can be reflected in small details, such as accessories, which reflect current fashion; these should be coordinated so that they can be mixed and matched.
 - Easy-care fabrics and styles should be chosen, to save time on maintenance and laundering.
 - You will know what you already have.
 - You will be able to budget as to what you will need to buy.
 - Able to make better choices and save the environment.
 - You will be able to tell what accessories are available for clothes you have.
 - Easier and quicker to dressing.
 - Save money – buy fewer items.
 - Fit your figure type and working activities, including social occasions that form part of your work responsibilities.
 - Ideally a different outfit for every day of the week.
 - Clothes are suitable for your work situation and reflect the image of the company you work for.
 - Best quality that you can afford, which will last longer.
 - A core of basic, classic styles in neutral colours that will not date easily.
 - Items can be mixed-and-matched/co-ordinated in terms of style, colour and texture.
 - More shirts than bottoms (3-5 tops for every one bottom)
 - About 70-80% plains and 20-30% prints.
 - Avoid impulse shopping.
 - Do not duplicate items.

(Any 8) (8)

APPLICATION LO 12.2.3

TOTAL SECTION C: 40

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

- 4.1 4.1.1 **Access bond.**
- This type of bond offers you the opportunity to draw from your bond account.
 - You can transfer extra money into this account to pay the bond off sooner. (2)
- REMEMBERING LO 12.2.5**
- 4.1.2 **Transfer fees.**
- Fees paid to transfer the property to the new home owner.
 - The amount depends on the purchase price of the property
 - Tax collected on behalf of the government by the Receiver of Revenue
 - Buyer pays transfer costs – payable before property can be registered in new owner's name. (Any 2) (2)
- REMEMBERING LO 12.2.5**
- 4.1.3 **Full title/freehold.**
- The home owner has full ownership of the house and property.
 - Structural changes may be made to the outside and inside of the building, subject to approval by the local municipality.
 - Rates and taxes are payable by the home owner.
 - Owner responsible for all costs including rates and taxes. (Any 3) (3)
- REMEMBERING LO 12.2.5**
- 4.2
- The buyer must show the bank that they have some form of security/collateral/surety
 - Must be permanently employed, and that your job is stable, or proof of pension.
 - The property that you want to buy must be worth at least the amount of the loan
 - Monthly repayment/instalment must constitute less than 25% of one's salary if single.
 - Must be able to repay the bank in instalments over a period of 20-30 years. (Any 3) (3)
- REMEMBERING LO 12.2.5**

4.3 4.3.1 A lease agreement is a legal agreement between the landlord/lessor and the tenant/lessee, indicating each one's right and responsibilities. (2)

REMEMBERING LO 12.2.5

- 4.3.2
- The lease agreement would indicate to the family their rights and responsibilities and if they did not adhere to these then the landlord might have the right to evict them, or if they did read the lease agreement, they might have a case against the landlord.
 - If the agreement states the rights and responsibilities of the landlord, he may have a right to evict them.
 - If the agreement was signed by both parties then it is legal and binding and the family might now be wasting the judge's and their own time. (3)

APPLICATION LO 12.2.5

- 4.3.3
- The home would be theirs and they would not have to worry about the landlord, or corporate body, if they wanted to make changes.
 - Can make changes or make further developments without consulting a second person(s).
 - The family would have a form of collateral/security for themselves, and if they need to borrow more money.
 - They are the legal owners and it can bequeath it to someone.
 - Have an asset that can be sold for profit, i.e. financial investment.
 - Rent out a room to obtain extra money, without obtaining permission.
 - Can run a business from home if the local authority gives permission, which could save money, and do not have to ask the landlord.
 - Sense of pride – look after one's property with pride and fit into the community.
 - Sense of independence. (Any 4) (4)

REMEMBERING LO 12.2.6

- 4.3.4
- Occupational rent
 - Moving expenses
 - Property rates and taxes
 - Rates clearance certificate
 - Service connections fees
 - Miscellaneous expenses (Any 4) (4)

REMEMBERING LO 12.2.6

- 4.4
- Water, electricity, refuse and sewerage accounts must be paid.
 - Paying rates and taxes to the municipality.
 - Security costs such as an armed-response company.
 - Maintenance
 - Home owners insurance
 - Household insurance is to ensure the contents of the home
 - Bond repayment (owner of the house) or rent (tenant)
 - Mortgage (bond) protection insurance (owner of the house). (Any 3) (3)

REMEMBERING LO 12.2.6

4.5 **Transactions – Advantages and disadvantages.**

Transaction		Advantages	Disadvantages
4.5.1	Debit card	<ul style="list-style-type: none"> • No interest • Get product after payment • Get discount in many instances • Buy where you get best value for money • Avoid debts/control finances • Can use the item immediately. <p style="text-align: center;">(2)</p>	<ul style="list-style-type: none"> • Large amount of money – unsafe. • If using cheque, high fraud risks. <p style="text-align: center;">(2)</p>
4.5.2	Credit card	<ul style="list-style-type: none"> • Do not carry cash • Have a choice of payment schedule • Instalments paid over period of time. <p style="text-align: center;">(1)</p>	<ul style="list-style-type: none"> • The money spent is paid later. • Unless carefully controlled, can be beyond affordability. • High interest payable • High risk of fraud <p style="text-align: center;">(1)</p>

(3x2) (6)

COMPREHENSION LO 12.2.6

- 4.6
- Recycling can create many jobs.
 - Saves money because it requires far less energy to recycle than to produce products from raw materials.
 - Saves resources by reducing the need for raw materials and can save money and reduce pollution.
 - Preserves air and water quality because of less decomposition and pollution.
 - It is clear that waste is unsightly and also impacts negatively on health.
 - By recycling, South Africans can save a lot of money and live in a cleaner, healthier environment.
 - Reduce garbage and limit landfill sites
 - Saving energy by reusing instead of producing new products
 - Recycling kitchen waste as compost (Any 4) (4x2) (8)

EVALUATION LO 12.2.7

TOTAL SECTION D: 40

SECTION E: THEORY OF PRODUCTION AND MARKETING OF FOOD, CLOTHING AND SOFT FURNISHINGS

QUESTION 5

- 5.1 5.1.1 **Quality control** It means that a product is of a particular level of excellence or standard. (2)
- 5.1.2 **Break-even** It is the point where all the costs of the product are covered by the sales. Sales after this point will be a profit. (2)
- 5.1.3 **Target group** It refers to a section of customers that a business has decided to aim its marketing efforts toward. (2)
- 5.1.4 **Sustainable** Being able to stay profitable and generate income to stay in business. (2)
REMEMBERING: LO 12.4.3
- 5.2
- Ensure a smooth flow of processes.
 - Use of efficient methods and procedures.
 - Important for efficiency – reduce mistakes.
 - Serves costs through better utilisation of time, material and labour.
 - Makes it easy to gather feedback at point of production.
 - Quality assurance can be applied. (Any 4) (4)
- REMEMBERING LO 12.4.3**
- 5.3
- Keep it short and simple.
 - Be specific and accurate in your description.
 - Plan the layout carefully.
 - Place the attention grabbers so that they highlight the best features of your product.
 - Use a font that is easy to read.
 - The message must be easy to understand and be sincere/informative/customer-oriented. (Any 5) (5)
- REMEMBERING LO 12.4.1**
- 5.4
- A sample/prototype will show the customer exactly what the final product would be like.
 - A sample or prototype displays the quality of the product.
 - Once customers have seen the product, large orders can be secured/visual displays could encourage orders. (3)
- APPLYING LO 12.4.1**

- 5.5
- To see your financial position at a glance. ✓
 - For evidence of proof of income and expenditure for auditing/shows how money or income is spent/shows financial position at a glance. ✓
 - Records are needed for filling in tax forms. ✓
 - Helps to make sensible decisions. ✓
 - Helps to set goals and obtain the funds to attain the goals/future planning. ✓
 - It helps to ensure that you can pay your monthly expenses/prevent the business from being blacklisted ✓
 - A tool to monitor/and evaluate/the sustainability of the business/monitor financial performance on an on-going basis/helps to identify income or expense problems before it is too late/make sure that enough profit is made/setting aside money for future use if the business has a good turnover ✓
 - To be able to buy stock on credit ✓
 - To offer customers the option of purchasing on credit ✓ (Any 4) (4)

UNDERSTANDING LO 12.4.1

- 5.6 5.6.1
- A person who starts and manages his/her own business.
 - A person who recognises business opportunities, has the courage to seize them, and the ability to manage them.
 - A person who sells or produce products or services, in order to make a profit. (Any 2) (2)

REMEMBERING LO 12.4.2

- 5.6.2
- Lack of management skills.
 - Poor decision making.
 - Poor business knowledge
 - Poor technical skills.
 - Shortage of capital.
 - Customer credit.
 - Over investing in premises, equipment.
 - Poor planning.
 - Stock shortage.
 - Attitudes – success requires hard work.
 - Poor ethics – dishonesty (Any 5) (5)

APPLICATION LO 12.4.2

5.7 5.7.1 **Net profit** Profit = selling price – cost price ✓
= R50 – R30 ✓ = R20 ✓ (3)

5.7.2 **Profit percentage** $\frac{\text{Profit} \times 100}{\text{Sales}}$ ✓
 $\frac{20 \times 100}{50}$ ✓
= 40% ✓✓ (3)

5.7.3 **Unit price** Unit price = selling price ÷ number ✓ of products
= R50 ÷ 10 ✓
= R5 per product ✓ (3)

APPLICATION LO 12.4.3

TOTAL SECTION E: 40

GRAND TOTAL: 200