



Province of the  
**EASTERN CAPE**  
EDUCATION

**NATIONAL  
SENIOR CERTIFICATE**

**GRADE 11**

**NOVEMBER 2014**

**CONSUMER STUDIES  
MEMORANDUM**

**MARKS: 200**

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This memorandum consists of 13 pages.

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**QUESTION 1: SHORT QUESTIONS****QUESTION 1.1**

- 1.1.1 B ✓
  - 1.1.2 A ✓
  - 1.1.3 D ✓
  - 1.1.4 D ✓
  - 1.1.5 C ✓
  - 1.1.6 C ✓
  - 1.1.7 B ✓
  - 1.1.8 A ✓
  - 1.1.9 C ✓
  - 1.1.10 D ✓
  - 1.1.11 A ✓
  - 1.1.12 B ✓
  - 1.1.13 B ✓
  - 1.1.14 C ✓
  - 1.1.15 D ✓
  - 1.1.16 A ✓
- (16 x 1) (16)

**QUESTION 1.2**

- 1.2.1 G ✓
  - 1.2.2 D ✓
  - 1.2.3 F ✓
  - 1.2.4 C ✓
  - 1.2.5 A ✓
- (5 x 1) (5)

**QUESTION 1.3**

- 1.3.1 G ✓
  - 1.3.2 F ✓
  - 1.3.3 A ✓
  - 1.3.4 C ✓
  - 1.3.5 H ✓
  - 1.3.6 E ✓
  - 1.3.7 B ✓
  - 1.3.8 I ✓
- (8 x 1) (8)

**QUESTION 1.4**

- 1.4.1 Budget ✓
  - 1.4.2 Cross contamination ✓
  - 1.4.3 DRI / dietary reference intake ✓
  - 1.4.4 BMR / Basal metabolic rate ✓
  - 1.4.5 Warranty ✓
  - 1.4.6 Macro-nutrients ✓
- (6 x 1) (6)

**QUESTION 1.5**

- 1.5.1 True ✓
- 1.5.2 False ✓
- 1.5.3 False ✓
- 1.5.4 True ✓
- 1.5.5 True ✓

(5 x 1) (5)  
**[40]**

**QUESTION 2: THE CONSUMER****2.1 2.1.1 Sources of income**

(a) Savings ✓ and investing ✓ (2)

(b) Pension ✓ or retirement annuity ✓ or government pension or endowment policy ✓ (3)

**2.1.2 UIF**

A fund for relief for workers (who contributed to it) who lose their job (retrenched, fired, unable to work) will still receive some income. ✓ (1)

**2.1.3 Other sources**

Salaries/wages/family and friends/inheritance/endowment policy/rental income/child support grant/disability grant/old age grant/foster child support grant/bonus/commission/fringe benefits/business profits/interest/dividends/retirement annuities/financial gifts. (Any 2 x 1) (2)

**2.1.4 Savings account**

- Short term option for savings.
- Flexible as you can deposit/draw at any time.
- Interest earned is low.
- Bank charges are low. (Any 2 x 1) (2)

**Fixed deposit account**

- Money stays in this account for a fixed time / a year.
- Set interest rate.
- Earn higher interest than a savings account.
- Cannot make regular deposits like the savings account. (Any 2 x 1) (2)

**2.2 Budget****2.2.1 Fixed expenses**

Rent, gym fees, cellphone contract and insurance (Any 4 x 1) (4)

**2.2.2 Variable expenses**

Petrol, ingredients, food, clothes/cosmetic, cat food, entertainment (2)

**2.2.3 Actual total income**

R8 500  
Salary – R8 000 plus baking R500 (2)

**2.2.4 Total actual spent on food and clothing combined**

R300  
Food was R1 000, now R1 100  
clothes was R600 now R800  
So R100 + R200 extra = R300 (2)

2.2.5 **Evaluate**

She could spend less on entertainment, ✓ clothes ✓ and also accept cosmetics (They may not suggest any adjustments to the fixed expenses nor savings. They may only adjust luxuries) (2)

2.2.6 She should put it towards savings. (Either retirement savings or towards the car.) (1)

2.2.7 **Advantages of budgeting:**

- Avoid the debt trap and live within your means.
- To set and reach your financial goals.
- To see how much you can afford to spend on things/see how much money is available
- To create a savings for unexpected expenses.
- Stay in control of how your money is spent.
- To track spending and work at reducing some expenses.
- Teaches you the value of money.
- To cut out unnecessary and impulsive spending.
- To see how much credit you can afford so that you can repay the credit. (Any 3 x 1) (3)

2.2.8 Doing her banking transactions using her cellphone or iPad or tablet. (2)

**[30]**

**QUESTION 3: FOOD AND NUTRITION**

3.1 3.1.1	<b>Illustration A</b>	<b>Illustration B</b>	
(a)	goitre	rickets	(2)
(b)	iodine	Calcium or vitamin D	(2)

**(c) Food source**

<b>Illustration A</b>	<b>Illustration B</b>	
iodised salt, saltwater fish, shellfish, drinking water	Milk, milk products, edible bones in fish, dark green leafy vegetables, soya legumes, Vitamin D, animal fats, egg yolk, liver	(4)
(Any 2 x 1)	(Any 2 x 1)	

- 3.1.2 (a) Build strong bones and teeth ✓ Phosphorous ✓ and Vitamin D ✓ (3)
- (b) Osteomalacia or osteoporosis (1)

**3.2 Salt**

- 3.2.1 Sodium / sodium chloride (1)
- 3.2.2 High blood pressure/hypertension (2)
- 3.2.3
- Regulates the fluid balance in the cells / acid-base balance of body fluids.
  - Helps with the flexing of the muscles.
  - And the flow of/conducts nerve impulses
  - Prevents muscle cramps
  - Activates some enzymes
  - Transports carbon dioxide in the blood. (Any 2 x 1) (3)
- 3.2.4 Magnesium (1)
- 3.2.5 **Vitamin from mango and one symptom of a deficiency**  
Vitamin A ✓
- Night blindness / blindness.
  - Eyes become sensitive to light.
  - Skin becomes rough and cracked / dry, bumpy.
  - Lower resistance to infections.
  - Retarded growth in children. (Any 2 x 1) (2)
- 3.2.6 **Two animal proteins**  
Meat, poultry, fish, eggs, other milk products etc. cheese. (Any 2 x 1) (2)

**3.2.7 Two other factors that affect BMR**

- Body type (larger body requires more energy).
  - Growth (more energy during periods of growing).
  - During pregnancy
  - Illness
  - Injury
- (Any 2 x 1) (2)

**3.3 Nutritional needs of the elderly****3.3.1 (a) Contributions to Neal's poor nutritional status:**

- Dental problems (affects his choice of foods).
  - Depression (lost his wife, does not have any friends, rarely leaves the house – does not feel like eating)
  - Mental deterioration.
  - Little food in the house.
  - Lack of fresh air and sunshine.
  - Does not know how to cook.
- (3)

**(b) A solution to the problem above**

**Dental:** Eat softer foods but they must still contain sufficient fibre.

**Depression:** Get involved in a new interest or hobby.

**Mental:** Keep his brain stimulated e.g. Sudoku.

**Food:** Stock frozen foods, canned foods, long life milk, longer shelf life foods.

**Sunshine:** Try to work in the garden.

**How to cook:** Stock ingredients in house for simple meals. (2)

**3.3.2 (a) Energy**

- Energy requirements generally less/lower  $\sqrt{\quad}$  due to a decrease in BMR, and physical activity.

**(b) Zinc**

- A deficiency can depress the appetite / blunt the sense of taste. Plays a role in a healthy immune system

**(c) Water**

- Prevent dehydration (3)

**3.3.3 Feeding a convalescing patient:**

- Offer small quantities of food frequently.
- Diminished appetite so food intake is limited.
- Encourage them to drink lots of water/increase intake of fluids.
- After a liquid diet, introduce a light diet before giving solid food.
- Serve foods that are nutritious, appetising, flavourful, easy to eat and easy to digest.
- Serve nutrient dense foods. (Any 4 x 1) (4)

3.4 **Suitable foods to eat for food poisoning:**

- Grated apple
- Potatoes
- Rice
- Light soup

(4 x 1) (4)  
[40]

**QUESTION 4: CLOTHING**4.1 4.1.1 **Emphasis – Picture A**

- Choose a jacket in contrasting colours.
- Wear a hat.
- Contrasting colour in the boots.
- Wear an eye catching scarf.
- Wear an interesting necklace.

(Any suitable answer) (2)

4.1.2 **Balance-Picture B**

**Type of balance:** Formal / symmetrical ✓

**Definition:** Formal balance is when both sides of an imaginary central vertical line are identical /a mirror image ✓ Items are equidistant/ same distance from the centre line. ✓

**Application to picture:** There is half a skirt, half a jacket, one sleeve, one boot on the one side which is exactly the same as the other side. ✓✓ (5)

4.1.3 (a) **Curved line**

Illusion: ✓ Makes things appear round and continuous.

(Any 1)

**Effect:** ✓✓ Softening/ graceful effect/ feminine. Create a sense of fun and security, adds fullness.

(Any 2) (3)

(b) **Vertical line**

Illusion of height / tallness /slimness/ length /formality

(2)

4.1.4 (a) **Effect on the body:** Shoulders are emphasized with the horizontal line.

Shoulders look broader as eye carried across horizontal line

(2)

(b) **Body shape:** The triangular / pear shape ✓

- The emphasis on the upper body balances the waist. Takes attention away from the waist/ hips

**OR**

Hour glass/ figure of 8/ ideal:

- Equal measurement between bust, waist and hip so will have a balanced look with this style

**OR**

Oval/ apple shape:

- Attention is drawn upwards towards the shoulders to create the illusion of a longer shape.

(2)



4.1.5 **Form is 3-dimensional**

- The boots shape is 3-D as it has height, width and depth.
- You can view the boot from all angles- front, back and sides.
- The boot has an outline as well as the space within the shape.
- The human body is 3-D so the boot must be 3-D to fit the foot comfortably and to perform its function. (Any 3) (3)

## 4.1.6 As shiny textures reflect light

**On the fabric:** The blue colour will be lighter.

**On the body:** The body size will appear larger/bigger. (3)

4.2 **Fabric properties**4.2.1 (a) **Abrasion resistance**

A chair is continually sat on and therefore rubbing on the surface will occur and show worn areas.

**Stain resistance**

Spills from those eating / drinking on the couch and if not a removable cover, it will be difficult to wash. (4)

(b) **Elasticity**

Has to stretch with the body movements to be comfortable/ needs to give without stretching out of shape.

**Absorbency**

Active wear needs to absorb perspiration. (4)

[30]

**QUESTION 5: HOUSING AND INTERIOR**5.1 5.1.1 **Rhythm**

Explanation of continuous line in the room. The continuous line will carry your eye to the different parts of the room creating movement. ✓ The eye follows the horizontal line from the bed to the bedside table ✓ to the desk, along the wall unit drawers and shelves and up to windows, ✓ the folds of the blind and across to the wall shelves above the bed. ✓ Horizontal lines create width. (4)

5.1.2 **Rhythm**

Repetition ✓ of drawers, drawer handles, files ✓✓ (repeated more than 3x). Not windows or cushions or blinds or boxes on top shelf – these items are only repeated (2x) so not enough to carry the eye

**OR**

Repetition ✓ of square shapes ✓ in the shelving and bedside table top, computer. ✓

**OR**

Repetition of rectangular shapes ✓ in the bed, windows, blinds, ✓ drawers. ✓ (3)

5.1.3 **Colour**

- (a) Warm ✓ To give the feel of warmth and south facing rooms don't get the sun. ✓
- (b) yellow, red, orange, red-orange, yellow-orange ✓ (Any 1) (3)

5.1.4 **Artificial light**

Type of light	Where positioned
General	Centre of the ceiling or wall lights
Task	On the desk / bedside lights

(4)

5.1.5 **Wood furniture**

- Durable, reusable/ recyclable; strong
- Versatile; can be shaped;
- Can be maintained if wood is kept from drying out;
- Ease of construction;
- Rich appearance – grain of the wood; can be sealed. (Any 2 x 1) (2)

5.1.6 **Storage principles**

- Items (files) stored at a convenient height.
- Stored close to the desk where they will be used.
- Items together – used together / similar items stored together.
- Easy access – easy to see and pack away / accessible.
- Safe from damage.
- Available space is used.
- Heavier drawers for heavier items close to floor. (Any 3 x 1) (3)

5.2 5.2.1 **Floor Plan**

Open. ✓  
Living room, dining room and kitchen areas flow into one another and are not closed rooms. Maximum flexible group space. (3)

5.2.2 **Activities**

Sleeping and entertainment / (TV) / relaxation. (Any 2 x 1) (2)

5.2.3 **Zones**

Private / quiet / rest zone  
Work zone  
Public / social zone (Any 2 x 1) (2)

### 5.2.4 Furniture plan Functionality

- Placement of furniture is according to activities/ purpose of room.
- There is enough space for movement with the medium sized furniture.
- Furniture fits the scale of the room.
- The right amount of furniture so room not overcrowded.
- Furniture placement enhances accessibility. (Any 2 x 1)

### Accessibility

- Traffic routes are not blocked/obstructed.
  - Doorways not obstructed.
  - Access from and into the house good.
  - All the rooms within the house can be accessed with ease.
  - Access from entrance to other areas of home – good.
  - Easy access from living area to outside living area. (Any 2 x 1) (4)
- [30]**

## QUESTION 6: ENTREPRENEURSHIP

6.1 6.1.1 **Entrepreneur**  
Starting your own business and making a profit. ✓ (1)

6.2 **Passion** ✓  
A successful business idea is something you are passionate about and believe in your product. You will be more committed to the business.

**Product** ✓  
The product must be different. Existing products can be modified.

**Competition** ✓  
Compare your product to your competitors and look for ways to make yours better.

**Price** ✓  
Are your customers prepared to pay this price? The price must match the quality. The price must cover all expenses and you must make a profit.

**Target market** ✓  
The target market must be reachable, growing and stable so there will be a need for the product for a long time. The target market must be large enough so you can sell enough products to make the business viable. Is there a need for your product?

**Capacity** ✓  
Can you make and sell enough products to make a profit.

**Location** ✓  
Are your customers nearby?

**Environment** ✓  
Can you develop a product that is less harmful to the environment?  
(Any 3 factors and discussion for each one) (3 x 2) (2)

## 6.3 Reason for product specification

- To standardise your product.
- The end product must be the same whoever makes the product. (Any 1) (1)

## 6.4 Market segment

A smaller group of the target market ✓ 1 (can accept an eg. Geographic/Demographic/ Psychographic/ Behavioural).  
with similar characteristics common interests similar needs. Will respond similarly to a market action. Differ from other groups. Buy similar products.  
(Any 2 x 1) (3)

## 6.5 Core principles of marketing

**Create a profitable sales volume**

- Sell the correct number of products to make a profit.
- Your price must be higher than your costs.
- Make more money to reinvest in the business.
- Prices must not be more than consumers can afford. (Any 2 x 1) (2)

## 6.6 Product life cycle

**Introduction**

- The product is new.
- It must be advertised.
- Sales are low as few customers are aware of the product.
- Advertising costs are fairly high.
- Focus on building a demand for the product. (Any 3 x 1)

**Growth**

- Sales increase as customers start accepting the product.
- Profits increase as demand grows.
- During the last part of growth there might be price competition as other competitors appear.
- Advertising costs decrease. (Any 3 x 1) (6)

## 6.7 6.7.1 Production cost

$$R120,00 \times 50\% = R60,00 \checkmark$$

$$R120,00 + R60,00 = R180,00 \checkmark \quad (2)$$

## 6.7.2 Selling price

$$R180,00 \times 65\% = R117,00 \checkmark$$

$$R180,00 + R117,00 = R297,00 \checkmark \quad (2)$$

## 6.7.3 Profit

Need to make 8 slabs to get 48 individual squares

$$R150,00 \times 70\% = R105,00 \checkmark \text{ (profit per slab)}$$

$$\text{Profit on one slab is } = R105 \times 8 = R840,00$$

**OR**

$$R150,00 \times 8 = R1\,200,00 \text{ (total production cost of order)}$$

$$R1\,200,00 \times 70\% = R840,00 \text{ (total profit)} \quad (3)$$

6.7.4 **Factors affecting production cost:**

**Ingredients / materials**

Ingredients for Lauren’s baking go up in price weekly.  
Outlets differ in price e.g. from one fabric shop to another.

**Transport**

The price of petrol fluctuates so will affect them when they go to the craft market and when materials have to be bought and fetched.

**Electricity**

Costs are higher when the oven is on.

**Losses**

Working with food always has some losses.

**Damaged goods**

If there is a power outage, her sponge cake will flop.

**Labour**

Production costs is higher if you appoint other workers.  
Experienced workers are more expensive.

(Any 2 factors and an explanation of each) (4)  
**[30]**

**TOTAL: 200**

6.7.4

**Faktore wat produksiekoste beïnvloed:**

- Bestanddele vir Lauren se gebak gaan weekliks op.
- Winkels verskil in pryse, byvoorbeeld van een materiaalwinkel na 'n ander.

**Vervoer**

Die prys van petrol fluktuëer so dit sal die prys affekteer wanneer hulle na die vlytmark toe gaan om materiaal te koop en te gaan haal.

**Elektrisiteit**

Kostes is hoër as die oond aan is.

**Verlies**

Om met voedsel te werk is daar verlies.

**Beskadiging van goedere**

As daar kragonderbreking is, sal haar sponskoek misluk.

**Arbeid**

Produksiekoste is hoër as jy ander werkers aanstel.

Ervare werkers is duurder.

(Enige 2 en verduidelik van elk)

[30]

TOTAAL: 200

6.3	<b>Rede vir produk spesifiekasie</b>	Om jou produk te standaardiseer. √ Die eindproduk moet dieselfde wees ongeag wie die produk maak.	(1)	(Enige 1)
6.4	<b>Mark segmentasie</b>	<ul style="list-style-type: none"> <li>• 'n Klein groep mense of die teikenmark met dieselfde eienskappe, gemeenskaplike belangstellings en behoeftes.</li> <li>• Sal dieselfde reageer op die markasie.</li> <li>• Verskil van ander groep.</li> </ul>	(3)	(Enige 2 x 1)
6.5	<b>Kernbeginsels van bemarking</b>	<ul style="list-style-type: none"> <li>• Verkoop die korrekte hoeveelheid produkte om 'n wins te maak.</li> <li>• Jou prys moet hoër wees as jou koste.</li> <li>• Maak nog geld om te herbele in die besigheid.</li> <li>• Pryse moet nie meer wees as wat die verbruikers kan bekostig nie.</li> </ul>	(2)	
6.6	<b>Produkse lewensiklus</b>	<b>Inleiding</b>	<ul style="list-style-type: none"> <li>• Die produk is nuut.</li> <li>• Dit moet geadverteer word.</li> <li>• Verkope sal laag wees, want slegs 'n hoeveelheid kliënte is bewus van die produk.</li> <li>• Advertensiekoste is hoog.</li> <li>• Fokus op die aanvraag van die produk.</li> </ul>	(Enige 3 x 1)
		<b>Groei</b>	<ul style="list-style-type: none"> <li>• Verkope vermeerder soos die kliënte begin om die produk te aanvaar.</li> <li>• Kliënte vertel mekaar van die produk.</li> <li>• Wins groei soos aanvraag groei.</li> <li>• Gedurende die laaste groei van die produk mag daar kompetisie wees as andere ook verskyn.</li> <li>• Advertensiekoste verminder.</li> </ul>	(6)
6.7	6.7.1	<b>Produkse koste</b>	$R120,00 \times 50\% = R60,00$ √ $R120,00 + R60,00 = R180,00$ √	(2)
	6.7.2	<b>Verkoopprys</b>	$R180,00 \times 65\% = R117,00$ √ $R180,00 + R117,00 = R297,00$ √	(2)
	6.7.3	<b>Wins</b>	<p>Om 8 blokke te maak en 48 individuele vierkante  <math>R150,00 \times 70\% = R105,00</math> √ (Wins per blok)  Wins op een blok is = <math>R105 \times 8 = R840.00</math></p> <p><b>OF</b></p> $R150,00 \times 8 = R1\ 200,00$ (totale produkse koste) $R1\ 200,00 \times 70\% = R840,00$ (totale wins)	(3)

- 6.2 **Passie** ✓  
 'n Suksesvolle besigheidsidee is iets waarvoor jy 'n passie moet hê en glo in die produk, dan sal jy meer toegewyd wees.
- Produk** ✓  
 Die produkte moet verskillend wees. Bestaande produkte kan gemodifiseer word.
- Kompetisie** ✓  
 Vergelyk jou produk met ander kompetisie lede en kyk na maniere hoe jy dit kan verbeter.
- Prys** ✓  
 Is jou kliente bereid om jou prys te betaal? Die prys moet by die kwaliteit pas. Die prys moet alle uitgawes dek en jy moet 'n wins maak.
- Teikenmark** ✓  
 Die teikenmark moet groot genoeg wees sodat jy genoeg produkte kan verkoop om die besigheid meer winsgewend te maak.
- Kapasiteit** ✓  
 Kan jy genoeg produkte verkoop om 'n wins te maak?
- Omgewing** ✓  
 Kan jy produkte vervaardig wat minder skadelik is vir die omgewing?
- Ekonomie** ✓  
 Verdien die kliente genoeg om meer produkte te bekostig?
- (2) (Enige 3 en bespreking van elk) (3 x 2)

## VRAAG 6: ENTREPRENEURSKAP

- 6.1 6.1.1 **Entrepreneur**  
 Is 'n persoon wat sy eie besigheid begin en 'n wins maak. ✓  
 (1)
- 5.2.4 **Meubelian**  
**Funksionaliteit**  
 • Plasing van meubels volgens aktiwiteite / doel van kamer.  
 • Daar moet genoeg spasie vir beweging met medium-grootte meubels wees.  
 • Meubels moet op skaal in die kamer pas.  
 • Die regte hoeveelheid meubels vir die kamer nie oorvol nie.  
 • Meubel plasing moet toeganklikheid verhoog. (Enige 2 x 1)
- Bereikbaarheid**  
 • Verkeerroetes is nie geblokkeer nie/geen obstruksie.  
 • By die deur is daar geen obstruksie nie.  
 • Alle kamers in die huis is maklik bereikbaar.  
 • Toegang van die ingang na ander areas van die huisgoed.  
 • Maklike toegang van leefruimte na die buite leefarea is. (Enige 2 x 1)
- (4) [30]



5.1.3	<b>Kleur</b>	(a) Warm ✓ Om 'n gevoel van warmte te skep – suid-front kamer kry nie baie son nie. ✓ (b) Geel, rooi, oranje, rooi-oranje en geel-oranje ✓ (Enige 1)	(3)
5.1.4	<b>Kunsmatige beligting</b>		
		<b>Tipe kunsmatige beligting</b>	<b>Waar dit in die kamer geplaas word</b>
		Algemene	Middel van die plafon of muurligte
		Taak	Op die lessenaar / bedlampe
(4)			
5.1.5	<b>Houtmeubels</b>	• Duursaam, hergebruik / herwinbaar / sterk • Meerdoelig – kan herrangskik word. • Versorg word – kan versorg word as die hout goed versorg word en weggehou word van hitte om te voorkom dat dit uitdroog, • Maklik vir konstruksie, • Ryk voorkoms – grein van die hout kan verseël word. (Enige 2 x 1)	(2)
5.1.6	<b>Stoorbeginsels</b>	• Items (leërs) kan op 'n gerieflike hoogte geplaas word. • Stoor naby die tafel waar dit gebruik gaan word. • Items wat saam gebruik word moet saam gestoor word. • Maklik bereikbaar – maklik om te sien en weg te pak/ • beskikbaarheid. • Veilig van gevaar. • Beskikbare ruimte is gebruik. • Swaar laaie vir swaar items is naby die vloer.	(3)
5.2	5.2.1	<b>Vloerplan</b> Op. ✓ Woonkamer, eetkamer en kombuis areas vloei van een vertrek na die ander en nie so na aanmekaar nie. Maksimum buigbare groepsasie.	(3)
	5.2.2	<b>Aktiwiteite</b> Slaap en onthaal (TV) / ontspanning.	(2)
	5.2.3	<b>Sone</b> • Privaat / stil / rus-sone • Werkstone • Publieke / sosiale sone	(2)

(3) Herhaling van reghoekige vorms in die bed, vensters, blindings √ en laaie. √

**OF**

Herhaling √ van vierkantige vorms √ in die rakke en bedtêel oppervlak, komper. √

**OF**

Herhaling van laaie √ / lêers (herhaling meer as 3x) Nie vensters of kussings of blindings, dose op die boonste rak. Hierdie items word slegs herhaal (2x) nie genoeg vir die oog nie.

5.1.2

**Ritme**

(4) Die aaneenlopende lyn wat die oog na die verskillende dele van die kamer lei. √ Die oog volg die horisontale lyn van die bad na die bedtêel, √ op na die rak, langs die rakke √ en op na die vensters, die voue in die blindings en die muurrakke bo die bed. √

5.1 5.1.1

**Ritme**

## VRAAG 5: BEHUISING EN INTERIEUR

[30]

(4) **Absorbeer** Aktiewe drag moet sweet kan absorbeer.

(b) **Elastisiteit** Moet rek met liggaamsbewegings / n behoefte om te gee sonder dat dit rek uit vorm gaan.

(4) **Vlekbestand** Storing van kos / drank op die rusbank, as dit nie n verwyderbare omslag het nie sal moeilik wees om te was.

(a) 4.2.1 **'n Wrywingsweerstand** 'n Stoel waarop gedurig gesit word en gedurig wrywing het op die oppervlak. Sal verwerking aandui.

4.2 **Kleedstof eienskappe**

4.1.6 Het 'n blink tekstuur wat die lig reflekteer **Op die kleedstof** – Blou kleur sal ligter vertoon. **Op die liggaam** – Liggaam sal groter vertoon.

(3) **Vorm** 4.1.5 Die stewel-vorm is 3-dimensioneel – hoogte, wydte, en diepte. Jy kan die stewel van alle kante sien, voor, agter en kant. Die stewel het 'n buitelyn sowel as die spasie van die vorm. Die menslike liggaam is 3-dimensioneel so die stewel moet ook 3-dimensioneel wees om die voet gemaklik te pas en te funksioneer.

## 3.4 Voedsel wat geskik is vir die behandeling van voedselvergiftiging:

- Gerasperde appel
- Aartappels
- Rys
- Ligte sop

(4) (4 x 1)

[40]

## VRAAG 4: KLEDING

## 4.1 4.1.1 Beklemtoning – Prent A

- Dra 'n baadjie met kontrasterende kleure.
- Dra 'n hoed.
- Kontrasterende kleur in die stewels.
- Opvallende serp.
- Dra 'n interessante nekband.

(2) (Enige aanvaarbare antwoord)

4.1.2

## Balans – Prent B

- Type balans** – Formele balans / simmetries het 'n spieëlbeeld. ✓  
**Definisie** – Die rok is identies aan albei kante, ✓ / spieëlbeeld / 'n denkbeeldige vertikale lyn / selfde afstand van middellyn. ✓  
**Toepassing** – Halwe romp, halwe baadjie / een mou / een stewel / een half identies aan die ander. Items is ewe ver. ✓✓

(5)

4.1.3

(a)

## Gekurde lyn

Illusie – Maak dat iets rond en aaneenlopend lyk

(Enige 1)

**Effek** – Skep 'n gevoel van pret sekuriteit, vroulik, volheid, grasiensheid.

(3)

(b)

## Vertikale lyn

Illusie – Van hoogte, lengte, slankheid, formaliteit

(2)

4.1.4

(a)

**Effek op liggaam**: Die skouer word beklemtoon met

horisontale lyne.

(2)

(b)

**Liggaamsvorm**: Die driehoekige / peervormige vorm

- Beklemtoon die bolp wat die middellyf beklemtoon. Trek die aandaag weg van die middellyf en die heupe.

OF

- Uurglas figuur ( 8-figuur) ideaal
- Gelyke mate tussen bors, middellyf en heupe en sal 'n gebalanseerde voorkoms skep met styl.

OF

Ovaal/appelvormige vorm

- Aandag word meer opwaarts na die skouers getrek om 'n

illusie van lengte te skep.

(2)

- 3.2.7 **Twee ander faktore wat BMI affekteer:**
- Liggaamstipe (groot liggam vereis meer energie).
  - Groei (meer energie nodig tydens groei).
  - Gedurende swangerskap
  - Siekte
  - Besering
- (2) (Enige 2 x 1)

3.3 **Voedingsbehoefes van bejaardes**

- 3.3.1 (a) **Bydrae tot Neal se swak voedingstatus:**
- Tandprobleme.
  - Depressie (hy het sy vrou verloor, het geen vriende, gaan selde uit die huis – gebrek aan eetlus)
  - Verstandelik agteruitgegaan.
  - Min voedsel in die huis.
  - Tekort aan vars lug en sonskyn.
  - Weet nie hoe om te kook nie.
- (3)

- (b) **Oplissing vir bogenoemde probleme**
- Tandprobleme:** Eet sagter voedsel maar dit moet genoeg vesel bevat.
- Depressie:** Raak betrokke in nuwe interessante en stokperdjies.
- Verstandelik:** Hou die brein gestimuleer, bv. Sudoku.
- Min voedsel:** Koop voorraad gevriesde voedsel, geblikte voedsels en langlewes melk – langer raklewe.
- Sonskyn:** Probeer om meer in die tuin te werk.
- Hoe om te kook:** hou bestanddele in die huis vir eenvoudige maaltye.
- (2)

- 3.3.2 (a) **Energieverreistes**
- Energieverreistes is gewoonlik laag / laag weens afname in basale metabolismiese tempo en 'n afname in fisiese aktiwiteit
- (b) **Sink**
- 'n Tekort kan eetlus demp en geen gevoel van smaak. Speel 'n rol in 'n gesonde immuunstelsel
- (c) **Water**
- Voorkom dehidrasie
- (3)

- 3.3.3 **Voedselriglyne vir siek pasiënt**
- Bied klein hoeveelhede voedsel meer gereeld aan.
  - Verminderde eetlus sodat die voedselinname beperk is.
  - Moedig hulle aan om baie water te drink / vermeerder die inname van vloeistowwe
  - Na 'n waterdieet, begin met 'n ligte dieet voordat jy soliede voedsel gee.
  - Bedien voedsel wat voedsaam, smaakvol, geurvol, maklik is om te eet en om te verteer.
  - Bedien nutriënt digte voedsel.
- (4) (Enige 4 x 1)

**VRAAG 3: VOEDSEL EN VOEDING**

3.1	3.1.1	<table border="1"> <tr> <td><b>Illustrasie A</b></td> <td>(a) gotter (kropgeswel)</td> </tr> <tr> <td></td> <td>Ragitis</td> </tr> <tr> <td><b>Illustrasie B</b></td> <td>Kalsium of Vitamien D</td> </tr> </table>	<b>Illustrasie A</b>	(a) gotter (kropgeswel)		Ragitis	<b>Illustrasie B</b>	Kalsium of Vitamien D	(2)
<b>Illustrasie A</b>	(a) gotter (kropgeswel)								
	Ragitis								
<b>Illustrasie B</b>	Kalsium of Vitamien D								
	(c) Voedselbron								

<b>Illustrasie A</b>	jodeerde sout, soutwater, vis, skulpvis, drinkwater	(Enige 2 x 1)
<b>Illustrasie B</b>	melk, melkprodukte, eetbare bene in vis, donker blaargroentes, soja, peulgroentes, Vitamien D, dierlike vette, eiergeel en lever	(Enige 2 x 1)

- 3.1.2 (a) Bou sterk bene en tande. ✓ Fostor ✓ en Vitamien D. ✓ (3)
- (b) Osteomalakie of osteoporose (1)

**3.2 Sout**

- 3.2.1 Natrium / natriumchloried (1)
- 3.2.2 Hoe bloeddruk / hipertensie (2)

- 3.2.3
  - Reguleer die vloeistofbalans in die selle. / suurbasis van die liggaamsele
  - Help met die buigbaarheid van die spiere.
  - Vloei van / en gelei na die sensuwee-impulse.
  - Voorkom spierkrampe.
  - Behou die deurdringbaarheid van die selmembrane.
  - Aktiveer sommige ensieme.
  - Vervoer koolstofdioksied na die bloed.

- (2) (Enige 2 x 1)

**3.2.4 Magnesium**

- (1)

**3.2.5 Vitamiene van mango en een simptoom van 'n tekort:**

**Vitamien A**

- Nagblindheid / blindheid
- Oë word meer sensitief vir lig
- Vel word grof en gekraak / droog, buiterig
- Verlaagde weerstand teen infeksie
- Vertraagde groei by kinders

- (2) (Enige 2 x 1)

**3.2.6 Twee dierlike proteïene**

Veis, pluimvee, vis, eiers, ander melkprodukte, bv. kaas.

- (2) (Enige 2 x 1)

[30]

(2)

2.2.8 Doen die banktransaksie op die selfoon of i-pad of tablet.

(3)

- Om te sien hoeveel krediet jy kan bekostig om terug te betaal.
- Om onnodige en impulsive aankope te voorkom.
- Leer jou die waarde van geld.
- Om jou inkope te beperk en ook om jou uitgawes te besnoei.
- Om in beheer te bly oor hoe om jou geld te spandeer.
- Om 'n spaarplan te begin vir onvoorsiene uitgawes.
- te sien hoeveel geld jy beskikbaar het.
- Om tred te hou met hoe jy jou geld kan spandeer / en om toe
- Om finansiële doelwitte te stel en te bereik.
- perke te lewe.
- Om te voorkom dat jy in 'n skuldstrik val en om binne jou

(1)

2.2.6 Sy moet dit voeg by haar spaargeld (by uittree-annuïteit of 'n motor)

(2)

2.2.5 Sy kan minder spandeer aan vermaak, v'klere v'en aanvaar grimeermiddels. (Geen aanpassings op vaste uitgawes – pas spaar slegs op luukshede toe).

**Voorstelle**

VRAAG 2: DIE VERBRUIKER

2.1	2.1.1	<b>Bronne van inkomste</b>	(2)
		(a) Besparing ✓ en belegging ✓	(2)
		(b) Pensioen/uitreë-annuïteite/staatspensioen/uitkeerpolis ✓✓	(3)
	2.1.2	<b>WVF</b>	(1)
		Is 'n fonds wat verligting bring aan werkers wat (tot dié fonds bygedra het) hul werk verloor of ongeskik is om te werk kan eis teen die fonds. ✓	(1)
	2.1.3	<b>Ander bronne</b>	(2)
		Salariese/lonse/familie en vriende/erflating/uitkeerpolis/huur inkomste/kindertoeleae, ongeskiktheid toeleae, bejaarde toeleae / pleegkind toeleae/bonusse/kommissie/byvoordele/ besighedswinstse/rente/dividende/uitreë-annuïteite/finansieële geskenke.	(2)
	2.1.4	<b>Spaarrekening</b>	(2)
		• Korttermyn opsie vir spaar. • Buigbaar – deponeer of onttrek enige tyd. • Rente verdien is laag. • Bankkoste is laag.	(2)
		<b>Vaste depositorekening</b>	(2)
		• Geld bly in rekening vir vaste tydperk / jaar. • Vasgestelde rente. • Verdien hoër rente as in spaarrekening. • Kan nie gereelde deposito's maak soos in spaarrekening nie.	(2)
	2.2	<b>Begroting</b>	(4)
	2.2.1	<b>Vaste uitgawes</b>	(4)
		Huur, ontspanning gimnasium-fooie, selfoonkontrak, versekering (Enige 4 x 1)	(4)
	2.2.2	<b>Buigbare uitgawes</b>	(2)
		Petrol, bestanddele, voedsel/grimering, katekos/ontspanning	(2)
	2.2.3	<b>Werklike totale inkomste</b>	(2)
		R8500 Salaris – R8 000 plus gebak R500	(2)
	2.2.4	<b>Meer spandeer aan kos en klere (gekombineer) as voor begroot</b>	(2)
		R300 Voedsel was R1 000, nou R1 100 Klere was R600 nou R800 Dus R100 + R200 ekstra = R300	(2)

- 1.5.1 Waar ✓
- 1.5.2 Vals ✓
- 1.5.3 Vals ✓
- 1.5.4 Waar ✓
- 1.5.5 Waar ✓

**VRAAG 1.5**

(5 x 1) (5) **[40]**



## VRAAG 1: KORTVRAE

## VRAAG 1.1

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

(16) (16 x 1)

## VRAAG 1.2

G ✓	1.2.1
D ✓	1.2.2
F ✓	1.2.3
C ✓	1.2.4
A ✓	1.2.5

(5) (5 x 1)

## VRAAG 1.3

G ✓	1.3.1
F ✓	1.3.2
A ✓	1.3.3
C ✓	1.3.4
H ✓	1.3.5
E ✓	1.3.6
B ✓	1.3.7
I ✓	1.3.8

(8) (8 x 1)

## VRAAG 1.4

1.4.1	Begroting ✓
1.4.2	Kruiskontaminasie ✓
1.4.3	Dieetverwysingsinames ✓
1.4.4	Metaboliese tempo ✓
1.4.5	Waarborg ✓
1.4.6	Makronutriente ✓

(6) (6 x 1)

Hierdie memorandum bestaan uit 13 bladsye.

PUNTE: 200

**VERBRUIKERSTUDIES  
MEMORANDUM**

**NOVEMBER 2014**

**GRAAD 11**

**NASIONALE  
SENIOR SERTIFIKAAT**

