



Province of the
EASTERN CAPE
EDUCATION

**NATIONAL
SENIOR CERTIFICATE**

GRADE 11

NOVEMBER 2020

**CONSUMER STUDIES
MARKING GUIDELINE
(EXEMPLAR)**

MARKS: 150

This marking guideline consists of 11 pages.

QUESTION 1: SHORT QUESTIONS

1.1	1.1.1	B ✓		
	1.1.2	D ✓		
	1.1.3	D ✓		
	1.1.4	A ✓		
	1.1.5	C ✓		
	1.1.6	A ✓		
	1.1.7	C ✓		
	1.1.8	B ✓		
	1.1.9	A ✓		
	1.1.10	D ✓		
	1.1.11	B ✓		
	1.1.12	C ✓		
	1.1.13	C ✓		
	1.1.14	D ✓		
	1.1.15	A ✓		
	1.1.16	A ✓		
	1.1.17	D ✓		
	1.1.18	C ✓		
	1.1.19	B ✓		
	1.1.20	B ✓		
			(20 x 1)	(20)
1.2	1.2.1	C ✓		
	1.2.2	F ✓		
	1.2.3	A ✓		
	1.2.4	E ✓		
	1.2.5	G ✓		
			(5 x 1)	(5)
1.3	B, C, E ✓✓✓ (Any order)		(3 x 1)	(3)
1.4	1.4.1	Social (security) grant ✓		
	1.4.2	Pyramid (scheme) ✓		
	1.4.3	Emphasis / Focal point ✓		
	1.4.4	Harmony		
			(4 x 1)	(4)
1.5	A C F ✓✓✓		(3 x 1)	(3)
[35]				

QUESTION 2: THE CONSUMER**2.1 2.1.1 Definition of budget**

A spending plan / detailed breakdown for a specific period of time ✓ where the income and expenditure are estimated/planned. ✓ (2)

2.1.2 Two other sources of income

Casual wages, social grants, pension, UIF, government pension, business profits / investments, fringe benefits, income from produce ✓✓ (Any 2) (2)

2.1.3 Discuss how the household composition / type of household has influenced her expenditure pattern

Nwabisa shares with 2 other friends / there are 3 of them sharing. ✓
All 3 earn an income ✓ therefore more disposable income. ✓
Her expenditure would be on holidays, social activities and clothing ✓ as she has no dependants. ✓ (Any 4) (4)

2.1.4	Fixed	Variable	
	Rent ✓ Study loan ✓ Cellphone contract	Water and electricity ✓ Groceries ✓ Petrol Toiletries Entertainment	
	(Any 2) (2)	(Any 2) (2)	(4)

2.1.5 Evaluate the budget

- She had R8 150 ✓ to spend and spent R8 355 ✓
- She had a deficit/ shortfall of R345 ✓
- She spent more than planned on water and electricity / R25 more ✓ and R50 more on entertainment ✓
- She spent R300 for online shopping (clothes) that she did not budget for ✓
- She spent less on petrol / R30 less ✓ (Max. 4)
- Corrective steps
- She should not have bought online clothing as then her budget would have balanced ✓
- If she wanted the clothing, she could cut down on entertainment / check if she should by luxuries instead of groceries ✓
- She should aim to save R800 (10%) ✓
- She has not put money aside for the unexpected / emergencies ✓
- May save a bit by watching a movie at home/ not eating out ✓ (Max. 2) (6)

NOTE: The question states that TWO corrective steps must be given – no full marks unless steps are included.

- 2.2 2.2.1 **Disadvantages of credit card**
- He will pay interest if he does not pay the bank back by the given date of the month ✓
 - Interest is higher on credit cards / costs more ✓
 - It is easy to overspend ✓
 - Using the card irresponsibly leads to debt / financial burden ✓
- (Any 2) (2)
- 2.2.2 **Credit provider**
The bank ✓ (1)
- 2.2.3 **NCA stipulation**
They stipulate the maximum interest rate / costs that can be charged ✓ (1)
- 2.2.4 **Explain how the debt counselling service will help Shane**
- They will do an assessment to see if he is in debt ✓
 - They will assist him to reach a repayment arrangement with the bank ✓
 - They will help him plan a budget ✓
 - He will be given a clearance certificate when the debt is paid ✓
- (Any 3) (3)
- [25]**

QUESTION 3: FOOD AND NUTRITION

- 3.1 3.1.1 **TWO other animal sources**
Meat, poultry, eggs, milk and milk products / cheese ✓✓ (Any 2) (2)
- 3.1.2 **Vitamin only found in animal products**
Vitamin B12 ✓ (1)
- 3.1.3 **Fatty acid and function**
Omega-3 / linolenic **OR** Omega-6 / linoleic ✓
Essential for growth / brain development / necessary for good health ✓ (2)
- 3.1.4 **High biological value**
The protein in sardines can maintain/repair body tissue ✓ and provide growth. ✓ It is high when the protein contains all 8 / the essential amino acids ✓ making it a better quality protein / complete protein. ✓ (Any 3) (3)

3.2 **Type of fats**

	A – Avocado	B – Cream
Type of fat	Monounsaturated ✓	Saturated ✓
Effect on blood cholesterol levels	Lowers blood cholesterol levels ✓	Raises blood cholesterol levels ✓
Another food item example of this type of fat	Fish oils Olive oil, canola oil, peanut oil, peanuts, pecan nuts, almonds	Meat, chicken, some fish oils bacon, eggs, butter, hidden in milk and cheese
	Any 1 example ✓	Any 1 example ✓

(6)

NOTE: Subtract -1 mark if not tabulated.

- 3.3 3.3.1 **Main function of calcium**
Formation of strong bones ✓ and teeth ✓
- TWO nutrients that work with calcium**
Phosphorous ✓ and Vitamin D ✓ (4)
- 3.3.2 **Female – higher iron needs**
With menstruation ✓ iron will be lost / compensate for iron loss ✓ (2)
- 3.3.3 **Describe the role of iron in preventing the feeling of tiredness that is a symptom of iron deficiency, anaemia.**
Iron is needed for haemoglobin ✓ which carries oxygen to the cells/ tissues ✓
If oxygen does not reach the cells, they will not have energy / cannot function efficiently/fatigue will set in ✓
Haemoglobin is found in red blood cells ✓ (4)

3.3.4 Discuss the implications when young adults consume more amounts of added sugars, simple carbohydrates and inadequate amounts of whole grains in their diet.

Excess sugar leads to tooth decay, ✓ causes obesity ✓ as the excess energy is stored as fat ✓ and this will lead to a feeling of fullness so less nutritious foods will be eaten. ✓ (Max. 2)

Excess carbohydrates are first converted to glycogen ✓ if not used its converted to fat ✓

Simple carbohydrates are refined therefore it lacks fibre. ✓ (Max. 2)

Inadequate intake of whole grains in a diet results in a lack of fibre ✓

which is needed for bowel movement ✓ and they will suffer

constipation, ✓ haemorrhoids ✓ and colon cancer ✓

Fibre increases feeling of fullness therefore less snacking ✓

Controls glucose levels in blood ✓

Plays a role in lowering cholesterol levels ✓

(Max. 2) (3 x 2)

(6)

[30]

QUESTION 4: CLOTHING**4.1 4.1.1 TWO fabric finishes**

- Calendering ✓
- Mercerising ✓
- Sanforising ✓

(Any 2) (2)

4.1.2 Fabric properties

Absorbency ✓ – Wool is a natural fibre so it would take up extra moisture / perspiration. ✓

OR

Heat retention/ poor conductor of heat, ✓ wool retains body heat / prevents loss of heat so would be warmer. ✓

(2)

4.1.3 Identify the dominant line in the shirt and give the effect

Vertical line. ✓ Slimming effect ✓ – formal feel ✓

(3)

NOTE: *Do not mark height as stripes only appear in the shirt.*

4.1.4 How rhythm is achieved

Through the repetition ✓ of buttons ✓ in the coat and the shirt. ✓

OR

Stripes / vertical lines ✓ in the shirt ✓

And accept – it creates movement as the eye is carried ✓

(3)

[10]

QUESTION 5: INTERIOR**5.1 5.1.1 Definition of texture**

Texture describes the surface properties / quality of an object ✓

Texture can be visual (see) or tactile (feel) ✓

(2)

5.1.2 Effect the texture of the headboard will have on the room

Add visual interest / interesting look ✓

Gives an informal ✓ masculine feel ✓

(Any 2)

(2)

5.1.3 Discuss the principle proportion as applied to the lamp

The lamp is in good proportion ✓ it is 2 : 3 ✓

The base and shade are in pleasing relationship to each other ✓

The base takes up 3 parts ✓ and the shade 2 ✓ when the total height is divided into 5 equal parts

(Any 3)

(3)

5.2 Furnishing materials

Criteria	A – Wood	B – Cane	C – Plastic
Suitability to need	Has a lid to keep dust out ✓ big enough / can pack clothes flat / rectangular shape ✓ sturdy ✓ (Any 1)	No lid – dust can settle on clothes ✓ Delicate clothes could snag on rough edges ✓ Square shape limits lying clothes flat ✓ (Any 1)	Has lid to keep dust out ✓ Can pack clothes flat / rectangular shape ✓ Light box if she wants to move it ✓ (Any 1)
Eco-friendly	Reusable / recyclable / Is renewable ✓ (Any 1)	Cane grows fast ✓ Uses little water to grow ✓ (Any 1)	Not biodegradable ✓ When burning releases toxic fumes ✓ so pollute the air ✓ (Any 1)

(6)

NOTE: For suitability mark ANY logical answer.

5.3 Furniture planning**5.3.1 Zone**

Social zone / public ✓

(1)

5.3.2 ONE activity

Study / work area ✓

Leisure / reading corner ✓

(Any 1)

(1)

5.3.3 Different types of lighting

Natural lighting: ✓ Provision was made for two big windows ✓ and a sliding door ✓

Artificial lighting: ✓ There is one single lamp at the 2 seater couch ✓ and two lamps behind the 3 seater couch ✓

(Any 4)

(4)

5.3.4 Evaluation of furniture arrangement

- The couches are within easy access / reachable to the coffee table ✓ however, the single chair is far from the coffee table ✓
- The single chair is out on its own, so the furniture grouping is not a cosy one / does not foster easy conversation. ✓
- Eye contact is limited / people on 2-seater chair will need to turn their heads to have eye contact with the people on another
- couch ✓
- Those on the 2-seater couch cannot see the TV ✓
- The 2-seater is blocking access to opening the window / opening and closing curtains ✓
- The big 3-seater couch is well placed for the shape room as there is no long wall where it could have been placed ✓
- Space between the arms of the 2 couches is too close ✓
- The furniture is the right scale/ sizing for the size room ✓
- Adequate lighting has not been provided for at the desk ✓
- Desk should be closer to the window for natural lighting and a desk lamp for night work ✓
- The traffic flow; there is space to move from door to door / no obstruction in the traffic lane ✓
- There is space to move in the centre of the lounge and it is not cluttered ✓
- Overall, the room could be more functional to meet the needs of the activities taking place in this room ✓

(5 marks + 1 conclusion)

(6)
[25]

QUESTION 6: ENTREPRENEURSHIP**6.1 6.1.1 TWO characteristics**

- The ability to sew / follow a pattern ✓
- Creative ✓ (made her own designs and used old pillowcases)
- Risk taker ✓ (She took the chance when she advertised on social media)
- Confident ✓ (Any 2) (2)

6.1.2 TWO groups of people

- Those who value protection from dust ✓
- Those who suffer from sinuses ✓ (2)

6.1.3 Any 3P's in the marketing mix

- Product ✓ – Mask ✓
Place ✓ – Home ✓
Promotion ✓ – Social media ✓
People ✓ – Target market / those who bought her masks ✓ or people who wanted to be protected from dust / sinuses / coronavirus ✓
Price ✓ – Affordable ✓
(Any 3 P's + matching 3 examples) (6)

6.1.4 Product life cycle

- (a) Introduction ✓
(b) Maturity ✓ (2)

6.1.5 Competitive edge

- For every 2 masks she made she would give one away to the needy ✓
- They are reusable and washable ✓
- They are affordable ✓
- Was not available in shops ✓
- Good fit as they protect people from dust / sinuses ✓
- Homemade so possibly a better quality ✓
- She used a tight weave cotton/ good quality cotton ✓ (Any 4) (4)

6.2 Calculations**6.2.1 Production cost for ten masks**

Fabric – R79,99

Thread – R3,91 ✓ (R15,65 ÷ 4)

Elastic – R17,85 ✓ (R5,95 x 3)

Label: – R2,70

Packaging – R10,00

TOTAL = R114,45 ✓

(3)

6.2.2 Profit on ten masks with 75% mark up

R114,45 x 75% = R85,84 ✓

$$R11,45 + \frac{R85,84}{R200,29} \checkmark$$

(3)

6.2.3 Selling price of one mask

R200,29 ÷ 10 ✓ = R20,03 ✓ = R20,00 ✓

(3)

NOTE: *If they get the answer incorrect for 6.2.1 – then carry across the answer and continue to mark for 6.2.2 and 6.2.3*

-1 if the 'R' value is not indicated as part of the answer.

[25]**TOTAL: 150**