

Province of the

**EASTERN CAPE**

EDUCATION

**NATIONAL**

**SENIOR CERTIFICATE**

**GRADE 12**

**SEPTEMBER 2010**

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| **CONSUMER STUDIES**  **MEMORANDUM** |

**MARKS: 200**

**TIME: 3 hours**

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| This memorandum consists of 11 pages. |

**SECTION A: ANSWER SHEET**

**GRADE 12**

**QUESTION 1.1 QUESTION 1.2**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
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| 1.1.1 | A | | B | | C | | D |  |  | 1.2.1 | A | B | C | D | | | E | | F | | |  | |
| 1.1.2 | A | | B | | C | | D |  |  | 1.2.2 | A | B | C | D | | | E | | F | | |  | |
| 1.1.3 | A | | B | | C | | D |  |  | 1.2.3 | A | B | C | D | | | E | | F | | |  | |
| 1.1.4 | A | | B | | C | | D |  |  | 1.2.4 | A | B | C | | D | | E | | F | | |  | | |
| 1.1.5 | A | | B | | C | | D |  |  | 1.2.5 | A | B | C | | D | | E | | F | | |  | |
| 1.1.6 | A | | B | | C | | D |  |  |  |  |  |  | |  |  | | |  | |  | |  | |
| 1.1.7 | A | | B | | C | | D |  |  |  |  |  |  | |  | (5 x 1) (5) | | | | | |  | |
| 1.1.8 | A | | B | | C | | D |  |  |  |  |  |  | |  |  | |  | |  | |  | |
| 1.1.9 | A | | B | | C | | D |  |  |  |  |  |  | |  |  | |  | |  | |  | |
| 1.1.10 | A | | B | | C | | D |  |  |  |  |  |  | |  |  | |  | |  | |  | |
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|  | (10 x 2) (20) | | | | | | |  |  |  |  |  |  | |  |  | |  | |  | |  | |

**QUESTION 1.3 QUESTION 1.4**

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| 1.3.1 | A | B | | C | | D | | E | | F | |  |  |  | 1.4.1 | A | B | C | D | E | F |  |
| 1.3.2 | A | B | | C | | D | | E | | F | |  |  |  | 1.4.2 | A | B | C | D | E | F |  |
| 1.3.3 | A | B | | C | | D | | E | | F | |  |  |  | 1.4.3 | A | B | C | D | E | F |  |
| 1.3.4 | A | B | | C | | D | | E | | F | |  |  |  | 1.4.4 | A | B | C | D | E | F |  |
| 1.3.5 | A | B | | C | | D | | E | | F | |  |  |  | 1.4.5 | A | B | C | D | E | F |  |
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|  |  | |  | | (5 x 1)(5) | | | | | | |  |  |  |  |  |  | (5 x 1)(5) | | | |  |

**QUESTION 1.5**

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| 1.5.1 | A | B | | C | | | D | | E | | F | |  |
| 1.5.2 | A | B | | C | | | D | | E | | F | |  |
| 1.5.3 | A | B | | C | | | D | | E | | F | |  |
| 1.5.4 | A | B | | C | | | D | | E | | F | |  |
| 1.5.5 | A | B | | C | | | D | | E | | F | |  |
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| **TOTAL** |  |
| **40** |

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| **SECTION B: FOOD AND NUTRITION** | | |  |
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| **QUESTION 2** | | |  |
|  |  | |  |
| 2.1 | *Risk factors associated with heart disease.*   * Eat healthily; low fat, high fibre food. * Be physically active. * Do not smoke. * Maintain a healthy weight. * Drink alcohol in moderation. * Reduce salt intake. (Any 4) | | (4) |
|  |  | |  |
| 2.2 | Case study | |  |
|  |  | |  |
|  | 2.2.1 | *What is Anorexia Nervosa?*   * It is an eating disorder. * Intense fear of gaining weight * Restricting kJ intake. * Effectively starving themselves. (Any 3)(3 x1) | (3) |
|  |  |  |  |
|  | 2.2.2 | *What serious consequences will this eating disorder have on Sally’s health?*   * Influences the hormones in the body. * Stunts growth. * May stop menstruation. * The long-term effect influence fertility. * Hair loss. * Brittle nails. * Muscles do not function optimally – heart muscle may be effected.   (Any 5)(5 x1) | (5) |
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| 2.3 | *Give THREE reasons for including foods rich in anti-oxidants in the diet for an HIV positive patient.*   * An anti-oxidant is a dietary substance that can prevent damage to body cells or repair damage that has been done. * Anti-oxidants improve the immune function and lower risk of infection. * It helps improve digestion. HIV patients suffer from diarrhoea and mal-absorption which leads to dehydration and loss of appetite. * It has anti-tumour potential. HIV patients are vulnerable to a number of cancers. It protects the brain cells from damage by toxins. (Any 3) (3 x 2) | | (6) |

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| 2.4 | *Explain the difference between food allergy and food intolerance:*   * Food allergy − The type of intolerance which involves the body’s immune system. A person’s immune system reacts strongly to particular food substances called allergens. The immune system attacks the harmless substances, e.g. protein. It is a mild reaction. | | (2) |
| * Food intolerance − Chemical build-up in the intestine when certain foods are incompletely digested. A person with food intolerance is unable to digest and process certain foods correctly. Some people cannot produce enough of the enzyme required to digest a certain food. | | (2) |
|  |  | |  |
| 2.5 | *List THREE foods which people whom are suffering from the following food related diseases, should consume daily:*   * Anaemia: Iron rich food. Food containing a variety of B vitamins – spinach, dried prunes, red meat, eggs, poultry, sardines, tuna, soya, kidney beans. (Any 3) (3 x1) | | (3) |
| * Osteoporosis: Dairy products – milk, cheese, yoghurt, green leafy vegetables, canned oily fish. (3 x 1) | | (3) |
|  |  | |  |
| 2.6 | 2.6.1 | *Term: Obesity.* |  |
|  |  | * Fat accumulation in the body. * When a person weights 20% more than the recommended weight for his/her height and age. | (2) |
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|  | 2.6.2 | *Health conditions linked to obesity.*   * Strain on cardiovascular system. * Increases the risk of Type 2 diabetes. * Hypertension. * High lipid/cholesterol levels. * Strokes * Some forms of cancer, e.g. colon cancer. (Any 2)(2 x 1) | (2) |

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|  | 2.6.3 | *FOUR guidelines to prevent obesity.*   * Take a critical look at eating habits, i.e. what you eat and how often you eat, e.g. fast foods are high in fats and carbohydrates: large portions. * Analyse your environment, i.e. availability of fast food outlets elevator/escalators and remote control devices – all limit physical activity. * Adopt healthy eating habits: e.g. kilojoules, fat, salt, increase fruit, vegetables, fibre, whole-wheat products and water. * Eat at the correct times. Breakfast is the most important meal of the day – sustain your energy levels throughout the day – light midday and evening meals. * Increase the amount of physical activity – improves metabolism (burns fat) and improves digestion and assimilation of nutrients.   (4 x 2) | (8) |
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|  |  | **TOTAL SECTION B:** | **40** |
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| **SECTION C: CLOTHING** | | |  |
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| **QUESTION 3** | | |  |
|  |  | |  |
| 3.1 | *List FIVE messages communicated by clothes that young adults wear.*   * Religion * Culture * Personality * Activity * Occupation * Emotion * Socio-economic status (Any 5 x 1) | | (5) |
|  |  | |  |
| 3.2 | *Discuss FOUR factors that have an influence on fashion changes*   * Political factors: legislation determines that people do not appear naked in the public. * Economic factors: If money is available change rapidly, e.g. gold products will be more popular when there is money available. * Social factors: More women work outside the house and need clothes for the workplace, and therefore fashion will change quickly. * Seasonal: When the seasons change, the type of clothes will change e.g. summer vs. winter clothing, December holidays, more holiday clothes. * Technology: New construction methods and fibres contribute to fashion changes quickly, e.g. organic fibre. (Any 4) (4 x 2) | | (4) |

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| 3.3 | *How can clothing contribute to the development of a young adult’s self-esteem?*   * Help to establish individual identity. * Shows the different roles that a person fulfils. * Good feeling about one’s clothes helps to create good feeling about oneself. * Attractive appearance makes one more desirable. * Appropriate clothing increases acceptance by the group and prevents rejection. * All of this helps to develop self-esteem. (6 x 1) | | (6) |
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| 3.4 | Case Study | |  |
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|  | 3.4.1 | *Outfit A: Reasons*   * The outfit is suitable for the interview. * It creates an impression for the work situation. * The jacket symbolise power/status. * Correct dress code for the type of job   (and any acceptable answer) | (4) |
|  |  |  |  |
|  | 3.4.2 | *Guidelines for wardrobe planning*   * Buy mix and match for e.g. different outfits for different occasions. * Jackets should be included. It always symbolise authority. * Buy a few basic items in a neutral colour for example, black. They are easy to mix and match and can be formal and informal. * Avoid impulse shopping. Money is spent on items you do not need. * Purchase comfortable garments. Comfortable to wear all day long and will give more confidence because of a good fit. * Buy good quality clothes. Can be worn for longer period of time.  (Any 5)(5 x 2) (Any 5) (5 x 2) | (10) |
|  |  |  |  |
|  | 3.4.3 | *Outfit A:*  Formal occasion e.g wedding and party etc.  *Outfit B:*  Informal occasion e.g braai, shopping etc. and any acceptable answer. (2 x 2) | (4) |
|  |  |  |  |
|  | 3.4.4 | *Brand names*  Quicksilver, Nike, BillaBong, Adidas, Diesel.  And any acceptable answer. (3 x 1) | (3) |
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|  |  | **TOTAL SECTION C:** | **40** |

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| **SECTION D: HOUSING AND FURNISHINGS** | | |  |
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| **QUESTION 4** | | |  |
|  |  |  |  |
| 4.1 | 4.1.1 | *Financial expenses of owning a home.*   * Bond * Rates and taxes * Insurance * Water * Electricity * Sewerage and refuse (Any 5) (5 x 1) | (5) |
|  |  |  |  |
|  | 4.1.2 | *Additional expenses when moving to their own home.*   * Transfer duty * Conveyancing fees * Agent’s commission * Deeds office fees * Municipal accounts * Rates clearance certificate * Valuation costs * Moving costs * Telephone service connection fees * Water and electricity * Miscellaneous expenses (Any 5) (5 x 1) | (5) |
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|  | 4.1.3 | *Services that estate agents offer*   * Assist in the process of buying property * Negotiate the purchase price between buyer and seller * May apply for a bond on behalf of the buyer * Publicly advertise properties for sale or for rent * Negotiate home rentals * Collect sectional title and shareholder levies * Collect rental money on behalf of the home-owner (Any 3) (3 x 1) | (3) |
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|  | 4.1.4 | Calculate their first month interest  Monthly interest  x  R1 250√ for the first month | (5) |

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| 4.2 | *FIVE requirements of a contract (agreement of sale)*   * Parties involved must have the capacity to fulfil the contract’s conditions * Parties must agree about the contract * The contract must be lawful * Performance in terms of the contract must be possible. * Must comply with legal formalities * Must be signed by both parties (5 x 1) | | (5) |
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| 4.3 | *The consumer has rights concerning municipal services. Name FOUR.*  The right to:   * Safe drinking and household water. * Complain if there is a problem with municipal services. * Good services that reduce health risks. * A safe environment because the municipality collects waste and disposes of it safely. (4 x 1) | | (4) |
|  |  |  |  |
| 4.4 | 4.4.1 | Gas stove √ (Reasons)   * Cheaper √ * Work during electricity cut √ * It is a good buy for that family √ * Cooking time is less (and any acceptable answer) (4 x 1) | (4) |
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|  | 4.4.2 | **Hire Purchase**: The buyer gets the use of the item as soon as he has paid a deposit and signed an agreement to pay monthly instalments. The contract states that the item remains the property of the seller until the last payment had been made.  **Lay-bye transaction**: The consumer makes payments until the item is fully paid for, when he may take the item from the store. To buy on lay-bye you pay a deposit and ask the dealer to reserve the item for you while you make payments. (5 x 1) | (5) |
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|  | 4.4.3 | *Electricity saving measures*   * Use heaters and all appliances judiciously * Use oven for baking more than one item at a time * Use durable bulbs, appropriate voltage * Solar energy can be used for lights, especially in gardens and for hot water * Switch geyser off at certain times (and any acceptable answer)   (4 x 1) | (4) |
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|  |  | **TOTAL SECTION D:** | **40** |

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| **SECTION E: PRACTICAL COMPONENT** | | |  |
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| **QUESTION 5** | | |  |
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| 5.1 | *Explain the following process.* | |  |
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|  | 5.1.1 | *Selecting a product*   * Conduct a survey to determine needs of consumers * Select product that meet these needs (2 x 1) | (2) |
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|  | 5.1.2 | *Planning*  Plan for production methods, quality control and workflows of production team, √ resources required, appropriate profit margin. √  (2 x 1) | (2) |
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|  | 5.1.3 | *Implementation of plan*   * It includes marketing campaigns, √ * Labelling, packaging and sale of product.√ (2 x 1) | (2) |
|  |  |  |  |
| 5.2 | *Requirements for advertisement*   * Keep it short and simple. * Be specific and accurate. * Think of a clever, catchy phrase that will immediately attract attention. * Plan the layout carefully. * Place visual grabbers so that they highlight the best features of your product or service. * Use a font that is easy to read. * Use advertising that is different from your competitors. * Emphasise the benefits to the consumer. (Any 6)(6 x 1) | | (6) |
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| 5.3 | *Control of stock in an enterprise*   * Consider the most economical quantity of a specific item to buy. * Shop around to find the supplier that offers the best sizes and prices. * Apply the ‘just in time’ (JIT) principle, i.e. order stocks to arrive just in time for production. * Record all stocks and equipment in a control book. * Keep all equipment clean and in good working order. * Keep spare parts handy so that minor problems can be fixed immediately. * Keep storage cupboards or rooms tidy and clean to make control easier. * Keep strict control of the stock in storage. (8 x 1) | | (8) |

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| 5.4 | *Unfair discrimination in the workplace*   * Race * Gender * Ethnic or social origin * Age * Disability * Religion * Belief * Political opinion * Culture * Language * Marital status * Family responsibility (Any 4 x 1) | | (4) |
|  |  |  |  |
| 5.5 | Labour laws | |  |
|  |  |  |  |
|  | 5.5.1 | *Labour Relations Act*   * Regulates power between managers and employees * Aims to create an environment in which negotiation is preferable to industrial action such as strikes. * If strikes do occur the LRA seeks to ensure that they are orderly and peaceful. * States the rights of employees and employers. (3 x 1) | (3) |
|  |  |  |  |
|  | 5.5.2 | *Occupational Health and Safety Act*   * Provides general guidelines and obligations for the safety of all employees in the workplace. * Guidelines are industry specific and are regularly updated. (3 x 1) | (3) |
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| 5.6 | *Devise strategies that can be used to lower your costs*   * Decrease the number of people working for you, this reduces salaries, costs. * Increase your input and output as this will increase money being earned. * Source cheaper raw materials. * Check and adjust your budget so that you ensure money is correctly and well spent. * Check staff management – less managers, less on wages. * Check workload – may cause people not to produce as they should, thus decrease output, decreasing money. * Plan transport for purchasing and deliveries so as to not waste money. * Use resources like electricity sparingly. (Any 5 x 1) | | (5) |

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| 5.7 | *Essential guidelines for packaging*   * Protection of the product * Make transport easier * First impression, therefore must have appeal – aesthetically appealing * Environmental friendly and recyclable * Design noticeable – innovative * Economical – saw raw materials using minimum packaging materials. * Information clear and accurate – clear graphics * Storage, easy to handle, pack and transport * Item seen without packaging being opened. (Any 5 x 1) | | (5) |
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|  |  | **TOTAL SECTION E:** | **40** |
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|  |  | **GRAND TOTAL:** | **200** |