



Province of the  
**EASTERN CAPE**  
EDUCATION

**NATIONAL  
SENIOR CERTIFICATE**

**GRADE 12**

**SEPTEMBER 2010**

**CONSUMER STUDIES  
MEMORANDUM**

**MARKS: 200**

**TIME: 3 hours**

---

This memorandum consists of 11 pages.

---

**SECTION A: ANSWER SHEET****GRADE 12****QUESTION 1.1**

1.1.1	A	B	C	<del>D</del>
1.1.2	A	B	<del>C</del>	D
1.1.3	A	B	<del>C</del>	D
1.1.4	<del>A</del>	B	C	D
1.1.5	<del>A</del>	B	C	D
1.1.6	A	B	<del>C</del>	D
1.1.7	A	<del>B</del>	C	D
1.1.8	A	B	<del>C</del>	D
1.1.9	A	B	<del>C</del>	D
1.1.10	A	B	<del>C</del>	D

(10 x 2) (20)

**QUESTION 1.2**

1.2.1	A	B	<del>C</del>	D	E	F
1.2.2	A	B	C	D	<del>E</del>	F
1.2.3	A	B	C	D	E	<del>F</del>
1.2.4	A	B	C	<del>D</del>	E	F
1.2.5	A	<del>B</del>	C	D	E	F

(5 x 1) (5)

**QUESTION 1.3**

1.3.1	A	B	C	<del>D</del>	E	F
1.3.2	A	B	<del>C</del>	D	E	F
1.3.3	A	B	C	D	<del>E</del>	F
1.3.4	<del>A</del>	B	C	D	E	F
1.3.5	A	<del>B</del>	C	D	E	F

(5 x 1)(5)

**QUESTION 1.4**

1.4.1	A	<del>B</del>	C	D	E	F
1.4.2	A	B	<del>C</del>	D	E	F
1.4.3	<del>A</del>	B	C	D	E	F
1.4.4	A	B	C	<del>D</del>	E	F
1.4.5	A	B	C	D	<del>E</del>	F

(5 x 1)(5)

**QUESTION 1.5**

1.5.1	A	B	<del>C</del>	D	E	F
1.5.2	A	B	C	D	<del>E</del>	F
1.5.3	A	B	C	D	E	<del>F</del>
1.5.4	A	<del>B</del>	C	D	E	F
1.5.5	A	B	C	<del>D</del>	E	F

(5 x 1)(5)

<b>TOTAL</b>	
	<b>40</b>

**SECTION B: FOOD AND NUTRITION****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)

**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)

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 x 1) (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)

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)

**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)

**TOTAL SECTION B: 40****SECTION C: CLOTHING****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)

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)

3.4 Case Study

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) (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. (4)

3.4.4 *Brand names*

Quicksilver, Nike, BillaBong, Adidas, Diesel.  
And any acceptable answer. (3 x 1) (3)

**TOTAL SECTION C: 40**

**SECTION D: HOUSING AND FURNISHINGS****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)

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)

4.1.4 Calculate their first month interest  
Monthly interest

$$\frac{R150\,000\sqrt{}}{100\sqrt{}} \times \frac{10\sqrt{}}{12\sqrt{}}$$

R1 250√ for the first month

(5)

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)

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)

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-by 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-by you pay a deposit and ask the dealer to reserve the item for you while you make payments. (5 x 1) (5)

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)

**TOTAL SECTION D: 40**



**SECTION E: PRACTICAL COMPONENT****QUESTION 5**

5.1 *Explain the following process.*

5.1.1 *Selecting a product*

- Conduct a survey to determine needs of consumers
- Select product that meet these needs (2 x 1) (2)

5.1.2 *Planning*

Plan for production methods, quality control and workflows of production team, ✓ resources required, appropriate profit margin. ✓  
(2 x 1) (2)

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)

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)

#### 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)

#### 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)

**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)

**TOTAL SECTION E: 40****GRAND TOTAL: 200**