



basic education

Department:
Basic Education
REPUBLIC OF SOUTH AFRICA

NATIONAL SENIOR CERTIFICATE

GRADE 12

CONSUMER STUDIES

FEBRUARY/MARCH 2012

MARKS: 200

TIME: 3 hours



This question paper consists of 15 pages and a 2-page answer sheet.



INSTRUCTIONS AND INFORMATION

1. This question paper consists of FIVE sections.

SECTION	MARKS	TIME (MINUTES)
A. Short Questions	40	20
B. Food and Nutrition	40	40
C. Clothing	40	40
D. Housing and Soft Furnishings	40	40
E. Theory of Production and Entrepreneurship	40	40

2. ALL the sections are COMPULSORY.
3. Answer SECTION A on the attached ANSWER SHEET and place it in the BACK of your ANSWER BOOK.
4. Number the answers correctly according to the numbering system used in this question paper.
5. Start EACH question on a NEW page.
6. A calculator may be used.
7. Write with black or blue ink only.
8. Pay attention to spelling and sentence construction.
9. Write neatly and legibly.

SECTION A: SHORT QUESTIONS**QUESTION 1**

- 1.1 Various options are provided as possible answers to the following questions. Choose the answer and make a cross (X) in the block (A–D) next to the question number (1.1.1–1.1.15) on the attached ANSWER SHEET. NO marks will be awarded if more than one cross (X) appears for an answer.

- 1.1.1 Select the type of bread that would be best for a person with diabetes:
- A Brown bread
 - B Raisin bread
 - C Rye bread
 - D White bread
- (1)
- 1.1.2 Select the breakfast that would be most suitable to eat regularly in order to prevent osteoporosis and obesity:
- A Fried eggs on toast, glass of orange juice
 - B Yoghurt with muesli, tea with milk
 - C Oats porridge with honey, coffee with milk
 - D Cheddar cheese on toast, black coffee
- (2)
- 1.1.3 A choice of ... as the basis of wardrobe planning, helps stretch the life span of one's fashionable items.
- A warm colours
 - B fashion fads
 - C classic styles
 - D fashion accessories
- (1)
- 1.1.4 A young adult going for an interview for a position as a sales assistant, must ...
- A dress to show individuality.
 - B wear dramatic clothing.
 - C wear very bright colours.
 - D dress neatly and conservatively.
- (1)
- 1.1.5 The reason why a policeman wears a uniform is for ...
- A modesty.
 - B hygiene.
 - C attractiveness.
 - D identification.
- (1)



- 1.1.6 The method of buying an article where a deposit is paid and the article remains in the care of the seller until the article has been fully paid:
- A Credit card payment
 - B Hire purchase
 - C Lay-bye
 - D Instalment sale
- (1)
- 1.1.7 A person qualifies for a government housing subsidy when he/she:
- 1 Is a South African citizen
 - 2 Earns more than R5 000
 - 3 Has owned property before
 - 4 Does not have a job
 - 5 Is employed full time
- A 1 and 5
 - B 2 and 5
 - C 3 and 4
 - D 1 and 4
- (2)
- 1.1.8 A tenant is responsible for:
- 1 Repairing any damages caused by himself/herself
 - 2 Paying the rates and taxes
 - 3 Maintaining the property
 - 4 Paying the electricity bill
 - 5 Paying the water bill
- A 1, 2 and 3
 - B 1, 2 and 4
 - C 1, 4 and 5
 - D 3, 4 and 5
- (2)
- 1.1.9 Ensure that the following clauses are included in the contract with a builder:
- 1 Details of the plan
 - 2 Building specifications
 - 3 Transfer fees
 - 4 Completion date
 - 5 Your information about the loan
- A 1, 2 and 4
 - B 1, 2 and 5
 - C 1, 3 and 4
 - D 2, 3 and 5
- (2)



1.1.10 When purchasing a home the deed of sale is the ...

- A offer made to the seller to purchase the home.
- B legal agreement between buyer and seller indicating the terms and conditions of sale.
- C registration of the transfer from the seller to the buyer which is done at the deeds office.
- D deed of paying the government to transfer the property into the buyer's name.

(1)

1.1.11 Study the table with the tax rates in respect of the 2011/2012 tax year and answer question that follows.

TAXABLE INCOME (R)	RATES OF TAX
0–150 000	18% of taxable income
150 001–235 000	R27 000 + 25% of taxable income above R150 000
235 001–325 000	R48 250 + 30% of taxable income above R235 000
325 001–455 000	R75 250 + 35% of taxable income above R325 000
455 001–580 000	R120 750 + 38% of taxable income above R455 000
580 001 and above	R168 250 + 40% of taxable income above R580 000

Sophie earns R180 000 per year. How much tax would she have to pay in the 2011/2012 tax year?

- A R27 000
- B R32 400
- C R34 500
- D R52 000

(2)

1.1.12 What would cause a pair of jeans that cost R99,99 last year, to cost R120 this year?

- A Interest rates
- B Inflation
- C Value Added Tax
- D Consumer Price Index

(1)

1.1.13 According to the ..., you may legally cancel a purchase made through direct marketing within five business days.

- A Consumer Forum
- B New Consumer Protection Act
- C Competition Commission Act
- D National Credit Regulations

(1)



1.1.14 Good financial record keeping in a business will ...

- A attract more clients who will buy more.
- B provide evidence of workers' attendance.
- C help increase spending money for holidays.
- D ensure that there is enough money for raw materials.

(1)

1.1.15 In a business the producer will break even when the ...

- A selling price equals the production cost.
- B overhead costs are less than the raw materials.
- C production costs include the labour cost.
- D profit is less than the labour costs.

(1)

1.2 Choose the definition in COLUMN B that matches the term in COLUMN A. Make a cross (X) in the block (A–I) next to the question number (1.2.1–1.2.5) on the attached ANSWER SHEET. NO marks will be awarded if more than one cross (X) is made for an answer.

COLUMN A TERM	COLUMN B DEFINITION
1.2.1 Fashion	A an individual's interpretation of what he/she thinks is appropriate and beautiful
1.2.2 Silhouette	B a marketing tool to increase the sale of clothes
1.2.3 Couturiers	C clothing construction features which distinguish one outfit from another
1.2.4 Fashion fads	D clothing styles which quickly become popular but are short lived
1.2.5 Fashion classics	E clothes with a simple design that satisfy basic needs and remain popular for a long time
	F designers who create exclusive styles in small quantities for an exclusive clientele
	G the direction in which a fashion is changing
	H the lines which form the outline and shape of a garment
	I the style that is accepted and worn by many people at a given time

(5 x 1)

(5)

- 1.3 From the list below identify FIVE aspects to consider when planning the division of work and time schedules. Make a cross (X) in the block (A–J) next to the question number (1.3) on the attached ANSWER SHEET.

- A Marketing strategies
- B Available equipment
- C Place of sale
- D Monthly rent of workplace
- E Time needed to complete each process
- F Skills of the workers
- G Unit prices
- H Numbers of workers available
- I Target delivery dates
- J Consumer satisfaction survey

(5)

- 1.4 From the list below identify THREE food items that are exempted from VAT. Make a cross (X) in the block (A–G) next to the question number (1.4) on the attached ANSWER SHEET.

- A Brown bread
- B Long life milk
- C Olive oil
- D Peanuts
- E Tinned pilchards
- F Viennas
- G White bread

(3)

- 1.5 Give ONE term for each of the following descriptions. Write down the term next to the question number (1.5.1–1.5.7) on the attached ANSWER SHEET.

- 1.5.1 The disease where bones become weak, brittle and break easily
- 1.5.2 A condition of voluntary self starvation resulting in extreme weight loss
- 1.5.3 The white waxy substance that may clog up arteries
- 1.5.4 The disease where the body is unable to control the glucose levels in the blood
- 1.5.5 A system of ranking carbohydrate foods according to how quickly they release their energy in the body
- 1.5.6 A psychological disorder characterised by binge eating, only to get rid of the food shortly after the meal
- 1.5.7 The essential fatty acid that plays a role in lowering blood cholesterol levels

(7)

TOTAL SECTION A: 40

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

- 2.1 Read the extract below from the *South African National Guidelines on Nutrition for People Living with TB, HIV/Aids and other Chronic Debilitating Conditions*, published by the Department of Health in 2001. Answer the questions that follow.

No specific food or nutrient can destroy the human virus, but a healthy eating pattern and lifestyle will strengthen the immune system. Good nutrition will help fight infections and delay the development of full-blown Aids. This will improve well-being and prolong life. When people eat well, they also feel better.

- 2.1.1 Which virus is referred to in the first sentence? (1)
- 2.1.2 Refer to the extract and list the advantages of a healthy eating pattern for a person living with the virus. (4)
- 2.1.3 Choose from each group below ONE food that will strengthen the immune system the BEST and give a reason for each choice.

GROUP A	GROUP B	GROUP C
Golden syrup	Apples	Carrots
Jam	Guavas	Cucumber
Peanut butter	Pear	Lettuce

- 2.2 According to the World Health Organisation, iron deficiency is the most common and widespread nutritional disorder in the world. The organisation stated that if iron deficiency anaemia is not managed it may lead to reduced school performance in children and reduced work productivity in adults.

- 2.2.1 Explain why iron deficiency anaemia could lead to reduced school performance in children if it is NOT managed. (3 x 2) (6)
- 2.2.2 Explain THREE ways in which anaemia can be managed. (3 x 2) (6)

- 2.3 The information below appears on the labels of a variety of canned soup tins. Study the information in the table and answer QUESTIONS 2.3.1–2.3.4 that follow.

Name of Soup	SOUP A	SOUP B	SOUP C
Ingredients	Creamy Butternut (38%) Soup: Water, Butternut, Cream (8%), Vegetable stock, Onions, Corn flour, Sunflower oil (Anti-oxidant: Tocopherol), Wheat flour, Salt, Sugar, Orange concentrate, Garlic, Spices	Smooth Creamy Butternut (38%) Soup: Water, Butternut, Vegetable stock, Cream (3%), Onions, Corn flour, Wheat flour, Sunflower oil (Antioxidant: Tocopherol), Sugar, Salt, Orange concentrate, Garlic, Spices	Beef (5%) and Lentil (25%) Soup: Water, Lentils, Vegetable stock, Beef mince, Onions, Sunflower oil (Anti-oxidant: Tocopherol), Tomato paste, Corn flour, Garlic, Salt, Spices, Black pepper
Typical Nutritional Information			
Average values	Per 100 g	Per 100 g	Per 100 g
Energy	225 kJ	160 kJ	235 kJ
Protein	1,2 g	1,0 g	3,6 g
Carbohydrate	6,0 g	4,8 g	6,2 g
of which total sugars	1,6 g	1,2 g	0,0 g
Total fat	2,5 g	1,4 g	1,2 g
Cholesterol	4 mg	2 mg	3 mg
Total dietary fibre	0,8 g	1,4 g	3,0 g
Sodium	292 mg	276 mg	457 mg

- 2.3.1 Identify the ingredient that contributes the MOST to the fibre content of Soup C. (1)
- 2.3.2 (a) Explain the term *lactose intolerance*. (2)
- (b) Identify the soup which would be the BEST choice for managing lactose intolerance and give TWO reasons for your choice. (3)
- 2.3.3 Explain which soup would be the LEAST suitable for a person who is trying to manage hypertension (high blood pressure). (3)
- 2.3.4 After comparing Soup A and Soup B, explain which soup would be the BEST choice for a person who is trying to manage obesity. (8)

TOTAL SECTION B: 40



SECTION C: CLOTHING**QUESTION 3**

- 3.1 Read the scenario below and answer the questions that follow.

Noma, Jane and John will start working at Itileng Company in the communication section where they will interact with clients every day. The company has a specific dress code.

- 3.1.1 Explain the term *dress code*. (3)
- 3.1.2 Give SIX hints to the three new employees on how to create a professional look regarding their clothing. (6)
- 3.1.3 Explain how being well-dressed for work could influence Noma's self esteem when dealing with people. (4)
- 3.2 List the FIVE stages of the fashion cycle in the correct order. (5)
- 3.3 How would you know that a fashion item is becoming less popular when you go shopping? (3)
- 3.4 Explain how the media influence fashion change. (5)
- 3.5 Read the scenario below and answer the questions that follow:

Sipho is a sports fanatic who only buys Adidas clothing items. He is admired by his friends. He was shocked when his newest T-shirt faded after the first wash. Some of the stitched-on strips came loose. He became furious and unhappy with his purchase. He stormed into the shop, insulted the salesman and threw the T-shirt into the salesman's face. The salesman, however, remained calm and still tried to help him. Sipho demanded his money back although he did not have the receipt. The store manager had their security remove Sipho from the premises. Sipho went away threatening to report the shop to the National Consumer Forum.

- 3.5.1 Adidas is a well-known brand name. What characteristics do young adults associate this brand name with? (4)
- 3.5.2 What is the role of the National Consumer Forum in consumer complaints? (4)
- 3.5.3 Use your knowledge of how to complain, to judge Sipho's approach to complaining. Give FIVE reasons to support your answer. (6)

TOTAL SECTION C: 40

SECTION D: HOUSING AND SOFT FURNISHINGS

- 4.1 The property below was advertised by Star Properties. Study the advertisement and answer the questions that follow.

TOWNHOUSE FOR SALE – R590 000,00

Excellent opportunity to invest in a well-run and secure complex with a lovely garden! It is well located near main roads and amenities.

Features

- Reception room: 1
- Bedrooms: 3
- Bathroom: 1
- Interior finishes/Features:
 - *Painted plastered walls*
 - *Carpeted flooring*
 - *Tiled flooring*
- Exterior features:
 - *Wooden window frames*
 - *Tiled roof*
 - *Painted plastered walls*
- Parking:
 - *Parking bay: 1*
- General features
 - *Braai*
 - *Family/TV room*

Additional details

- Building area size: 111 m²
- Rates and taxes: R340,00 per month
- Levies: R812,00 per month

Contact details of estate agent
Maggie Basson
Tel: 010 547 3610
Cellphone: 084 788 1335

- 4.1.1 Classify the type of housing in the above advertisement. (1)
- 4.1.2 Maggie Basson showed the advertised property to a family. Explain Maggie's role after the family decided that they wanted to buy the property. (4)
- 4.1.3 Answer the questions below on costs involved in buying a house.
- (a) Name the fees the family must pay to become the legal home owners. (3)
- (b) How much rates and taxes must the family pay every month? (1)
- (c) To whom must the rates and taxes be paid? (1)



- 4.1.4 Who is responsible for paying the garden maintenance in the complex? (1)
- 4.1.5 The family must pay an additional R812,00 per month. Explain what this money is used for. (4)
- 4.1.6 Comment on the finances related to the maintenance of the interior finishes/features of the townhouse. (3 x 2) (6)
- 4.1.7 At the complex there are bins for the recycling of paper, metal and glass. List THREE general benefits of recycling. (3)

4.2 Read the scenario below and answer the questions that follow.

Thando is going to study at a tertiary institution and is moving into a flat. He needs to cook his own meals but cannot afford to buy a stove with an oven. He decides to buy a hot plate. Two types are available in the shop. One has two solid plates and the other has two spiral/coil plates.

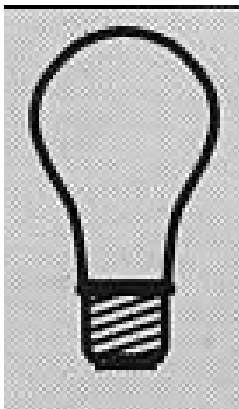
- 4.2.1 Compare the two hot plates in terms of cleaning and speed of heating and cooling. Tabulate your answer as follows:

	HOT PLATE A TWO SOLID PLATES	HOT PLATE B TWO SPIRAL/ COIL PLATES
Cleaning	(1)	(1)
Speed of heating and cooling	(2)	(2)

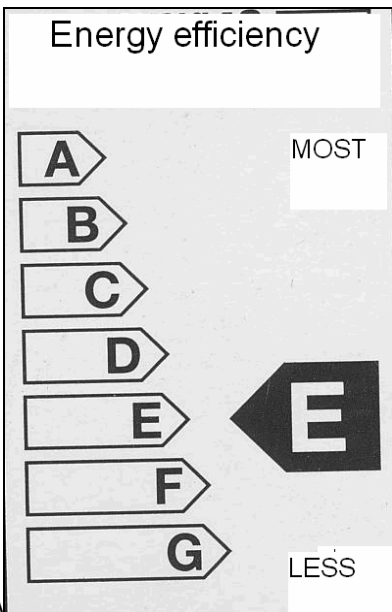
- 4.2.2 Explain which hot plate would be the BEST choice for Thando to buy if he wants to use electricity more efficiently. (2)

- 4.3 Study the information below that appears on the labels of two light bulbs that give the same brightness of light.

BULB A
R12,99

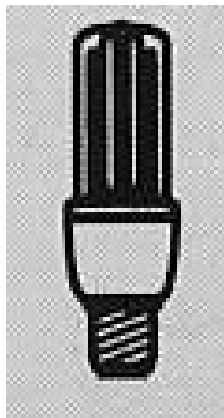


Energy efficiency

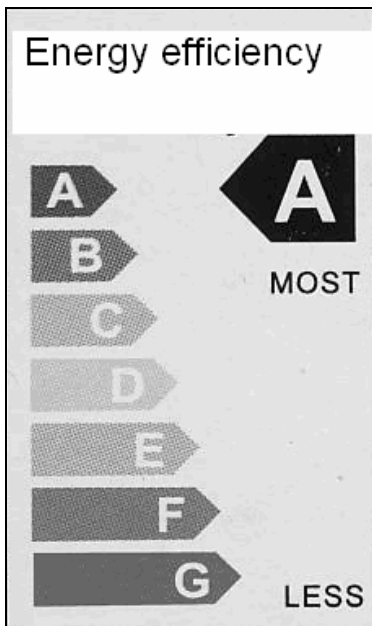


LIFE TIME: 1 000 hours

BULB B
R19,99



Energy efficiency



LIFE TIME: 6 000 hours

- 4.3.1 Name the types of light bulbs. (2)
- 4.3.2 Compare the two bulbs in terms of the following:
- (a) Cost (2)
- (b) Energy efficiency (4)

TOTAL SECTION D: 40



SECTION E: THEORY OF PRODUCTION AND ENTREPRENEURSHIP**QUESTION 5**

- 5.1 Explain each of the following:
- 5.1.1 Entrepreneur (2)
 - 5.1.2 Target market (2)
- 5.2 List the FOUR Ps of the marketing mix. (4)
- 5.3 Explain how each of the following will be an advantage for a business:
- 5.3.1 Regular maintenance of equipment (4)
 - 5.3.2 Good customer relations (4)
- 5.4 Study the scenario below and answer the questions that follow.

An entrepreneur produces 150 products per week in a 5-day working week.
The cost of the material per day = R750.
A 50% mark-up is added for profit and overheads.

NOTE: Marks will be awarded for ALL the calculations

- 5.4.1 Calculate the cost of the materials per product. (5)
- 5.4.2 Calculate the selling price per product. (4)

5.5 Read the scenario below and answer the questions that follow.

Jacob and Abdul are two young entrepreneurs. Each started a business and will be selling the same products. They started off by planning the business and had the following approaches to their respective businesses:	
JACOB	ABDUL
<p>He did a survey and market research. He defined his target market and promotion strategy. He knows and follows the exact specifications when producing the products.</p> <p>The safety of the workplace and workers are important to him. He controls the finances well and buys quality raw materials and invests money in the business.</p> <p>He does spot-checks to quality control the production process. He started with only a few skilled staff members. He does not think further training or employment contracts are necessary.</p>	<p>He used most of his money to buy raw materials and equipment. He spent a lot of money on the design of the packaging materials. The packaging looks very attractive.</p> <p>He does not think any further promotion is necessary. He does not think safety or quality control plays a big role in the business.</p> <p>He appointed a few young unskilled people. No employment contracts were signed. He plans to send his employees for training.</p> <p>He believes he will find a target market after production has started.</p>

5.5.1 Neither of the entrepreneurs have employment contracts for their employees.

- (a) Which Act stipulates that each employee must have an employment contract? (1)
- (b) Name FOUR types of leave the employees are entitled to. (4)

5.5.2 Analyse and discuss the sustainable profitability of each business. (10)

TOTAL SECTION E: 40
GRAND TOTAL: 200



ANSWER SHEET**SECTION A****CENTRE NUMBER:**

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EXAMINATION NUMBER:

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40

QUESTION 1.1					
1.1.1	A	B	C	D	(1)
1.1.2	A	B	C	D	(2)
1.1.3	A	B	C	D	(1)
1.1.4	A	B	C	D	(1)
1.1.5	A	B	C	D	(1)
1.1.6	A	B	C	D	(1)
1.1.7	A	B	C	D	(2)
1.1.8	A	B	C	D	(2)
1.1.9	A	B	C	D	(2)
1.1.10	A	B	C	D	(1)
1.1.11	A	B	C	D	(2)
1.1.12	A	B	C	D	(1)
1.1.13	A	B	C	D	(1)
1.1.14	A	B	C	D	(1)
1.1.15	A	B	C	D	(1)
					(20)



CENTRE NUMBER:

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EXAMINATION NUMBER:

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QUESTION 1.2

1.2.1	A	B	C	D	E	F	G	H	I	(1)
1.2.2	A	B	C	D	E	F	G	H	I	(1)
1.2.3	A	B	C	D	E	F	G	H	I	(1)
1.2.4	A	B	C	D	E	F	G	H	I	(1)
1.2.5	A	B	C	D	E	F	G	H	I	(1)
										(5)

QUESTION 1.3

A	B	C	D	E	F	G	H	I	J	(5)	
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QUESTION 1.4

A	B	C	D	E	F	G	(3)	
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QUESTION 1.5

1.5.1	
1.5.2	
1.5.3	
1.5.4	
1.5.5	
1.5.6	
1.5.7	
(7)	

TOTAL SECTION A: 40