



basic education

Department:
Basic Education
REPUBLIC OF SOUTH AFRICA

NATIONAL SENIOR CERTIFICATE

GRADE 12

CONSUMER STUDIES

FEBRUARY/MARCH 2014

MARKS: 200

TIME: 3 hours

This question paper consists of 16 pages.



★ C O N S D M ★



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 and SECTION B in the 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. You are allowed to use a calculator.
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 given as possible answers to the following questions. Choose the answer and write only the letter (A–D) next to the question number (1.1.1–1.1.18) in the ANSWER BOOK.

- 1.1.1 Select the foods rich in water-soluble fibre that will benefit a person suffering from high cholesterol:
- A Beans and nuts
 - B Raisins and maize
 - C Apples and pulses
 - D Brown rice and grapes
- (1)
- 1.1.2 Identify foods which will strengthen the immune system of an HIV/Aids patient:
- A Spinach, butternut squash and soya beans
 - B Apples, white bread and fried chicken
 - C Fish pie, vegetable salad and yoghurt
 - D Maize, peanuts and milk
- (1)
- 1.1.3 A person on a gluten-free diet can safely use the following products:
- A Wheat and mealies
 - B Oats and soya beans
 - C Rice and maize meal
 - D Barley and rye
- (1)
- 1.1.4 Choose the condition where the arteries narrow and clog due to a build-up of cholesterol within the walls of the arteries:
- A Osteomalacia
 - B Atherosclerosis
 - C Diabetes
 - D Anaemia
- (1)
- 1.1.5 Choose a risk factor for coronary heart diseases which can be controlled through diet:
- A Osteoporosis
 - B Physical inactivity
 - C High blood pressure
 - D Diabetes
- (1)



- 1.1.6 The most suitable snack for someone with high blood pressure:
- A Oatmeal biscuits
 - B Shredded biltong
 - C Salted nuts
 - D Savoury biscuits
- (1)
- 1.1.7 The nutrient that increases the absorption of iron:
- A Vitamin B₁
 - B Vitamin B₃
 - C Vitamin C
 - D Vitamin A
- (1)
- 1.1.8 Regular exercise will lower a diabetic's ... level.
- A blood-cholesterol
 - B blood pressure
 - C gluten
 - D insulin
- (1)
- 1.1.9 You have an overdraft of R14 000,00 on which you pay 12,5% interest. You still owe R50 000,00 on your home loan, on which you pay 9% interest. What should you do when you receive your bonus?
- A Invest it at a fixed interest rate for a year
 - B Save it in your credit card account
 - C Deposit it in your home loan account
 - D Pay as much of your overdraft as possible
- (1)
- 1.1.10 The consumer who will gain from a rising interest rate is one who ...
- A is paying off a car loan and has money in a savings account.
 - B has paid all his debt but has not managed to save yet.
 - C is renting a house and is saving money in a savings account.
 - D buys most items with his credit card and has money invested in shares.
- (1)
- 1.1.11 Sara saved R300,00 per month in a bank savings account for five years. Now that she wants to use the money, it can buy less than she expected. This is an example of ...
- A interest.
 - B tax.
 - C recession.
 - D inflation.
- (1)



1.1.12 The term for a distinctive form of dress with recognisable qualities:

- A Couture
- B Fashion
- C Style
- D Trend

(1)

1.1.13 Fashion change is promoted by ...

- A fashion-conscious consumers.
- B leading fashion designers.
- C elegant fashion leaders.
- D extravagant fashion shows.

(1)

1.1.14 Select the shoe which would be most suitable to wear to work with formal black pants:



1

Dark brown
leather lace-up
boot



2

Black boat
shoe with
white laces



3

Black leather
lace-up shoe



4

Black shoe
with cotton
upper and
white laces

- A 1
- B 2
- C 3
- D 4

(1)

1.1.15 Some retail stores sell products made of organic cotton. This is because ...

- A consumers dislike natural fabrics.
- B retailers are concerned about the environment.
- C the economic recession has hit both retailers and consumers.
- D organic cotton is cheaper than non-organic cotton.

(1)

1.1.16 A medical certificate may be required if an employee is sick for ...

- A one day.
- B two days.
- C more than three consecutive days.
- D more than two consecutive days.

(1)

- 1.1.17 Choose a reason why some entrepreneurs fail:
- A They take calculated risks
 - B Fixed interest
 - C Customer credit
 - D They work long hours
- (1)

- 1.1.18 The following may be deducted from the salary of an employee who earns R4 500,00 per month:
- A Licences
 - B Interest
 - C Tax
 - D UIF
- (1)

- 1.2 Choose the correct word(s) in brackets to complete each statement. Write the word(s) next to the question number (1.2.1–1.2.5) in the ANSWER BOOK.

- 1.2.1 The home seller has to pay (asset gains tax/capital gains tax) on the profit he/she makes on his/her second home.
- 1.2.2 Tax paid on non-essential items, such as alcohol and tobacco, is known as (import duty/excise duty).
- 1.2.3 A person who earns more than R70 000,00 per year has to pay (income tax/provisional tax).
- 1.2.4 Tax deducted from the employee's salary is known as (pay-as-you-spend/pay-as-you-earn) tax.
- 1.2.5 (Services added tax/Value added tax) is added to the purchase price of certain specified goods and services.
- (5)

- 1.3 Choose FOUR reasons from the list below why many young adults choose to buy brand labels. Write only the letter (A–H) next to the question number (1.3) in the ANSWER BOOK.

- A They are a symbol of a high social status.
 - B They are cheap.
 - C They are timeless.
 - D They are widely available.
 - E They indicate good style/taste.
 - F They boost the wearer's self-esteem.
 - G They increase sales.
 - H They guarantee instant popularity.
- (4)

1.4 Choose THREE requirements from the list below that will make a contract a legal document when buying a house. Write only the letters (A–F) next to the question number (1.4) in the ANSWER BOOK.

- A The buyer must pay the deposit in cash.
- B The seller must sign the front page of the document.
- C The buyer should be able to meet the stipulated payments.
- D Both buyer and seller must be of sound mind.
- E The deed of sale must be included in the contract.
- F Both buyer and seller must agree on the contents of the contract. (3)

1.5 Identify FIVE aspects from the list below which should be considered when planning the division of work and time schedules. Write only the letters (A–J) next to the question number (1.5) in the ANSWER BOOK.

- A Available equipment
- B Availability of raw materials
- C Customer relations
- D Financial record keeping
- E Place of sale
- F Production cost
- G Skills of the workers
- H Target delivery dates
- I Target market
- J Time needed to complete each process (5)

1.6 The following statements are INCORRECT. Change the underlined word(s) to make each statement CORRECT. Write the word(s) next to the question number (1.6.1–1.6.5) in the ANSWER BOOK.

- 1.6.1 Transfer duty is paid to the estate agent.
- 1.6.2 A home owner may receive a deposit as a fringe benefit from the employer.
- 1.6.3 The deeds office fee is regulated by the estate agent.
- 1.6.4 Levies are paid to the municipality.
- 1.6.5 When buying on a store account, the retailer keeps the item until the full amount is paid. (5)

TOTAL SECTION A: 40



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

- 2.1 Riaad, a 16-year-old boy, does not eat any animal products except eggs, milk and milk products.

2.1.1 Name the nutrition-related disease Riaad is likely to develop. (1)

2.1.2 Explain why Riaad is likely to develop the nutrition-related disease named in QUESTION 2.1.1. (3)

2.1.3 Suggest why Riaad is not at risk of developing osteoporosis. (3)

- 2.2 Read the extract below and answer the questions that follow.

Linda is 18 years old and is obese with a BMI rating of 32. She wakes up too late in the morning to have breakfast. She walks to school every day. At school she often buys toasted cheese and tomato sandwiches made with brown bread and orange juice. She plans to join the school's netball team. She enjoys watching TV and snacks on crisps and sweet biscuits.

2.2.1 Explain to Linda what *BMI* stands for and what it is used for. (2)

2.2.2 Considering Linda's current lifestyle, name the type of diabetes she is likely to develop. (1)

2.2.3 Explain why Linda is at risk of developing the type of diabetes named in QUESTION 2.2.2. (2)

2.2.4 Recommend FIVE changes that Linda can make to her diet and lifestyle to lose weight. Complete the table below in the ANSWER BOOK.

ASPECT	SUGGESTED CHANGES
(a) Diet	(4)
(b) Lifestyle	(1)

(5)

- 2.3 Read the information below, which appeared on a cereal box, and answer the questions that follow.

ALL YOU NEED TO GROW BIG AND STRONG IS A WARM, SAFE PLACE TO SLEEP, SOMEONE WHO LOVES YOU AND ABC CEREAL

ABC CEREAL is the healthiest and most nutritious family cereal in South Africa.

ABC CEREAL is high in fibre and provides 18 vitamins and minerals.

ABC CEREAL IS ONE OF SOUTH AFRICA'S FAVOURITE CEREALS.

Recommended by leading doctors

Look out for the new ABC CEREAL packs with 'Brain Boosters' on the back.

- 2.3.1 Identify THREE misleading statements in the information above. (3)
- 2.3.2 Give reasons why the statements (QUESTION 2.3.1) are considered to be misleading statements. (4)
- 2.3.3 List THREE channels for consumer complaints with regard to misleading information on food labels. (3)

- 2.4 Study the list of ingredients for salads and answer the questions that follow.

SALAD A	SALAD B
250 ml cooked shell noodles	250 g fried chicken pieces
50 ml green peppers	200 ml green beans
50 ml grated carrots	100 g cheddar cheese, cubed
2 boiled eggs	125 ml croûtons
50 ml olive oil	125 ml mayonnaise


- 2.4.1 Give SIX reasons why SALAD A would be beneficial for a person suffering from HIV/Aids, with sores in his/her mouth. (6)
- 2.4.2 Evaluate the suitability of SALAD B for an obese person. (7)

TOTAL SECTION B: 40



SECTION C: CLOTHING**QUESTION 3**

- 3.1 The dress below was advertised for the summer of 2012. Study the photograph and description and answer the questions that follow.

	<p>The woman in the photograph is wearing a dress with folds at the cross-over neckline, a raised waistband and a slightly flared knee-length skirt. This creates a timeless silhouette while polka dots add a retro 1950s feel to this summer dress.</p> <p>[Adapted from www.woolworths.co.za]</p>
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- 3.1.1 Explain the term *silhouette* in the context of this photograph. (2)
- 3.1.2 Name THREE non-verbal messages conveyed by the dress in the photograph. (3)
- 3.2 Read the information below and answer the question that follows.

<p style="text-align: center;">OPEN AN ACCOUNT</p> <p>A Truworths account gives you access to a world of internationally inspired fashion. It's entirely up to you whether you make your purchases on the six-month special plan, where interest may not be charged (at Truworths' sole discretion) if your account payments are up to date, or on the 12-month, interest-bearing plan.</p> <p style="text-align: right;">[Source: www.truworths.co.za]</p>

- State when a Truworths account holder will pay interest. (2)

- 3.3 Study the photograph and the information below and answer the questions that follow.

The photograph shows the dress code of a company.

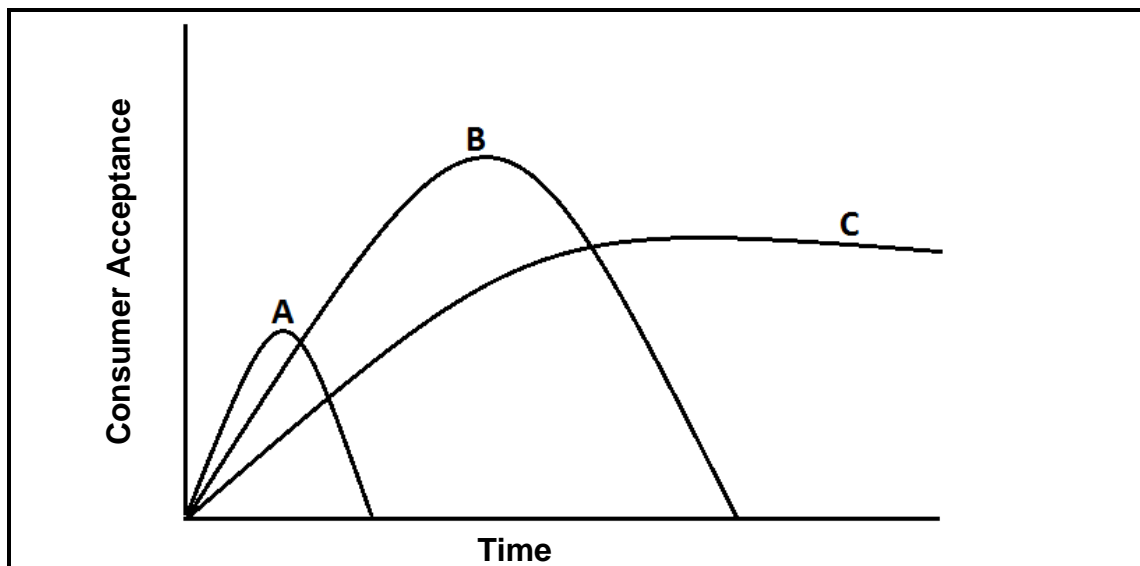
The corporate clothing consists of:

- Any smart formal black trousers/pants/skirt
- Company royal blue shirt/blouse



- 3.3.1 State FOUR advantages of corporate clothing for the company and the employees. (2 x 2) (4)
- 3.3.2 Name FOUR ways in which the employees can express their individuality when they wear corporate clothing. (4)
- 3.3.3 Explain how a good first impression of an employee can benefit:
- (a) The company (4)
- (b) The employee himself/herself (4)

- 3.4 Study the graph below, which shows three different fashion cycles, and answer the questions that follow.



3.4.1 Name each fashion cycle (A–C) in the graph. (3)

3.4.2 Give a brief description of EACH of the above-mentioned fashion cycles. (3 x 2) (6)

- 3.5 Read the scenario below and answer the question that follows.

A young male adult is about to start his first job at a law firm. He already has a black jacket and a pair of formal black shoes.

The lists below include clothing items that he considers buying on a limited budget.

LIST A	LIST B
Black cardigan (jersey) Brown jacket Stone colour trench coat Brown trousers Dark blue jeans White T-shirt Shirt with large red and blue checks	Black trousers Charcoal trousers White shirt White shirt with thin black stripes Light blue shirt Charcoal cardigan (jersey) Grey waistcoat

Choose ONE list and give reasons why you would consider it to be a good choice. (8)

TOTAL SECTION C: 40

SECTION D: HOUSING AND SOFT FURNISHINGS**QUESTION 4**

4.1 Study the scenario below and answer the questions that follow.

<p>Tom, Gina and their 5-year-old son live in a rented house. Tom often works in other cities. They have saved enough money to pay a deposit when they buy their own property. There are many costs involved when buying property and they realise that they will have limited funds for maintenance during the first few years. After looking at many properties, they find two that they like. They must finally choose between the two properties described below.</p>	
<p>PROPERTY A</p> <p>R800 000,00</p> <p>Semi-detached three-bedroom house in a secure complex with a small garden</p> <p>Large communal lawn and swimming pool</p> <p>Levy, including property rates and taxes: R700,00 per month</p>	<p>PROPERTY B</p> <p>R800 000,00</p> <p>Three-bedroom house in quiet neighbourhood with large garden and swimming pool</p> <p>Property rates and taxes: R600,00 per month</p>

- 4.1.1 Identify the type of home ownership of:
- (a) PROPERTY A (1)
- (b) PROPERTY B (1)
- 4.1.2 Name SIX costs that Tom and Gina must provide for when they take out a mortgage bond. (6)
- 4.1.3 Name the specific hidden cost that Tom and Gina have to pay if they have to move into their new home before it is registered in their names. (1)
- 4.1.4 To whom must Tom and Gina pay the hidden cost named in QUESTION 4.1.3? (1)
- 4.1.5 In the process of buying the property, they will have to sign an offer to purchase. Explain the link between an *offer to purchase* and the *deed of sale*. (4)



- 4.1.6 Evaluate the suitability of PROPERTY A and PROPERTY B by completing the table below in the ANSWER BOOK:

CRITERIA	PROPERTY A	PROPERTY B
(a) Security	(2)	(2)
(b) Maintenance	(2)	(2)
(c) Privacy	(2)	(2)

(12)

- 4.1.7 Select the most suitable property for the family.

(1)

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

Tom and Gina bought a television set for their lounge. Considering all the costs involved in buying their house, they bought a second-hand set. Soon after buying the television set they experienced problems with it that the seller had not informed them about. They had to send it to be repaired. The final bill for the repairs was more than the original quotation made by the repair company.

- 4.2.1 State Tom and Gina's rights according to the Consumer Protection Act with regard to the second-hand television set that they bought.

(3)

- 4.2.2 Explain why it would have been better for Tom and Gina to buy a television set on an instalment plan than to buy a second-hand set.

(4)

- 4.3 Waste control is the responsibility of every household. Explain the effect of an irresponsible attitude towards waste control on the conservation of the environment.


(6)

TOTAL SECTION D: 40



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

- 5.1 List FOUR functions of good quality packaging for consumable products. (4)
- 5.2 Name THREE methods which an entrepreneur can use to do market research in his/her local community. (3)
- 5.3 Read the scenario below and answer the questions that follow.

Mike and Jeff manufacture similar products.											
MIKE <ul style="list-style-type: none"> • Employs people with very basic skills • Buys the cheapest raw materials and imported materials • Produces one product at R30,00 and sells it for R60,00 • Marketed his products well from the beginning • Received a number of complaints and customers are returning products 	JEFF <ul style="list-style-type: none"> • Employs people with very basic skills • Regularly gives his staff training opportunities • Buys only from local suppliers • Displays the logo below on his products  <ul style="list-style-type: none"> • Produces one product at R50,00 and sells it for R90,00 • Did not have money for marketing during the first few months, but marketed more widely in the sixth month 										
<p>The table below shows the average sales figures for both businesses for the first year.</p> <table border="1"> <thead> <tr> <th></th><th>MIKE</th><th>JEFF</th></tr> </thead> <tbody> <tr> <td>Sales for months 1–6</td><td>1 000 products per month</td><td>750 products per month</td></tr> <tr> <td>Sales for months 7–12</td><td>900 products per month</td><td>800 products per month</td></tr> </tbody> </table>				MIKE	JEFF	Sales for months 1–6	1 000 products per month	750 products per month	Sales for months 7–12	900 products per month	800 products per month
	MIKE	JEFF									
Sales for months 1–6	1 000 products per month	750 products per month									
Sales for months 7–12	900 products per month	800 products per month									

- 5.3.1 Mike's enterprise received a number of complaints and customers are returning products. Explain how Mike should deal with these customers in order to maintain good customer relations. (5)

- 5.3.2 Jeff regularly gives his staff training opportunities. Suggest TWO ways in which his staff could be trained. (2)
- 5.3.3 Jeff did not have a lot of money to market his products during the first few months. Suggest THREE ways in which Jeff could have marketed his products in a cheaper or more affordable way. (3)
- 5.3.4 Jeff uses the Proudly South African logo on his products. Explain why this could give him a competitive advantage. (3)
- 5.3.5 Mike and Jeff both made R30 000,00 profit per month for the first six months. Explain why they made the same profit. (2)
- 5.3.6 Calculate the monthly profit of Mike's enterprise for months 7–12. Show ALL calculations. (6)
- 5.3.7 Jeff decides to produce 900 products in month 13. How many products must be sold in order to break even? (4)
- 5.3.8 Explain possible reasons for the differences in the sales in the first six months and the last six months for:
- (a) Mike (4)
- (b) Jeff (4)

TOTAL SECTION E: 40
GRAND TOTAL: 200

