



Province of the
EASTERN CAPE
EDUCATION

**NATIONAL
SENIOR CERTIFICATE**

GRADE 12

SEPTEMBER 2017

**CONSUMER STUDIES
MEMORANDUM**

MARKS: 200

This memorandum consists of 14 pages.

QUESTION 1 SHORT QUESTIONS**1.1 MULTIPLE CHOICE QUESTIONS**

1.1.1	C ✓	(1)	Remembering	Easy		
1.1.2	B ✓	(1)	Remembering	Easy		
1.1.3	B ✓	(1)	Remembering	Easy		
1.1.4	B ✓	(1)	Remembering	Moderate		
1.1.5	D ✓	(1)	Remembering	Easy		
1.1.6	A ✓	(1)	Remembering	Easy		
1.1.7	A ✓	(1)	Remembering	Easy		
1.1.8	D ✓	(1)	Remembering	Easy		
1.1.9	A ✓	(1)	Remembering	Moderate		
1.1.10	B ✓	(1)	Remembering	Easy		
1.1.11	A ✓	(1)	Remembering	Easy		
1.1.12	A ✓	(1)	Remembering	Easy		
1.1.13	B ✓	(1)	Remembering	Easy		
1.1.14	C ✓	(1)	Remembering	Easy		
1.1.15	A ✓	(1)	Remembering	Easy		
1.1.16	C ✓	(1)	Remembering	Easy		
1.1.17	C ✓	(1)	Remembering	Easy		
1.1.18	B ✓	(1)	Remembering	Easy		
1.1.19	B ✓	(1)	Remembering	Easy		
1.1.20	A ✓	(1)	Applying	Moderate	(20 × 1)	(20)

1.2	1.2.1	F ✓	(1)			
	1.2.2	E ✓	(1)			
	1.2.3	H ✓	(1)			
	1.2.4	G ✓	(1)			
	1.2.5	I ✓	(1)			
		Remembering, Easy			(5 × 1)	(5)

1.3	1.3.1	B ✓	(1)			
	1.3.2	G ✓	(1)			
	1.3.3	H ✓	(1)			
	1.3.4	C ✓	(1)			
	1.3.5	D ✓	(1)			
		Remembering, Moderate			(5 × 1)	(5)

1.4	1.4.1	Food security ✓	(1)			
	1.4.2	Food additives ✓	(1)			
	1.4.3	Organic foods ✓	(1)			
	1.4.4	Radiation ✓	(1)			
	1.4.5	Genetic modified foods ✓	(1)			
		Remembering, Moderate			(5 × 1)	(5)

1.5	A ✓	(1)				
	B ✓	(1)				
	E ✓	(1)				
	F ✓	(1)				
	G ✓	(1)				
		(In any sequence) Understanding, Moderate			(5 × 1)	(5)

[40]

QUESTION 2 THE CONSUMER**2.1 2.1.1 Guarantee**

A guarantee is a promise in writing that the quality and durability of a product or service will meet certain standards and that if the product or service does not satisfy the terms of the guarantee, you will be refunded.

OR

A guarantee is an assurance that a product will remain in working order for a particular length of time. A guarantee is a promise from the manufacturer that they will sort out any problems with a product or service within a specific fixed period of time.

Remembering, Easy

(2)

2.1.2 Inflation

Is the rise in prices of goods and services, measured over a specific period, and subsequently a drop in purchasing power of money.

OR

It is the average increase in prices of goods and services in a year.

Remembering, Easy

(2)

2.2 2.2.1 Explain the meaning of phishing

Any fake e-mails/websites, phone calls pretending to be the bank or a financial institution. Designed to steal your money by getting your personal information or sending a link to retrieve personal information.

Remembering, Easy

(2)

2.2.2 Give THREE ways to protect yourself against phishing.

- If you suspect an e-mail is fake or spam, delete it without opening it.
- Keep anti-spam and antivirus software up to date on your computer.
- Never give your personal details by e-mail.
- Never open attachments on e-mails that claim to come from your bank – they could contain spy word that could track your keystrokes and gather your personal information.
- Check your bank and credit card account statements regularly.
- If you think that you may have provided financial information such as credit card number to a phisher, contact your financial institution or credit card company immediately.
- Make sure that you use legitimate websites/e-mails/phone calls.
- Antivirus programmes secure insecure websites/spam/codes/pin/passwords used.

Remembering, Easy

(Any 3) (3)

- 2.3 2.3.1 **Describe the type of goods referred to in the scenario.**
 Grey good/parallel goods ✓ are goods that have been imported ✓ into the country through unofficial or unauthorised ✓ distribution channels. These goods are not illegal goods ✓
 Application, Moderate (3)
- 2.3.2 **Identify the type of tax Shaun pays when he purchases cigarettes.**
 Excise tax/Sin tax ✓
 Remembering, Easy (1)
- 2.3.3 **Explain the reasons why this type of tax is paid by consumers such as Shaun.**
 To decrease ✓ the amount of people that smoke because it is a health risk ✓
 Remembering, Moderate (2)
- 2.4 2.4.1 **Name TWO items from the scenario that is exempted from value added tax (VAT).**
 • Maize meal
 • Maize rice
 • Samp
 Remembering, Easy (Any 2) (2)
- 2.4.2 **Discuss how the information in the scenario will affect consumers' household budget.**
 • Drought may lead to the maize meal, maize rice and samp (grains) shortages which will lead to increased prices ✓
 • Manufacturing factories may close down due to shortage of grains to process ✓ which will lead to job losses
 • This can result in consumers having less disposable income to purchase grains/other items/luxuries
 • The weak rand may also result in increased imported grain prices that will put further strain on household budgets
 Analysing, Difficult (Any 3) (3)
- [20]**

QUESTION 3 FOOD AND NUTRITION**3.1 Name TWO foods that cause allergies.**

Peanuts, milk, eggs, shellfish, soya beans, wheat

Remembering, Easy

(Any 2) (2)

3.2 State THREE benefits that organically grown food may have for the natural environment.

Organic farmers use natural pesticides to protect the environment.

- They concentrate on the sustainable use of resources.
- It improves the soil quality/prevents soil pollution.
- It reduces air pollution as very little or no fuel is used to manufacture organic fertilisers.
- Protects the water supply. Water remains cleaner because there are no run-off poisonous chemicals into the water.

Understanding, Easy

(Any 3) (3)

3.3 “Food irradiation is a technology used to improve the safety of food products such as herbs”. Discuss FOUR reasons why this statement is true.

- Food is treated with short light or radio waves to improve the safety, acceptability and shelf life.
- The rays penetrate deep into the food/killing/eliminating/reducing/destroying unwanted bacteria/harmful organisms/insects in food therefore reduced food spoilage.
- The waves pasteurised and lengthen/extend the shelf life of food. Unwanted bacteria/organisms are destroyed.
- It protects people from food-borne diseases.
- Herbs are safe to use. Herbs can have a high level of bacteria/insect contamination during production, but after irradiation they are safe to use.

Applying, Difficult

(Any 4) (4)

3.4 Compare milk allergy with lactose intolerance.

Milk allergy	Lactose intolerance
<ul style="list-style-type: none"> • Involves the immune system • Milk protein is seen as harmful • React against/build antibodies against protein (Any 2) 	<ul style="list-style-type: none"> • Involves the small intestine • Intestine secretes too little or no lactase (enzyme) • Does not change lactose into glucose (Any 2)

(4)

Deduct one mark if not answered in table format.

Understanding, moderate

3.5 **Explain why coronary heart disease is referred to as lifestyle disease.**

- It is a disease related to a high intake of saturated fats, especially trans fat in junk foods.
- People consume food that contains many hidden fats, that they do not realise they are eating.
- There are many lifestyle factors that contribute to the disease such as poor diet that leads to obesity/overweight, lack of physical activity, excessive alcohol intake, smoking, stress.

Understanding, moderate

(Any 3) (3)

3.6 **Answer the following questions on cholesterol.**

3.6.1 **Describe *high cholesterol*.**

High cholesterol develops when excessive amounts of cholesterol ✓
high density lipoproteins are deposited in the arteries. ✓ This will
narrow/block the arteries increasing the risk of cardiovascular
disease. ✓

Remembering, Easy

(3)

3.6.2 **Describe how regular checking of blood cholesterol levels can benefit a person suffering from high cholesterol.**

Cholesterol accumulates slowly/largely unnoticed/no symptoms,
therefore regular checks are necessary to create awareness, and
only then the condition can be managed. ✓

High cholesterol may be genetic/hereditary and regular check-ups
may reveal the condition. ✓

Understanding, moderate

(Any 3) (3)

3.6.3 **State **FOUR** dietary guidelines to manage high cholesterol.**

- Control the amount of fat/saturated fat/egg yolks/organ meats/some seafood consumed on daily basis. ✓
- Eat lots of fibre/soluble fibre/oat bran/legumes. ✓
- Eat lots of fruit and vegetables as they contain very little fat, but a great deal of vitamins, mineral, fibre, anti-oxidants. ✓
- Reduce high-fat dairy products/use low-fat dairy products. ✓
- Avoid hidden fat in your diet, e.g. processed foods containing fat. ✓

Understanding, moderate

(Any 4) (4)

3.7 **Differentiate between Type 1 and Type 2 diabetes.**

Type 1	Type 2
The pancreas is unable to produce insulin, ✓ and has to be replaced with an insulin injection. ✓ (2)	The pancreas ✓ produces insulin, but it is not enough/does not work effectively. ✓ (2)

(4)

Understanding, Easy

3.8 **Scenario**3.8.1 **Explain how the disease could have been transmitted.**

The bacteria are spread through the air, when an infected person coughs, sneezes, speaks or sings. People breathing the same air for prolonged periods.

Applying, Difficult

(2)

3.8.2 **Analyse the impact of the vegetable and fruit on Tammy's health.**

- Tammy should consume five to six portions of fruit and vegetables daily. ✓
- The vegetables from their garden will help Tammy in her recovery period. ✓
- Spinach/oranges/carrots/cabbage provides vitamin A and is an anti-oxidant which keep Tammy's lining of her lungs and intestine intact. ✓ This makes it difficult for the germs to enter the body ✓ and causes infection.
- Oranges/tomatoes/carrots provide vitamin C which helps Tammy to recover from infections.
- Cabbage provide zinc ✓ which protects the immune system ✓ and iron is important as it helps with the formation of red blood cells ✓ and prevent anaemia/keep the blood healthy ✓ and plays a role in a healthy immune system. ✓ (Any 7)

Conclusion: The vegetables and fruit will be beneficial/impact positively on Tammy's health ✓

(1) (8)

Analyse, Difficult

[40]

QUESTION 4 CLOTHING**4.1 Define the following terms:****4.1.1 Retrospective fashion**

Retrospective fashion refers to clothes that imitate the style of a previous era. ✓✓

Remembering, Easy

(2)

4.1.2 Organic textiles

It is natural fibres that have been grown without any pesticides and toxic materials, preserving the health of humans and the environment. ✓✓

Remembering, Easy

(2)

4.2 Explain how fashion is influenced by technological developments.

- Technological developments in the textile industry accelerate fashion change, e.g. improved elasticity or minimal care requirements. ✓
- Developments in the manufacturing industry, e.g. improved knitting and sewing machines have speeded up the manufacturing process, saving time and money. ✓
- Easier communication allows latest fashion trends to be viewed all over the world. ✓
- Improved distribution methods bring new fashion garments to stores within days. ✓

Understanding, moderate

(Any 3) (3)

4.3 Describe what a basic working wardrobe is.

- A basic working wardrobe is the outfits/garments you wear to work that is suitable for the work environment. ✓
- All the clothing items ✓ you choose to wear to work ✓ specific clothes suited for the daily tasks/work.

Remembering, Easy

(2)

4.4 Discuss why fashion cycles overlap.

- Fashion cycles overlap because consumers are bored with the old trend. ✓
- Fewer consumers wear the old trend as the interest is decreasing. ✓
- A new trend is introduced/begins/launched/celebrities are photographed wear the trend. ✓
- Fewer consumers wear the old trend, until no one wears it any more. ✓
- While the old trend declines, interest in the new trend increases. ✓
- By the time a new fashion trend has established itself and is well on its way to its peak. ✓

Understanding, Easy

(Any 3) (3)

4.5 **Explain why it is important to buy quality clothes when you choose clothes for work.**

- If you buy quality items from the start, they will last longer. ✓
- It is a much better investment plan than buying cheap clothes. ✓

Remembering, Moderate

(2)

4.6 **Read the following information and give your opinion that the role appearances play in the world of work.**

Corporate clothing should be simple, but classic. Dressing in a corporate uniform ensures a basic standard of appearance. In this way, clients will listen to what you have to say.

- Clothes will send a message to customers about the type of work and the company one work for. The corporate dress code will also include personal hygiene and posture to give a better impression when working with customers. ✓
- If one wears appropriate clothes the employer and customers will have confidence in one and ones work because one shows that one is professional at work. ✓
- If one dress according to the corporate rules it will show the employer that one is serious about and respects ones work. ✓
- Less is more – simple, but classy thus more clothes are not always better than less classy clothes. ✓
- A sophisticated corporate look commands respect. ✓
- One is judged on physical appearance – a corporate uniform ensures a standardised company image. ✓

Analysing, moderate

(6)
[20]

QUESTION 5 HOUSING**5.1 Explain the following terms:****5.1.1 Transfer duty**

It is a government tax on the property to transfer it into your name and is based on the amount to the Receiver of Revenue. ✓ It is based on the value of the property. ✓

Remembering, Easy

(2)

5.1.2 Transfer fees

It is paid to the attorney who oversees the transfer process of the property. ✓✓

Remembering, Easy

(2)

5.2 Name THREE cost items that must be included in a mortgage bond repayment.

- Payment of capital (amount borrowed) ✓
- Interest ✓
- Homeowner's comprehensive insurance/monthly instalments ✓
- Homeowner's premium ✓
- Administration cost ✓

Remembering, Easy

(Any 3) (3)

5.3 Give the information that must appear on a contract for a builder and owner to sign.

- A detailed breakdown of all costs, including building and legal cost. ✓
- The exact dimensions or size of the house, according to house plan. ✓
- The date by which the building should be completed. ✓
- The statement of the guarantees provided to ensure that any structural defects, roof leaks will be fixed. ✓
- The dates and way in which payments are to be made. ✓
- A cancellation clause laying down the conditions under which the contract can be cancelled or suspended. ✓
- The consequences if either the builder or owner does not fulfil their part of the agreement. ✓
- The specification list attached to the plan, which describes all the materials, finishes and fittings to be used in the construction of the house. ✓

(Any 4) (4)

5.4 Scenario**Identify and explain the type of ownership of the Buys family:****5.4.1 When they bought the house in a new town**

- Full-title ownership ✓

Remembering, Easy

- The Buys family – the legal owner ✓ of the entire property – the land and all the structures on it ✓

Application, Easy

(3)

5.4.2 When they bought the flat

- Sectional title ownership ✓

Remembering, Easy

- Section title – lawful ✓ owner of a unit or section of a building. The sectional title holder also owns a share of all common properties, including lifts, passages, stairways, garden areas and pool. ✓

Application, Easy

(3)

5.5 Discuss FOUR advantages of renting the apartment.

- A tenant pays a fixed amount over a specific period. ✓
- A tenant does not pay land and property tax. ✓
- A tenant is not responsible for the maintenance of the property
- A tenant can run a business from the unit if he or she obtains permission from the property owner and the municipality. ✓
- From the start, both parties know exactly what is expected it is the conditions of the lease agreement. ✓
- It is easy to move after giving due notice. ✓
- A tenant can have fewer monthly expenses than a house owner, for example, tenants do not have to pay homeowners insurance. ✓
- Renting is more affordable for people who cannot afford to buy a home. ✓

Remembering, Easy

(Any 4) (4)

5.6 Name FOUR advantages of owning a flat in a secured complex.

- They are the legal owners of the property – can leave in the will for their children. ✓
- The owner has a sense of security and independence. ✓
- Living in a complex could be safer. ✓
- They can use all common areas in the complex. ✓
- The owner has less administration to do. ✓
- They can sell the flat at a profit to buy another house. ✓
- The homeowners association administers the property of the sectional tile block, which means less responsibility for the family. ✓
- They can make changes to the property. ✓

Applying, Easy

(Any 4) (4)

5.7 Explain why this house is ideal for this family.

- The house has three bedrooms/big enough/suitable for the family's needs/privacy for the members. ✓
- It is safe – alarm and safety gates. ✓
- It is close to the school – save on transport cost; it is also convenient if the children participates on extramural activities. ✓
- The shopping centre is nearby, it is convenient for shopping and they will also save on transport cost. ✓
- The shopping centres also has entertainment for the family. ✓

Application, Moderate

(Any 3) (3)

5.8 The Buys family intend buying a vacuum cleaner.

- Dust retention – 1,5 litres dust capacity
- Use less energy
- Washable filter
- Antibacterial protection
- Extends to reach into awkward corners
- Smooth running wheels are designed to prevent damaging of delicate surfaces



5.8.1 Explain why this vacuum cleaner is considered to be environmentally friendly.

- The dust retention prevent the dust in the air ✓ therefore reduces air pollution.
- It uses less energy, therefore has a low impact on the carbon footprint. ✓
- Due to the low energy usage it reduces the need for fossil fuels to burn ✓ in order to create electricity.
- Anti-bacterial protection prevent release of dust mites into the air ✓ leaving the air cleaner, makes it a healthier option.

Applying, Moderate

(Any 4) (4)

5.8.2 Evaluate the suitability of this vacuum cleaner to clean a three bedroom house with tile floors as well as carpeted floors.

- The 1,5 litre dust capacity makes it large enough. ✓
- It can extend to reach awkward corners ✓ therefore the need to move furniture around is reduced ✓ this reduced the human energy consumption. ✓
- The smooth running wheels make it possible to move it around with the least amount of resistance ✓ and it causes the least amount of damage to surfaces. ✓
- Suitable to clean carpets and tiles, it is not necessary to have two different machines. ✓
- The washable filters reduces the need to replace the filter therefore saving money in the long-term. ✓
- Use less electricity and results in reduced electricity bill ✓ (Any 7)

Conclusion: The vacuum cleaner is suitable for a three-bed roomed house ✓

Evaluate, Difficult

(1) (8)

[40]

QUESTION 6 ENTREPRENEURSHIP**6.1 Name FOUR reasons for packaging products.**

- To protect the product ✓
- Keep the product safe and hygienic ✓
- It could act as a silent/attract the attention of the consumers ✓
- Well-designed packaging can reflect well on a business image ✓

Remembering, Easy

(4)

6.2 Explain *mark-up* with regard to small business practices.

The amount/percentage added to the cost price ✓ of goods to cover overhead expenses ✓ /still leave money for profit.

(2)

6.3 State THREE benefits of training unskilled workers.

- Better quality work is delivered ✓
- Increased motivation ✓
- Increased work satisfaction ✓
- Ability to work independently ✓
- Increased productivity ✓
- Reduction of waste ✓
- Acquisition of new skills/knowledge ✓

Remembering, Easy

(Any 3) (3)

6.4 6.4.1 Target market

- People who need a quick breakfast ✓
- People who skipped breakfast ✓
- Those who want a low kilojoule option ✓

Application, Moderate

(Any 2) (2)

6.4.2 What is the importance of keeping to the product specification?

- Ensures that the customer will always get a good quality product ✓
- Ensures standardisation/a certain standard is maintained/product ✓
- Will always have the same appearance taste ✓

Remember, Easy

(Any 2) (2)

6.4.3 Marketing Plan

Promotion ✓ – Website ✓

Price ✓ – R23,80 per unit ✓

Product ✓ – Breakfast biscuit (mini breakfast biscuit) ✓

Place ✓ – from home ✓ (not rental premises)

Applying, Moderate

(8)

6.4.4 Customer relations

- Wendy has valued the input from her clients ✓
- She will be able to maintain a quality product ✓
- By listening to their needs and responding to their needs she has ensured loyal customers to her brand ✓
- Word of mouth ✓

Applying, Easy

(Any 3) (3)

6.4.5 Information on label

- Brand name ✓
- Trade name ✓
- Ingredient list ✓
- Contact details ✓
- Portion size ✓
- Allergens ✓
- Serving suggestion ✓
- Storage instruction ✓
- Price of the product ✓
- Net quality of contents ✓
- Date stamp ✓

Applying, Easy

(Any 4) (4)

6.5 Calculation

6.5.1 Calculate the selling price of a bouquet. Show ALL calculations.

$$\begin{aligned}
 \text{Selling price} &= \text{production cost} & + & \text{mark-up} \\
 &= (\text{R}120,00 + \text{R}80,00) \checkmark & + & 75\% \text{ of R}200 \\
 &= \text{R}200,00 & + & \text{R}150,00 \checkmark \\
 &= \text{R}350,00 \checkmark
 \end{aligned}$$

Applying, Moderate

(3)

6.5.2 Calculate the profit on this specific product for this month if she sold 40 bouquets during this period.

$$\text{R}150,00 \times 40 \checkmark = \text{R}600,00 \checkmark$$

Applying, Moderate

(2)

6.5.3 Analyse how a financial feasibility study will assist Jamé to determine the sustainable profitability of her business.

- Main purpose of a feasibility study is to discover the strengths and weakness of an existing or new business. Janey's strength is that she took over an existing business or new business ✓ She has a passion ✓ for flower arrangements and good human skills. ✓ She has a vision for the shop. ✓
- Know all the cost ✓ involved, because she is a financial manager and realise all the expenditure
- Estimate potential sales, she looked at opening another section ✓ and supplying undertakers with bouquets.
- She will know how much profit they will make every month. ✓
- She will not need any start-up capital as she took over an existing business. ✓
- She will know the type of return on investment (profit) can be expected. ✓

(Any 6)

Conclusion: A financial feasibility study will help her to determine the cost and the selling price of a product accurately. ✓

(1) (7)

Evaluating, moderate

[40]

TOTAL: 200