



Province of the  
**EASTERN CAPE**  
EDUCATION

**NATIONAL  
SENIOR CERTIFICATE**

**GRADE 12**

**SEPTEMBER 2018**

**CONSUMER STUDIES**

**MARKS: 200**

**TIME: 3 hours**



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This question paper consists of 15 pages.

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**INSTRUCTIONS AND INFORMATION**

1. This question paper consists of SIX questions.

SECTION	MARKS	TIME (MINUTES)
QUESTION 1: Short questions (All topics)	40	20
QUESTION 2: The Consumer	20	20
QUESTION 3: Food and Nutrition	40	40
QUESTION 4: Clothing	20	20
QUESTION 5: Housing	40	40
QUESTION 6: Entrepreneurship	40	40
<b>TOTAL:</b>	<b>200</b>	<b>180</b>

2. ALL the questions are COMPULSORY and must be answered in the ANSWER BOOK.
3. Number the answers correctly according to the numbering system used in this question paper.
4. Start each question on a NEW page.
5. You may use a non-programmable calculator.
6. Write in black or blue ink only.
7. Pay attention to spelling and sentence construction.
8. Write neatly and legibly.

**QUESTION 1: SHORT QUESTIONS**

1.1 Various options are provided as possible answers to the following questions. Choose the answer and write the letter (A–D) next to the question number (1.1.1–1.1.20) in the ANSWER BOOK, for example 1.1.21 D.

- 1.1.1 The tax that a consumer has to pay on the consumption of goods and service, is called...
- A donation tax.
  - B estate duty.
  - C property tax.
  - D value-added tax. (1)
- 1.1.2 VAT is payable on ....
- A cultured milk.
  - B fresh milk.
  - C condensed milk.
  - D low fat milk. (1)
- 1.1.3 The interest rate charged by the Reserve Bank:
- A Compound rate
  - B Loan rate
  - C Prime rate
  - D Repo rate (1)
- 1.1.4 Foods most commonly irradiated:
- A Apples and pears
  - B Fish and meat
  - C Herbs and spices
  - D Milk and yoghurt (1)
- 1.1.5 A good choice of snack for a person suffering from hypertension is ...
- A peanuts, fruit and boiled eggs.
  - B carrots, fruit and low fat cottage cheese.
  - C popcorn, carrot sticks and biltong.
  - D fruit, Vienna sausages and salted meat. (1)
- 1.1.6 A dairy intolerance is related to too little of the following enzyme in the digestive system:
- A Maltase
  - B Lactose
  - C Glucose
  - D Amylase (1)

- 1.1.7 A stabiliser is added to an instant pudding mix to ...  
A give an even, smooth consistency.  
B prevent the fat from becoming rancid.  
C prevent the liquid from separating.  
D retard the growth of microorganisms. (1)
- 1.1.8 ... will contribute to lowering cholesterol levels.  
A Coffee creamer  
B Sausages  
C Custard cake  
D Sardines (1)
- 1.1.9 Eco-friendly textiles ...  
A are grown to improve soil conditions.  
B are grown without pesticides and dyed with natural dyes.  
C produce crops over a few seasons and can be harvested often.  
D are grown without herbicides and made into beautiful fabrics by using chemical dyes. (1)
- 1.1.10 The correct order of occurrence of the fashion cycle stages:  
A Introduction, decline, peak, obsolete  
B Peak, obsolete, introduction, decline  
C Obsolete, introduction, peak, decline  
D Introduction, peak, decline, obsolete (1)
- 1.1.11 Transfer duty is paid to the ...  
A estate agent.  
B municipality.  
C seller.  
D SARS. (1)
- 1.1.12 The financial responsibility that a tenant of a property has towards the municipality:  
A Water and electricity  
B Bond registration  
C Deposit and insurance  
D Rates and taxes (1)
- 1.1.13 Tax paid on the profit after selling a property is known as ...  
A property tax.  
B capital gains tax.  
C estate duty.  
D transfer tax. (1)

- 1.1.14 Shaheed wants to purchase a home. Which is the most suitable way to finance the home?
- A Instalment sales transactions
  - B Lay-bye
  - C Mortgage loan
  - D Hire purchase
- (1)
- 1.1.15 When a consumer signs up for a home loan with a bank he is required to take out the following type of insurance to cover his loan in case of death:
- A Home owner's insurance
  - B Life insurance
  - C Short-term insurance
  - D Estate insurance
- (1)
- 1.1.16 The requirements for a potentially profitable business opportunity is:
- A Price, passion, availability of workers, quality control
  - B Quality control, stock control, quality of storage
  - C Product, price, passion, people
  - D Customer relations, product, stock control, quality control
- (1)
- 1.1.17 Product specification is ...
- A raw material needed to produce the product.
  - B restrictions regarding the production of the product.
  - C information regarding the packaging of the product.
  - D all products to have the same appearance, size and quality.
- (1)
- 1.1.18 Planning the production process is important in order to ...
- A speed up the production of products.
  - B increase competition amongst workers.
  - C improve storage conditions of products.
  - D improve communications with customers.
- (1)
- 1.1.19 Which of the following businesses will require the lowest start-up costs?
- A A laundry that washes and irons linen for catering businesses in the area.
  - B A business where cakes and biscuits are sold from home.
  - C A small clothing factory sewing uniforms, sportswear and tracksuits for schools.
  - D A business where curtains are sewn and sold from home.
- (1)

1.1.20 ... is one way in which consumers can practise sustainable consumption.

- A Use products made from new raw materials
- B Discard disposable cups and plates
- C Reuse shopping bags and gift paper
- D Throw all waste in the dustbin

(1)

1.2 Choose the description from COLUMN B and the food that can help to manage the condition in COLUMN C that matches the food related condition in COLUMN A. Write the letter (A–G) and the Roman number (i–vii) next to the question number (1.2.1–1.2.5). Write the correct answer in the ANSWER BOOK as follows: 1.2.6: H: x.

COLUMN A Related conditions		COLUMN B Description	COLUMN C Food that can help to manage the condition	
1.2.1	Lactose intolerance	A Excessive gain in body weight	i	Mangoes and strawberries rich in Vitamin C
1.2.2	Diabetes	B Calcium is withdrawn faster than it is replaced	ii	Yoghurt
1.2.3	Osteoporosis	C The immune system destroys red blood cells	iii	Whole-wheat rolls
1.2.4	Anaemia	D The blood contains less red blood cells. A reduced amount of oxygen is carried to the body cells	iv	Butter
1.2.5	HIV/Aids	E Clogging and narrowing of the blood vessels	v	Milk
		F Blood glucose levels is abnormally high because the body cannot control it	vi	White bread
		G The body is unable to digest the milk sugar	vii	Liver

(5 x 2) (10)

1.3 Choose the correct term/word in brackets. Write only the words/terms next to the question number (1.3.1–1.3.6) in the ANSWER BOOK.

1.3.1 Recycled textiles have a (low/high) carbonfootprint.

1.3.2 Counterfeit clothing is commonly sold at (flea markets/boutiques).

1.3.3 Bamboo fabric is an example of (renewable/non-renewable) textile.

1.3.4 Buying organic cotton products shows that a consumer is (eco-friendly/budget conscious).

1.3.5 Making an old garment into an entirely new item of clothing is (recycling/upcycling).

1.3.6 Fashion that is timeless is known as (classic/fads). (6 x 1) (6)

1.4 Identify FOUR statements from the list below that show the purpose of stock control in a business. Write only the letter (A–H) next to the question number (1.4) in the ANSWER BOOK.

- A Allocate too much time for production
- B Keep track of the selling price
- C Ensure the right materials are purchased
- D Guarantee continuation of production
- E Prevent wastage of materials
- F Maintain skills of the workers
- G Maintain customer relations
- H Prevent unnecessary spending

(4 x 1) (4)  
**[40]**

**QUESTION 2: THE CONSUMER**

2.1 Explain the term *exemption clause*. (2)

2.2 State THREE basic services that municipalities should offer to residences in their municipal areas. (3)

2.3 Complete the following table with reference to non-provisional tax and provisional tax. Tabulate your answer as follows:

	Non-provisional tax	Provisional tax
<b>Regularity/type of income earned</b>	(1)	(1)
<b>How often is the tax paid</b>	(1)	(1)

2.4 Give THREE advantages of solar power to provide us with electricity. (3)

2.5 Explain TWO ways in which consumers can save tap water in their homes. (2)

2.6 Lusindiso reads the following advertisement in the local newspaper.

**NEED A HOLIDAY?**

Fully equipped holiday flat. Three bedrooms, large living space. Across from the beach, within walking distance from shopping complex and entertainment.

---o0o---

Available: 22 December 2017 to January 2018.  
 Deposit: R4 000,00 by 30/10/2017  
 Final payment: R3 000,00 10 days before arrival.  
 Easy method of payment: Any Pick n Pay, Checkers / Shoprite Money Market.  
 Just SMS PIN for booking confirmation.  
 Contact Zukie 0819340007 for further information.

---o0o---

Lusindiso was so excited and deposited the full amount of money to the reference Zukie gave telephonically. He called Zukie to confirm the SMS with PIN number. When he tried to call Zukie again a few days before the holiday, the phone number did not exist on the network.

2.6.1 Identify the dishonest scheme in the advertisement. (1)

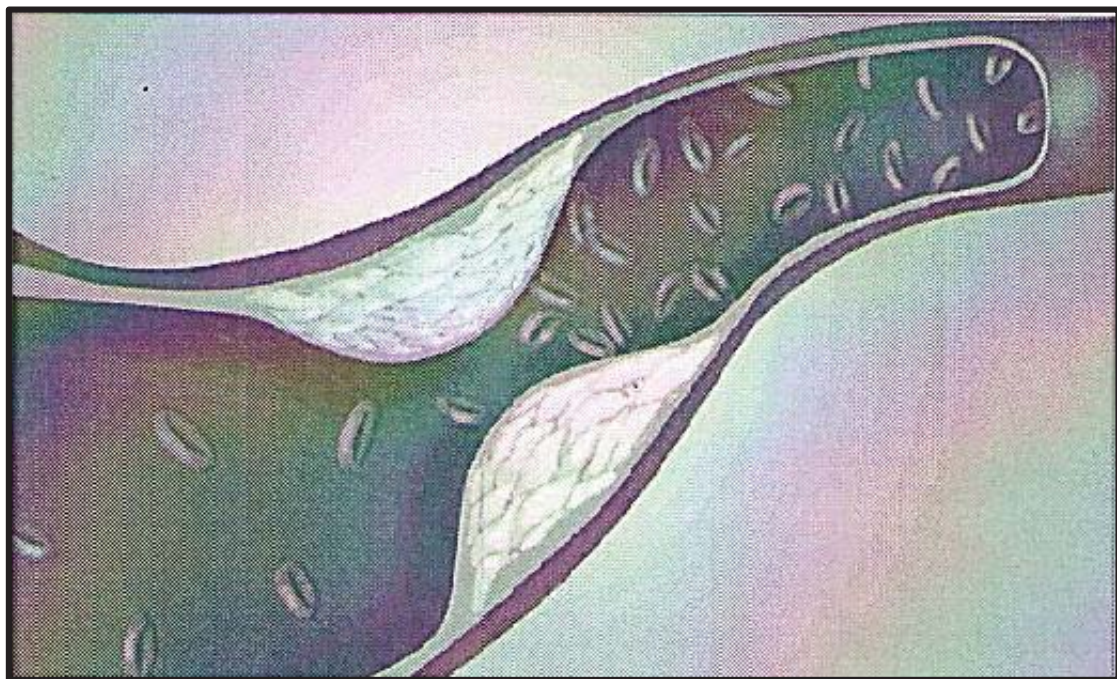
2.6.2 Analyse in a paragraph, how Lusindiso was tricked into the deal. (5)

**[20]**



**QUESTION 3: FOOD AND NUTRITION**

- 3.1 Give THREE reasons why antioxidants are used as food additives. (3)
- 3.2 Name FIVE factors that will increase the developing of osteoporosis. (5)
- 3.3 Obese people have a higher risk of health problems.
- 3.3.1 Name TWO heart-related health risks that may occur during obesity. (2)
- 3.3.2 Discuss THREE eating habits to manage obesity. (3)
- 3.4 Explain why consuming whole grains are beneficial to a person suffering from diabetes. (4)
- 3.5 State THREE benefits that organically grown food may have for the natural environment. (3)
- 3.6 Study the picture below and answer the questions that follow.



- 3.6.1 Identify the food related health disease that will result due to the plaque build-up in the arteries as illustrated above. (1)
- 3.6.2 Give a reason why the plaque build-up occurs in the arteries. (2)
- 3.6.3 List THREE risk factors for the above-mentioned food related disease. (3)

3.6.4 Explain the following dietary guidelines to prevent or manage the disease identified in QUESTION 3.6.1:

(a) Eat fatty fish such as sardines at least twice a week (2)

(b) Increase the intake of legumes (2)

3.7 Read the following scenario and answer the questions that follow.

Mrs Adams has a personnel cafeteria for the workers. A popular snack, a sandwich with different fillings, is served.

Choose from the list below a suitable combination for a worker with coronary heart sickness and motivate your choice.

One bread type	One spread	One protein filling	Two accompaniments
<ul style="list-style-type: none"> <li>• White</li> <li>• Whole-wheat</li> <li>• Brown</li> </ul>	<ul style="list-style-type: none"> <li>• Butter</li> <li>• Margarine</li> <li>• Lite-margarine</li> </ul>	<ul style="list-style-type: none"> <li>• Garlic polony</li> <li>• Smoked chicken</li> <li>• Tuna mayonnaise</li> </ul>	<ul style="list-style-type: none"> <li>• Lettuce</li> <li>• Tomato</li> <li>• Cucumber</li> <li>• Low-fat cheese wedges</li> </ul>

Tabulate your answer as follows:

One bread type	One spread	One protein filling	Two accompaniments	
(1)	(1)	(1)	(2)	
Reason (1)	Reason (1)	Reason (1)	Reasons (2)	(10) [40]

**QUESTION 4: CLOTHING**

4.1 Explain the following terms:

4.1.1 Classic style (2)

4.1.2 Retrospective fashion (2)

4.2 Explain the following stages of the fashion cycle:

4.2.1 Introduction/launch (2)

4.2.2 Peak (2)

4.2.3 Obsolescence/end (2)

4.3 Brand piracy has a definite impact on the sales of legally protected brand names. Justify this statement. (4)

4.4 Joyce is short and stout. Choose THREE items from the list below for her to wear to a business meeting. Give a reason for each choice.

- Black blazer
- Blue denim jeans
- Long black pants
- Pink long-sleeved T-shirt
- Red knitted jersey
- White long-sleeved shirt

(6)

**[20]**

**QUESTION 5: HOUSING**

5.1 Explain the following terms:

5.1.1 Transfer duties (2)

5.1.2 Occupational rent (2)

5.1.3 Deed of sale (2)

5.2 List the financial implications for a consumer to consider when purchasing household appliances by means of instalment sales. (4)

5.3 Read the case study below and answer the questions that follow.

Vivie is a 35-year old widow and has three young children to care for after her husband passed away. She works as a cleaner and earns R3 200 per month. She wants to provide a safe home for her children to grow up in and wants to apply for subsidised housing from the government.

5.3.1 Explain what a *housing subsidy* is. (3)

5.3.2 Explain whether Vivie will qualify for a government housing subsidy. (5)

5.3.3 State FOUR advantages of providing government housing subsidies to low income, first-time home owners. (4)

5.4 Discuss why buying is not always financially better than renting. (8)

5.5 Study the picture below and answer the questions that follow.



- 5.5.1 Explain the term *contract*. (2)
- 5.5.2 Discuss the following criteria a prospective buyer should consider before buying this washing machine:
- (a) Consumption of human energy (2)
  - (b) Possible environmental impact (2)
- 5.5.3 Analyse the suitability of this washing machine for a large family. (4)
- [40]**

**QUESTION 6: ENTREPRENEURSHIP**

6.1 Explain the following terms:

6.1.1 Quality control (2)

6.1.2 Sustainable profitability (2)

6.1.3 Best sales scenario (2)

6.2 Read the case study below and answer the questions that follow.

**ZELDA'S SUCCESSFUL LAUNDRY**

Zelda passed matric but could not find a job. She lives in an area surrounded by colleges where students rent backrooms, hostels and flats. Zelda started washing and ironing student clothes for an income. She saved money weekly to purchase her own washing machine, tumble dryer, ironing board, an iron and cleaning materials.

She kept on getting more students to do washing for. Zelda converted her sister's vacant backroom into her own laundry using her Consumer Studies knowledge of fabric, appliances and space planning. Zelda gave out flyers to industrial factories and workers. Her business expanded so much that she employed two of her friends. Soon thereafter she opened another laundry in the industrial area.

The laundered clothes are always neat and packed in plastic wrappers made from recycled plastic.

6.2.1 Name Zelda's target market. (2)

6.2.2 Identify TWO start-up needs from the case study. (2)

6.2.3 List TWO overhead costs that Zelda should assist her sister with, when using the backroom as a laundry. (2)

6.2.4 Explain the requirements for the packaging material for the laundered clothes. (3)

6.2.5 Describe FOUR P's of the marketing mix in the case study. (4)

6.2.6 Use the information in the case study to explain FOUR factors Zelda had to consider in the choice of her business. (8)

6.2.7 Zelda charges R14,00 to wash and iron one kg of clothes. Her overhead costs per kg amounts to R6,60. She wants to make 60% profit per kg.

(a) Calculate the production costs for 18 kg of laundered clothes. (3)

(b) Calculate the profit Zelda makes on 18 kg of laundered clothes. (3)

6.3 Study Zelda's cash flow projection below and analyse the reasons for the inconsistent income and expenses.

Period	18 Sept. to 14 Oct.	18 Oct. to 14 Nov.	18 Nov. to 14 Dec.	18 Dec. to 14 Jan.	18 Jan. to 14 Feb.
kg of clothes laundered	400 kg	560 kg	700 kg	250 kg	800 kg
Income	R11 504,00	R16 665,00	R20 832,00	R7 447,00	R23 805,00
Expenses	R7 440,00	R10 416,00	R13 020,00	R4 650,00	R1 488,00

(7)  
[40]

**TOTAL: 200**

