



Province of the
EASTERN CAPE
EDUCATION

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NATIONAL SENIOR CERTIFICATE

GRADE 12

SEPTEMBER 2025

CONSUMER STUDIES MARKING GUIDELINE

MARKS: 200

This marking guideline consists of 16 pages.

SECTION B**QUESTION 2: THE CONSUMER****2.1 TWO forms of renewable energy:**

Water energy/ hydropower ✓

Wind energy/power ✓

Sun / solar energy ✓

Bioenergy / Energy from wood ✓

(Any 2 x 1) (2)

*(Remember, easy) (F p.170-172, S p. 191 & 192)***2.2 What is meant by phising:**

Phising are fake e-mails ✓ usually pretending to be from the bank or other financial institutions. ✓ The e-mail asks you to click on a link to change your personal details. ✓ The link takes you to a fake website ✓ which look real, tricks you into giving your personal info to phishers. ✓ they then empty your bank account. ✓

OR

When an e-mail message/website/phone call is designed to steal money ✓ from an unsuspecting consumer. The email may look legitimate ✓ to get personal and financial information ✓ from the consumer.

(Any 3 x 1) (3)

*(Remember, easy) (F p.159, S p. 177)***2.3 Read the scenario and answer the questions.****2.3.1 Acronym SARS:**

South African Revenue Services ✓

(1)

*(Remember, easy) (F p.163, S p. 181)***2.3.2 Important duty referred to in the extract:**

Import duty ✓

(1)

*(Understand, easy) (F p. 165, S p. 183)***2.3.3 Why the clothing bought from Shein and Temu are not classified as parallel goods.**

Because the manufacturer authorised for those goods to be sold/ give permission for the products to be sold ✓, you order direct from the manufacturer. ✓

(2)

(Understand, moderate) (F p.158, S p. 176)

2.3.4 Reasons for SARS imposing higher tax on products sold by Shein and Temu in South Africa.

SARS imposed a higher tax to discourage consumers to buy/order from them. ✓ By increasing the taxes, the prices of goods become more expensive ✓ which lead to many South Africans not ordering online/ rather supporting local business. ✓ The higher tax could be used in South Africa to support social and economic programs. ✓ Buying more South African products will stimulate our own economy, ✓ consumers must support local businesses to prevent job losses. ✓ Higher tax was imposed to give local business a fair chance/ competitive advantages ✓ as they battle to compete with the low prices at which Shein and Temu sell their products.

(Any 4 x 1) (4)

(Create, difficult) (F. p. 165, S. p.180)

2.4 Demonstrate how an increase in VAT will affect food prices and the disposable income of South African consumers.

As VAT increases consumers will pay more for goods and services / prices of goods and services will increase, ✓ It will become more difficult for consumers to maintain their current standard of living. ✓ The purchasing power of consumers is reduced, ✓ which limits their ability to buy goods and services. ✓ It may lead to higher living costs ✓ and a potential decrease in consumer spending, ✓ especially for essential items.

(Any 4 x 1) (4)

(Apply, moderate) (F p. 164, S p.181)

2.5 Suggest how water can be used more efficiently by referring to:

2.5.1 Gardening

Plant more indigenous plants and waterwise plants ✓ and group plants with similar water needs together, ✓ use mulches to retain water in soil. ✓

Do not water when it is windy. ✓

Water the garden early mornings or late afternoon, less water evaporates/ do not water during hottest ✓ part of the day.

(Any 3 x 1) (3)

(Apply, moderate) (F p. 180, S p. 199)

2.5.2 Personal care

Rather shower than bath. ✓

If you bath, do not fill the bath completely. ✓

Close the tap when brushing your teeth/shaving/soaping yourself. ✓

Tap aerators ✓ and low-flow shower heads ✓ use 60% less water.

Place a bucket under the shower to collect water that can be used to flush toilet/water pot plants. ✓

(Any 3 x 1) (3)

(Apply, moderate) (F p. 180 & 181, S p. 199)

2.6 2.6.1 **Identify the scheme above.**

Multilevel-marketing (MLM) scheme / Tiered level scheme ✓ (1)
(Understanding, moderate) (F p. 162, S p. 179)

2.6.2 **Give TWO reasons for your answer in Question 2.6.1**

Multilevel-marketing schemes require that you recruit other people not only to buy ✓ and sell a product, but who will recruit ✓ other people for a commission.
It is a legal pyramid scheme, ✓ it involves real products ✓ and income is derived from sales of these products. ✓ (Any 2 x 1) (2)
(Understand, moderate) (F p. 162, S p. 179)

2.7 **Advantages of having a two-year guarantee on goods and services.**

Guarantee is a promise/assurance in writing ✓ that the quality /durability of a product or service will meet certain standards/remain in working order for two years. ✓
It is a promise from the manufacturer to replace/repair/sort out any problems ✓ with a product or service that occurs within two years.
A guarantee is a safeguard against loss. ✓
The consumer usually has a choice if he/she wants the goods repaired/replaced /refunded. ✓ (Any 4 x 1) (4)
(Understand, moderate) (F p. 158, S p. 175)

2.8 **Difference between *simple* and *compound interest*.**

Simple interest is calculated on the principal (original) amount of a loan. ✓
No interest is paid on the interest received during the time of the loan. ✓
Is used for short-term loans. ✓ (Any 2 x 1)
Compound interest is when interest is charged or paid on the principal (original) amount plus the interest up to date. ✓ The consumer receives interest on interest, ✓ may be calculated monthly/quarterly/semi-annually/ yearly. ✓ (Any 2 x 1) (4)
(Understand, moderate) (F p. 166, S p. 184)

2.9 **Discuss what municipalities can do to ensure that they increase tourism in their area.**

Budget for advertising campaigns. ✓
Promote their area to other provinces/countries. ✓
Make sure sewerage services work. ✓
Refuse removal should take place regularly. ✓
Have working electrical lights in public areas. ✓
Make sure public areas/parks are kept clean / reduce pollution. ✓
Regular maintenance of public places e.g. beaches, parks ✓
The municipality together with SAPS must fight crime. ✓
Organising and supporting local events e.g. sport tournament/music festival. ✓

Promote partnership between the public and private sector for tourism development. ✓

Foster community participation in tourism planning and management. ✓

(Any 6 x 1) (6)

(Analyse, difficult) (F p. 185, S p. 205)

[40]

QUESTION 3: FOOD AND NUTRITION**3.1 Define the following:****3.3 3.1.1 Food additives**

Food additives are substances added to foods ✓ to preserve or improve their flavour, texture or appearance. ✓

OR

Food additives are natural/chemical substances ✓ added to a food product during the processing/ production process, ✓ to perform specific functions.

(Any 2 x 1) (2)

(Remember, easy) (F p. 92, S p. 110)

3.1.2 Food security

Food security means being able ✓ to get enough food that is adequate ✓ and safe on a day-to-day ✓ basis, for an active and healthy lifestyle ✓

(Any 3 x 1) (3)

(Remembering, easy F p. 106 and S p. 128)

3.2 Food labels protect consumers and provide information.

List the information on a food label that will meet these aims.

List of ingredients ✓

Nutritional information/claims ✓

Sell by date/ Use-by-date/best-before date/expiry date ✓

Storage instructions ✓

Preparation instructions ✓

Allergens/Additives ✓

Endorsements e.g. heart foundation ✓

(Any 5 x 1) (5)

(Remember, moderate) (F p. 97 & 98, S p.117 & 118)

3.3 3.3.1 Six Reasons why you would still choose organic products rather than mass-produced products.

Less fuel is used, don't contribute to pollution. ✓

Pollution is reduced, no chemical pesticides. ✓

It is healthier and tastes better. ✓

Organic products are used to feed animals, animals are not given growth hormones or unnecessary antibiotics. ✓

More farm workers are needed on organic farms/ more employment opportunities available. ✓

Organically produced foods do not contain chemical preservatives or artificial additives. ✓

Free range and organically farmed animals are treated more humanely than factory farmed animals. ✓

Organic farming improves soil quality ✓ and protects the water supply /no run-off of poisonous chemicals in water. ✓

Organic farming uses resources responsibly. ✓

(Any 6 x 1) (6)

(Apply, moderate) (F p. 104, S p. 126)

3.4 Answer the following questions with reference to Aneamia:

3.4.1 Dietary guidelines to prevent iron deficiency naemia	3.4.2 Reasons
Eat food rich in iron such as liver and red meat. ✓ OR Eat liver/red meat/fish/poultry. ✓	Iron from animal sources/haem iron is absorbed better/ more easily than iron from plant sources. ✓
Eat food rich in Vitamin C with iron-rich food. ✓	Vitamin C promotes/ enhances the absorption of iron. ✓
Avoid taking coffee/tea with meals. ✓	Coffee/tea reduces iron absorption/ The tannin in tea and coffee forms insoluble compounds which inhibits the bodies absorption of iron. ✓
(3)	(3)

(6)

(Apply, moderate) (F p. 76 & 77, S p. 90 & 91)

3.5 Answer the following questions with regards to food-borne diseases:

3.5.1 Food-borne disease also referred to as stomach flu.

Gastro enteritis ✓

(1)

(Understand, easy) (F p. 91, S p. 108 & 109)

3.5.2 Explain transmission possibilities of above food-borne disease:

Eating or drinking contaminated food /water ✓

Sharing utensils with someone who is infected. ✓

Unwashed hands ✓

Contact with an infected person or an infected person prepare food. ✓

(4 x 1)

(4)

(Remember, moderate) (F p. 91, S p. 108 & 109)

3.6 Write a paragraph to explain how cholesterol leads to coronary heart disease.

Cholesterol is found in blood and can build up in coronary arteries ✓ if the levels become too high in the blood. ✓ The deposit called plaque ✓ causes the arteries to narrow, ✓ thicken ✓ and harden. ✓ This condition is called or known as atherosclerosis. ✓ This blocks the flow of blood and oxygen to the heart. ✓

This causes heart failure/ heart attack. ✓

(Any 4 x 1)

(4)

(Analyse, difficult) (F p. 74 & 75, S p. 83-85)

3.7 Read the scenario below and answer the questions that follow:

3.7.1 **Explain the term *blood pressure*:**

The pressure of the blood that flows in the arteries ✓ is measured at a high and a low point. ✓

OR

The pressure of the blood against the artery wall ✓ as it circulates through the body, measured in two parts systolic and diastolic. ✓

(Any 2 x 1) (2)

(Understand, easy) (F p. 77, S p. 86)

3.7.2 **Brief description of the cause of hypertension:**

Family history of high blood pressure ✓

Being overweight /obese ✓

Eat an unhealthy diet with too much salt ✓

Consuming too much alcohol ✓

Physical inactive /not having an active lifestyle ✓

Take certain medication such as birth control pills ✓

Have a stressful lifestyle ✓

Chronic kidney failure ✓

Adrenal and thyroid problems. ✓

Smoking ✓

Ageing ✓

Insufficient intake of dairy, fruit and vegetables (calcium, potassium and magnesium) ✓

(Any 2 x 1) (2)

(Remember, easy) (F p.77, S p. 87)

3.7.3 **Explain how Thabo could reduce the amount of salt in his diet to prevent hypertension.**

Thabo must use herbs/spices ✓ to flavour his food instead of salt.

Do not use soup/gravies/stock ✓ when cooking as it contains a lot of salt.

Reduce the intake of processed food/smoked meat/bacon/junk food/pizza ✓ as it contains hidden salt

Avoid the intake of salted snacks/biltong/potato chips/salted nuts/peanuts/ salted popcorn/salted snacks ✓

Avoid food that has salt/sodium/sodium chloride/ mono-sodium glutamate (MSG) ✓ on the list of ingredients.

Do not consume more than 5g/1 teaspoon of salt per day. ✓

Eat food products low in salt/less than 120 mg/0,3 g salt per 100 g. ✓

Limit the amount of salt when cooking. ✓

(Any 5 x 1) (5)

(Analyse, difficult) (F p. 77, S p. 87 & 88)

[40]

QUESTION 4: CLOTHING**4.1 Explain the term *fashion*.**

Style / type of clothing ✓ worn by the majority/most/many people ✓ at a specific time and place. ✓

OR

Fashion is a style accepted by a specific group of people ✓ at a given time and place. ✓

(2)

(Remembering, easy) (F p 48, S p. 49)

4.2 Advantages of classic style.

Suitable for most types of figures/ everyone looks good wearing it. ✓

They are continuously accepted because they are timeless/last for many seasons ✓

Considered as tasteful. ✓

Is usually of a good quality. ✓

Characterized by simplicity. ✓

(Any 3 x 1)

(3)

(Remembering, easy) (F p 49, S p. 51)

4.3 Stages in the fashion cycle**4.3.1 R599,00 (Peak)**

Fashion reaches its height of popularity/many people wear it. ✓

Fashion is produced in growing numbers. ✓

Advertised in stores/magazines/social media. ✓

Mass production stimulates sales. ✓

Cheaper than at fashion shows. ✓

(Any 2 x 1)

(2)

(Apply, moderate) (F p. 50, S p. 50)

4.3.2 R299,00 (obsolescence)

A new fashion trend has established itself and is well on its way to the peak. ✓

The item is now out of fashion/ fashion cycle is completed ✓ and fewer consumers buy it. ✓

The shop will mark down stock significantly. ✓

(Any 2 x 1)

(2)

(Apply, moderate) (F p. 50, S p. 69)

4.4 How the following factors contributes to fashion changes:**4.4.1 Economic factors**

Economic recessions/depressions / inflation /wealth and

poverty ✓ can all accelerate or slow down fashion changes. ✓

Fashion flourishes in communities where consumers have plenty of money to spend on clothes. ✓

When consumer income is high/ access to credit facilities improves ✓ people tend to buy more and fashion changes more rapidly. ✓

In poorer communities there is practically no change in fashion. ✓

(Any 4 x 1)

(4)

(Analysing, difficult) (F p. 49, S p. 53)

4.4.2 Technological factors

Development of synthetic fibres, / new finishing processes / the improvement of fabric properties / and new production methods ✓ results in ongoing change in the fashion industry. ✓

Improved industrial sewing machines and knitting machines have speeded up the manufacturing process ✓ saving time and money. ✓

Improved clothing manufacturing ensures production of more clothes ✓ and the cost of fashion items may decrease. ✓

Mass media e.g. television/ radio/newspaper/magazines/internet spread fashion news very rapidly. ✓

Improved distribution methods bring new fashion garments to stores /clients within days. ✓

(Any 3 x 1) (3)

(Analysing, difficult) (S p. 54, F p. 51)

4.5 How second-hand clothing stores and Yaga app contributes to the sustainability of the environment.

Unwanted garments are not discarded ✓ they are sold to be used for a second time around/ recycled /re-used. ✓

Waste is reduced ✓ and therefore less landfill space is used. ✓

It reduces the number of fabric/clothes that need to be newly manufactured/produced ✓ in this way reduces pollution/carbon footprint. ✓

The use of water/electricity for manufacturing is reduced ✓ and that has a positive impact on the natural environment. ✓

(Any 4 x 1) (4)

(Applying, moderate) (S p. 68, F p. 62 & 63)

[20]

QUESTION 5: HOUSING AND INTERIOR**5.1 Purpose of the National Home Builders Registration Council**

To assist ✓ and protect ✓ homeowners.

OR

To ensure adequate standards of construction ✓ and responsible behaviour by contractors. ✓

(2)

(Remembering, moderate) (F p. 119, S p. 139)

5.2 5.2.1 Types of housing acquisition options

Family A: Renting ✓

Family B: Buying ✓

Family C: Building ✓

(3)

(Apply, moderate) (F p 117 -121, S p 136 – 141)

5.2.2 Why do we say that family C is the legal owner of the entire property, but family B only owns a section of the property?

Family C has full title ownership ✓ which means that they are the legal owner of the entire property ✓, including land and structure. ✓
Owner is responsible for all rates and taxes, services and maintaining the property. ✓ (Any 2 x 1)

Family B is a sectional title ✓

In this system units/sections of a building are individually owned ✓
also, also owns a share of all the common property. ✓ (Any 2 x 1)

(4)

(Apply, moderate) (F p. 121 & 122, S p. 139 & 140)

5.2.3 Consequences if homeowners do not meet financial responsibilities.

Homeowners who cannot meet their bond repayments every month, run the risk of losing their properties because it may be repossessed. ✓

If municipal rates and taxes are not paid, interest ✓ is charged and this accumulates.

If water and electricity are not paid, the services can be switched off. ✓

If homeowners' insurance is not paid, there may be no payout ✓ in the case of damages such as floods or fires.

If the property is not maintained, it loses its value / becomes dilapidated. ✓

Safety will be compromised if security cannot be paid. ✓

Negative impact on the credit record ✓ of the homeowner.

The amount of debt will increase if a payment holiday (relief from paying instalments) was granted. ✓ (Any 5 x 1)

(5)

(Analysing, difficult) (F p 1271–28 S p. 139–145)

5.3 5.3.1 **List THREE factors to consider when choosing a freezer/fridge for a family.**

Needs of the family /size of the family /amount of space

available/features of fridge/functions of fridge/family lifestyle ✓

Budget/affordability/ energy efficiency/ new or used/gas or electricity/ installation ✓

Ease of operation/ instructions that are easy to understand and follow/functions to be performed/design features ✓

Safety/safe to use/safety certification ✓

Reliability of the dealer ✓

Comprehensiveness and length of the warranty ✓

(Any 3 x 1)

(3)

(Remember, Easy) (F p. 133 S p.152)

5.3.2 **What an instalment sale transaction is and why it costs more.**

An instalment sale transaction is when the buyer takes possession of goods ✓ but doesn't become the owner until all instalments have been paid. ✓

The seller may repossess goods if the buyer does not stick to the terms of the agreement, ✓, deposit has been paid ✓ and balance is paid over period (12, 24 or 36 months) in instalments. ✓

Instalment sale cost much more/ is more expensive because finance costs are calculated and added to cost ✓ to pay the seller for selling the product on credit. ✓

(Any 3 x 1)

(3)

(Understanding, moderate) (F p. 148 & 149, S p.162)

[20]

QUESTION 6: ENTREPRENEURSHIP**6.1 Define a work plan:**

A document ✓ that states what task should be done ✓ to achieve your goals.

OR

Includes the order in which work ✓ must be completed ✓ to meet the delivery date.

(2)

(Remember, Easy) (F p. 15, S p. 21)

6.2 6.2.1 FOUR requirements of high-quality packaging for pizza's. It must/should:

- Catch the eye of consumers and attract attention. ✓
- Stand out from other similar products/brands ✓
- Suit the product / be of a suitable shape/size to protect the appearance and shape of the product ✓
- Be strong enough for transportation ✓
- Be strong/well designed/convenient/easy to open and close and easy to handle. ✓
- Be suitable size ✓
- Protect the product from dust, moisture, UV rays, drying out, contamination and keep it warm ✓

(Any 4 x 1)

(4)

(Remember, easy) (F p.22, S p. 29)

6.2.2 Name FOUR pricing strategies they can use.

- Premium pricing ✓
- Value-for-money pricing ✓
- Undercut pricing ✓
- Market skimming ✓
- Cost based pricing ✓
- Demand based pricing ✓
- Competition-based pricing ✓

(Any 4 x 1)

(4)

(Remember, easy) (F p. 32, S p.31)

6.2.3 Advantages of using local ingredients.

- Buying local might be cheaper ✓
- No import cost ✓
- Support SA economy, ✓ keeping money in our country ✓
- Ingredients will be readily available, don't have to wait long ✓
- Fresh ingredients will be of a better quality ✓
- No interruption in production ✓
- Less petrol used for transport which makes delivery cheaper ✓
- Reduce the amount of carbon dioxide emissions into the atmosphere ✓

(Any 4 x 1)

(4)

(Understand, moderate) (F p.13, S p.19 & 20)

6.2.4 FOUR benefits of adhering to product specifications.

Ensure products are produced that is consistently the same quality ✓ and standard. ✓

Target market knows what to expect/ will get what they expect ✓ and workers know what to produce ✓ and stick to it.

Ensure that the product is always the same in terms of appearance/quality/size/weight/ colour ✓ and that the quality is consistent. ✓

All products will be successful, and you will not lose profit because of failure. ✓

(Any 4 x 1) (4)

(Remember, moderate) (F p. 16, S p. 21)

6.2.5 THREE factors Craig and Andrew had to consider before choosing a product for small scale production.

Availability of human skill ✓ - Craig has the skill of making pizza ✓

Availability of raw materials/ ingredients ✓ – ordered fresh ingredients from a local farm ✓

Consumer appeal ✓ - they provide a variety of flavours and provided samples to test it ✓

(Any 3 x 2) (6)

(Apply, moderate) (F p. 10–13, S p. 16–19)

6.2.6 How each of the following markets Craig and Andrew's business?**Word-of-mouth advertising**

Offered samples and informed people of their business ✓

Quality products made it appealing to customers who told others ✓

(2)

(Apply, moderate) (F p. 31, S p. 30)

6.2.7 One medium pizza sells for R 56,00. Production cost of this pizza is R36,00.**(a) Calculate the profit on one pizza. Show ALL calculations.**

Profit = Selling price – production cost

= R56,00 ✓ – R36,00 ✓

= R20,00 ✓

(3)

(Apply, easy) (F p. 38, S p. 40)

(b) Total income from sales is R 60 000,00 per month. If they have a profit margin of 60%, calculate how much profit they make per month. Show ALL calculations.

R60,000 ✓ x 60/100 ✓ = R36 000,00 ✓

(3)

(Apply, moderate) (F p. 38, S p. 40)

6.2.8 **Analyse why Craig and Andrew's business is likely to show sustainable profitability.**

They received training /acquired a skill, ✓ Craig learned how to make pizza. ✓

Offer a variety of flavours ✓ and abundant toppings. ✓

They offered great customer service ✓ and is committed to give customers amazing pizza's. ✓

They make sure to test their recipes/ spend hours testing their recipes ✓ and offered samples. ✓

They created an innovative and creative product to meet customers' needs. ✓

They pride themselves in delivering fresh, hot pizzas. ✓

They ordered local and fresh ingredients fresh from surrounding farms. ✓

Business become so popular that it was acquired by the highly successful Steers Group. ✓

(Any 8 x 1) (8)

(Analyse, difficult) (F p. 35 S p. 34)

[40]

SECTION B: 160
GRAND TOTAL: 200