basic education

Department:
Basic Education
REPUBLIC OF SOUTH AFRICA

**NATIONAL
SENIOR CERTIFICATE**

GRADE 12

CONSUMER STUDIES

FEBRUARY/MARCH 2013

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 Household Equipment	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.   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 (1.1.1–1.1.16) on the attached ANSWER SHEET. NO marks will be awarded if more than one cross (X) appears for an answer.

EXAMPLE:

A	⊠ B	C	D

1.1.1 The interest charged by the South African Reserve Bank to banks and lending institutions:

A Fixed interest
B Repo rate
C Prime interest rate
D Simple interest (1)

1.1.2 The measure used to determine the increase in price as well as to calculate the inflation rate:

A Consumer price index
B Repo rate
C Interest rate
D Inflation rate (1)

1.1.3 ONE of the following is allowed according to the Consumer Protection Act, 2008 (Act 68 of 2008):

A Two-year cellphone contracts can be renewed automatically
B Direct marketing purchases can be cancelled within five business days
C A company can charge R5,00 per sms for participation in competitions
D Items can be sold 'voetstoots' or at face value (1)

1.1.4 Which ONE of the following consumers has a valid reason for complaining?

A Carole had to pay the fixed price at the hairdresser.
B Prudence's washing machine repairs took three weeks, as had been promised.
C The alterations to Peter's pants left the right leg shorter than the left leg.
D The cost to repair Stanley's camera is the same as the quoted price. (1)

1.1.5 Estate duty is a type of tax payable on …

A the selling price of a house.
B the production of consumer goods.
C earnings above R60 000.
D the assets of a person who died. (1)

1.1.6 The tax paid on any salary, wage, bonus, overtime or lump sum:

A Income tax
B Indirect tax
C Provisional tax
D Value-added tax (1)

1.1.7 Select the statement that may appear on a food label according to the new food labelling regulations:

A This product will cure your constipation.
B This product will improve your health.
C Try this wholesome product.
D This product has a reduced fat content of 3%. (1)

1.1.8 Select the behaviour that would contribute most to the responsible use of water:

A John washes his car on the paving with a hose pipe
B Thabo waters the lawn with grey water
C Milly drinks water from the tap using her hand
D Sue baths instead of showers (1)

1.1.9 Transfer duty is a government tax imposed on …

A companies when furniture is transferred between them.
B employees who are transferred from one job to another.
C a buyer when property is transferred to his/her name.
D the transfer of lease agreements between two tenants. (1)

1.1.10 Who controls, administers and manages a sectional title complex?

A The landlord
B The estate agent
C The home builders' council
D The body corporate (1)

1.1.11 The term used when a product is used many times, in different ways, to extend the lifespan of the raw materials:

  A Recycling
  B Reducing
  C Reviewing
  D Restoring (1)

1.1.12 If a bond does not cover the entire purchase price, collateral may be required in the form of a security, for example …

  A a subsidy.
  B an insurance policy.
  C a bank statement.
  D a salary advice. (1)

1.1.13 From the list, identify the most urgent home safety maintenance issue to attend to:

  A Dripping tap in the kitchen
  B Overgrown lawn and pathways
  C Faulty electrical wiring
  D Peeling paint in the lounge (1)

1.1.14 Which ONE of the people below qualifies for a government housing subsidy?

  A John earns R3 000 per month.
  B Kagiso received a government subsidy 14 years ago.
  C Peter wants to buy his second home.
  D Sue is renting her house to a friend. (1)

1.1.15 This insures a property against fire, floods and other natural disasters:

  A Bond insurance
  B Household insurance
  C Home owners' insurance
  D Short-term insurance (1)

1.1.16 The lines in clothes that distinguish one shape from another:

  A Design
  B Style
  C Silhouette
  D Image (1)

1.2   Match the nutrient excess or deficiency that causes the food-related health condition in COLUMN B and the food that helps to manage the condition in COLUMN C with the food-related health condition in COLUMN A. Make a cross (X) in the blocks (A–F) and (i–vi) next to the question number (1.2.1–1.2.4) on the attached ANSWER SHEET.

COLUMN A Food-related health condition	COLUMN B Nutrient excess or deficiency that causes the condition	COLUMN C Foods to help manage the condition
1.2.1 Diabetes	A calcium	i foods low in salt
1.2.2 Osteoporosis	B carbohydrate	ii low-GI food
1.2.3 Lactose allergy	C fat	iii low-fat foods
1.2.4 Anaemia	D iron	iv milk products
	E protein	v red meat
	F sodium	vi soya milk

(8)

1.3   From the list below identify FOUR guidelines to select clothes for interviews. Make a cross (X) over the letters (A–H) next to the question number (1.3) on the attached ANSWER SHEET.

A   Wear brightly coloured clothes to be noticed.
B   You must wear the latest fashion items.
C   Clothes should be neat and clean.
D   Wear comfortable clothes that fit properly.
E   Rather be overdressed than underdressed.
F   Try to project a professional image with the clothes you wear.
G   Your clothes should indicate that you can fit into the work environment.
H   Wear brand label clothes to show status.   (4)

1.4   From the list below, select FOUR advantages of corporate clothing. Make a cross over the letters (A–H) next to the question number (1.4) on the attached ANSWER SHEET.

A   Will reflect your individuality.
B   Will create positive first impressions.
C   Clothes will fit well and comfortably.
D   The clothing will remain popular for a long time.
E   Will save the employees money.
F   Will make you feel part of the working community.
G   Will project an image of the personality of the employee.
H   Will reflect a professional image.   (4)

1.5   Give ONE word/term for each of the following descriptions. Write only the word/term next to the question number (1.5.1–1.5.8) on the attached ANSWER SHEET.

    1.5.1   The process of calculating exactly how much it costs to produce a product (1)

    1.5.2   The point where all the costs of the product are covered by the sales. Sales after this point will be profit. (1)

    1.5.3   Product, Place, Promotion and Price (1)

    1.5.4   Money needed to start a business (1)

    1.5.5   The document that shows the planned income and expenditure of a business (1)

    1.5.6   An identified group of potential buyers of a product (1)

    1.5.7   A little badge or crest that becomes associated with a product (1)

    1.5.8   The additional costs that a business has to pay in order to produce the products and keep the business in operation (1)

TOTAL SECTION A: 40

SECTION B: FOOD AND NUTRITION

QUESTION 2

2.1   Explain each of the following:

       2.1.1   Glycaemic index   (2)

       2.1.2   Food allergy   (2)

       2.1.3   Malnutrition   (2)

2.2   Answer the following questions on anorexia nervosa.

       2.2.1   Name FOUR signs that indicate that your friend may be suffering
                from anorexia nervosa.   (4)

       2.2.2   Discuss the validity of the following statement:

                The media is partly to blame for the occurrence of anorexia nervosa
                in many teenagers and young adults.   (3)

2.3   Study the table below that shows the nutritional value of lunch items for sale
       at a tuck shop and answer the questions that follow.

Tuck shop items	Serving size	Average kilojoules per serving	Protein (g)	Total fat (g)	Saturated fat (g)	Dietary fibre (g)	Cholesterol (mg)	Added sugar (g)	Sodium (mg)
Pies	170 g	2 138	15,1	31,5	13,09	2,5	60	0	757
Sausage rolls	165 g	2 739	16,2	48,3	70,99	2,3	96	0	1 205
Toasted cheese, egg and tomato sandwiches	1 each	1 476	14	18,6	7,9	3,5	41	0	565
Toasted chicken and mayonnaise sandwiches	1 each	1 516	24,4	14,6	2,4	2,6	40,7	1,2	468
Hot dogs	1 each	805	7,9	8,8	0,35	0,9	0	0	756
Hot chips	250 g	3 193	10,8	37,0	4,7	8,8	0	0	495
Beef burgers	1 each	1 917	26,9	21,4	7,9	2,5	83	0,5	517
Green salads	245 g	679	5,5	10,8	3,4	3,4	12	0,1	286
Jelly and custard	500 mℓ	1 786	14,45	8,25	3,63	0	200	62,7	150

      [Source: *The South African Journal of Clinical Nutrition*, 2011 Volume 24, Number 3, September]

2.3.1   Identify the tuck shop item that is most likely to have a high glycaemic index. Support your choice with an explanation.   (3)

2.3.2   Identify TWO possible allergens in the toasted cheese, egg and tomato sandwich. Give reasons for your choice.   (4)

2.3.3   Select the tuck shop item that would be the best choice for an obese person. Motivate your choice.   (4)

2.3.4   Compare and give reasons for the difference in the total fat and fibre contents of the toasted cheese, egg and tomato sandwich and the toasted chicken-mayonnaise sandwich.   (4)

2.3.5   A person who is HIV positive buys the beef burger and orange juice for lunch. The beef burger consists of a roll, beef patty and two slices of tomato. Explain why this is a suitable choice for this person.   (4)

2.3.6   Coronary heart disease could develop if sausage rolls are eaten often. Evaluate the validity of this statement.   (8)

TOTAL SECTION B: 40

SECTION C: CLOTHING

QUESTION 3

3.1 Explain why you pay interest on a store account. (1)

3.2 How is a new fashion trend introduced? (4)

3.3 Discuss how the increase in the petrol price could influence new fashion trends. (4)

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

> Cheryl and Patrick, 20-year-old twins, are both students who will start working as part-time employees at a printing company. After they receive the company's dress code, they plan their working wardrobes using items they have. They do not have money to buy new clothes. Cheryl will be able to borrow clothes from her older sister.

Patrick identified the following clothing items in his wardrobe:
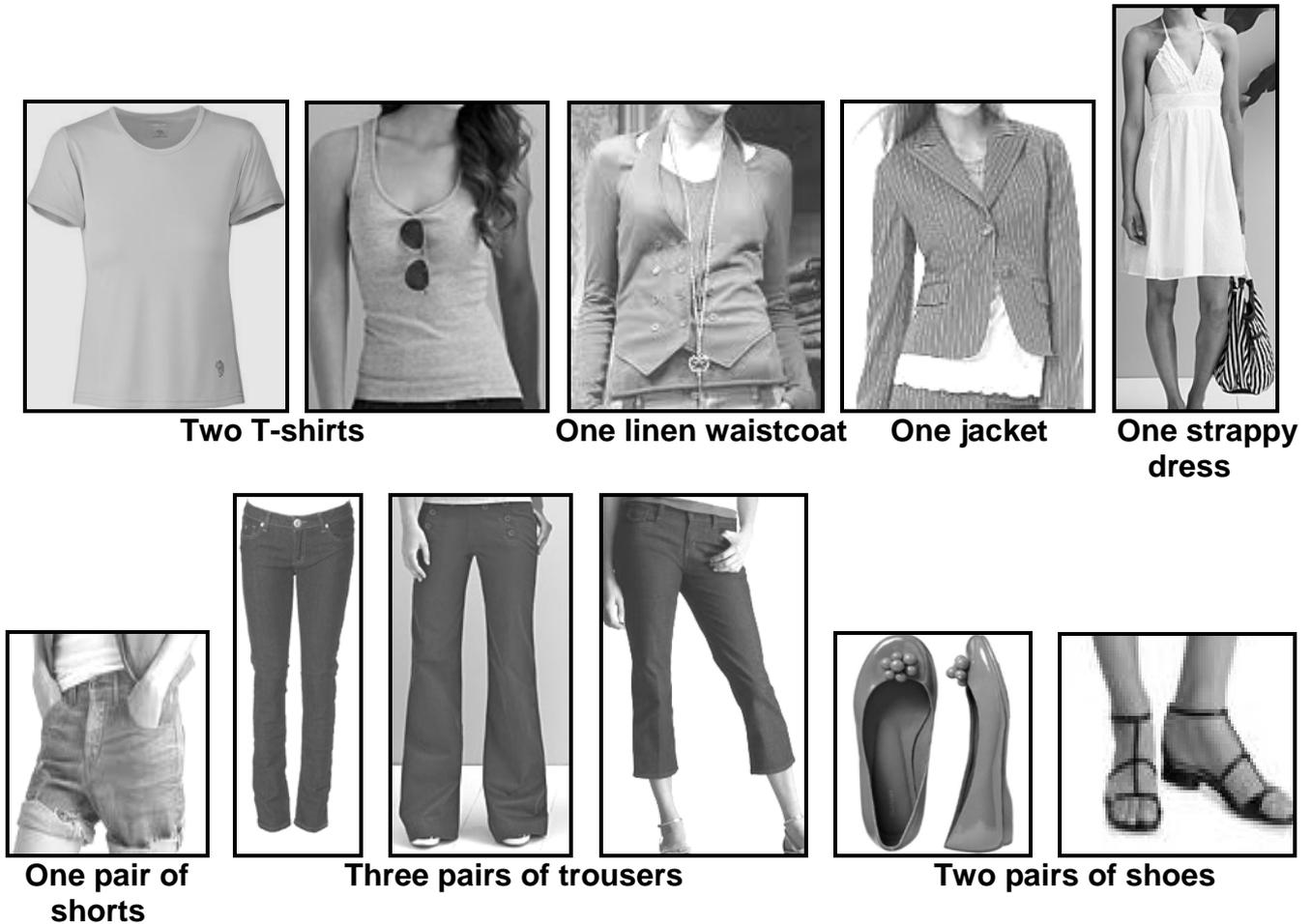

Two golf shirts **Two T-shirts** **One jacket**

Three pairs of jeans, two pairs of tackies/sneakers

Cheryl identified the following clothing items in her wardrobe:

Two T-shirts

One linen waistcoat

One jacket

One strappy dress

One pair of shorts

Three pairs of trousers

Two pairs of shoes

3.4.1 Draw the table below in your ANSWER BOOK and complete it according to headings (a) and (b).

(a) FOUR STEPS IN WARDROBE PLANNING	(b) EXAMPLES FROM THE SCENARIO
1.	1.
2.	2.
3.	3.
4. (4)	4. (4)

(8)

3.4.2 Answer the following questions with regard to classic styles.

(a) Identify THREE types of clothing (excluding the shoes) in the scenario that are examples of classic styles. (3)

(b) Give TWO reasons for your answer to QUESTION 3.4.2(a). (2)

(c) Name and explain the FIVE phases of the fashion cycle for classic styles. (10)

3.4.3 Evaluate the functionality of the working wardrobe that EITHER Cheryl OR Patrick compiled. (8)

TOTAL SECTION C: 40

SECTION D: HOUSING AND HOUSEHOLD EQUIPMENT

QUESTION 4

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

> An elderly couple is moving to a retirement village after 39 years in the same house. They have not found a buyer who will pay the asking price of R950 000 for their home, so they have rented it to a tenant with the option to buy within a year. The house is registered in the husband's name and the retirement home is a sectional title registered in both their names.
>
> [Adapted from *Sunday Times Business*, October 2011]

4.1.1   Which contractual document proves that the house is registered in the husband's name? (1)

4.1.2   Who will be responsible for paying the capital gains tax when the house is sold? (1)

4.1.3   Give FOUR reasons why it is important that the tenant reads the lease agreement carefully before signing. (4)

4.1.4   Explain the possible reasons for the couple's decision to move to a retirement village. (4)

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

> **LAKE RIDGE**
>
> Can you afford the bond payment, but do not have the deposit?
> The estate agent will fund this for you!
> **Secure an appointment to view this townhouse complex.**
> 'Terms and conditions apply'
>
> [Extract from *Sunday Tribune PROPERTY*, September 2011]

4.2.1   Identify the type of housing offered in the advertisement. (1)

4.2.2   Quote a misleading statement in the advertisement. Give ONE reason for your answer. (2)

4.2.3   To which organisation can you complain about this misleading advertisement? (1)

4.3   Explain how the assistance of an estate agent will benefit a prospective home buyer. (5)

4.4   Study the information on dishwashers below and answer the questions that follow.

DISHWASHER A	DISHWASHER B
2-year guarantee	2-year guarantee
5 programmes	3 programmes
Low water consumption	Low water consumption
Adjustable racks	Adjustable racks
Energy level A	Energy level AAA
Large dish loader	
	Concealed element
16-plate capacity	12-plate capacity
White	White
2 000 W	1 500 W
Second hot rinse	
	Stainless steel interior
Cash price – R3 989,00	Was R4 999,00 now R3 499,00
Instalment: R209	Instalment: R180
Time: 36 months	Time: 36 months
R400 deposit	No deposit required

4.4.1   These two dishwashers both have a two-year guarantee. Explain what a *guarantee* is.   (4)

4.4.2   State THREE criteria that a consumer must adhere to, to ensure that the conditions of a guarantee are met.   (3)

4.4.3   Choose the dishwasher that would be the best choice for a large family. Give TWO reasons for your choice.   (3)

4.4.4   Give reasons for the difference between the cash price and the instalment price for dishwasher A.   (4)

4.4.5   Evaluate the environmental impact of both dishwashers and select ONE that will be the most environmentally friendly.   (7)

TOTAL SECTION D: 40

SECTION E: THEORY OF PRODUCTION AND ENTREPRENEURSHIP

QUESTION 5

Read the scenario below and answer the questions that follow.

Zinzi started selling home-made products for pocket money while she was at school. After learning more skills at a tertiary institution, she made an effort to test a variety of recipes and patterns. She was then able to create exceptional products, using only the best quality raw materials. When more customers wanted to buy the products, she appointed three people to help her. She selected them for their skill, dedication, flair and passion. The workers are all masters in creating exceptional products, just as Zinzi originally intended. The products are made by hand in small batches to guarantee quality as her customers value the personal touch.

Zinzi created a range for special occasions suitable for Christmas, Valentine's Day and Mother's Day. The packaging for this range is especially designed to add sparkle to these celebrations.

[Adapted from the Sally Williams website*:* www.sallywilliamsfinefoods.com]

5.1	Explain why Zinzi can be called an entrepreneur.	(2)
5.2	Zinzi and each worker signed an employment contract. Why is it important for employees and employers to sign employment contracts?	(2)
5.3	Name TWO types of leave that Zinzi's workers are entitled to.	(2)
5.4	Zinzi's workers must adhere to the specifications set for each product. State FOUR aspects that should be included in product specifications.	(4)
5.5	Identify EIGHT reasons for Zinzi's success from the scenario.	(8)
5.6	Explain why the packaging for the special occasions range is different from the normal packaging.	(3)
5.7	Zinzi produces a variety of products. It costs R30,00 to produce one of the products. This includes the cost of the raw materials plus the overheads. Her profit margin is 80%.	
	5.7.1 Calculate the selling price of this product. Show ALL calculations.	(4)
	5.7.2 Calculate the total profit Zinzi will make on this product if she sells 200 in one month. Show ALL calculations.	(3)

5.8 Study the graph below that indicates the total of Zinzi's sales per month for 2011 and answer the questions that follow.
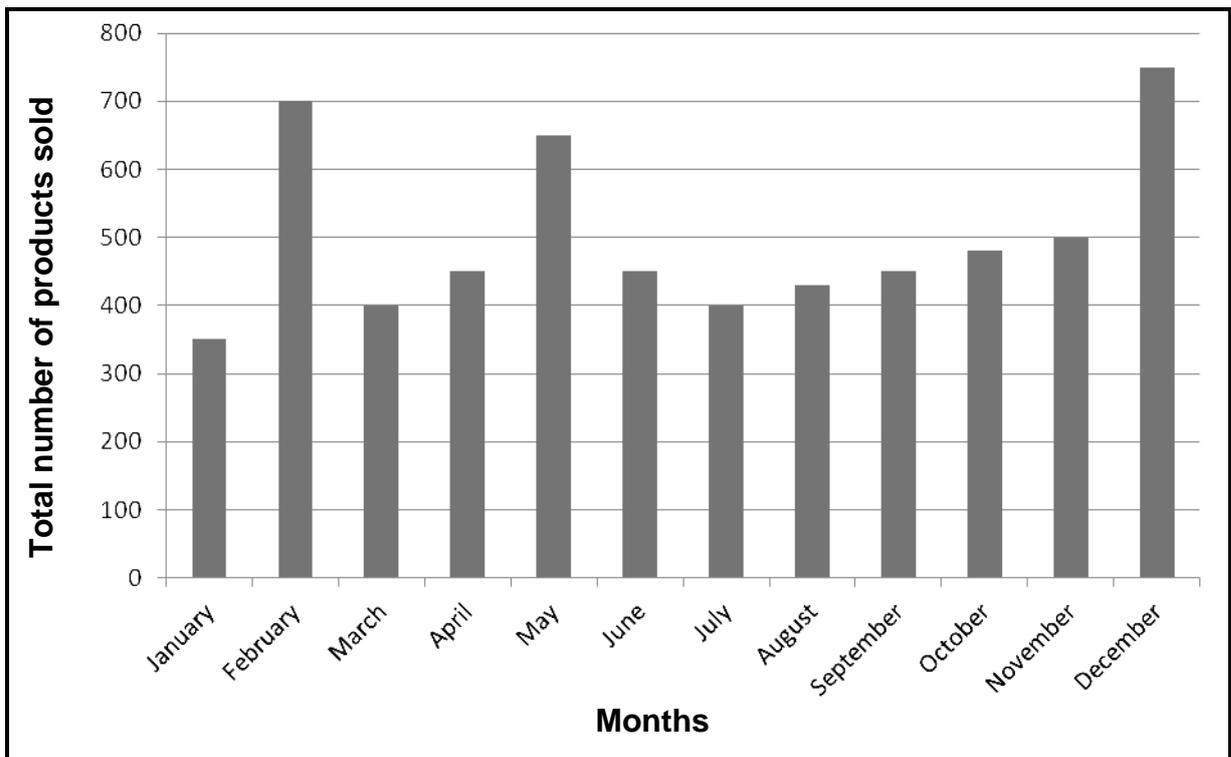
5.8.1 Identify the THREE months with the highest sales. Give a reason for your answer. (4)

5.8.2 Identify the month with the lowest sales. Give a reason for your answer. (2)

5.8.3 Suggest THREE ways in which Zinzi can possibly increase her sales for the month mentioned in QUESTION 5.8.2. (6)
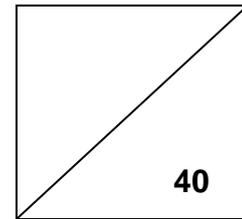
TOTAL SECTION E: 40
GRAND TOTAL: 200

ANSWER SHEET

CENTRE NUMBER:

EXAMINATION NUMBER:

SECTION A

QUESTION 1.1

1.1.1	A	B	C	D	(1)
1.1.2	A	B	C	D	(1)
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	(1)
1.1.8	A	B	C	D	(1)
1.1.9	A	B	C	D	(1)
1.1.10	A	B	C	D	(1)
1.1.11	A	B	C	D	(1)
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)
1.1.16	A	B	C	D	(1)
				16	

40

ANSWER SHEET

CENTRE NUMBER:

EXAMINATION NUMBER:

SECTION A

QUESTION 1.2

1.2.1	A	B	C	D	E	F	(1)
	i	ii	iii	iv	v	vi	(1)
1.2.2	A	B	C	D	E	F	(1)
	i	ii	iii	iv	v	vi	(1)
1.2.3	A	B	C	D	E	F	(1)
	i	ii	iii	iv	v	vi	(1)
1.2.4	A	B	C	D	E	F	(1)
	i	ii	iii	iv	v	vi	(1)

8	

QUESTION 1.3

1.3	A	B	C	D	E	F	G	H	(4)

4	

QUESTION 1.4

1.4	A	B	C	D	E	F	G	H	(4)

4	

QUESTION 1.5

1.5.1		(1)
1.5.2		(1)
1.5.3		(1)
1.5.4		(1)
1.5.5		(1)
1.5.6		(1)
1.5.7		(1)
1.5.8		(1)

8	

TOTAL SECTION A: 40