



basic education

Department:
Basic Education
REPUBLIC OF SOUTH AFRICA

NATIONAL SENIOR CERTIFICATE

GRADE 12

CONSUMER STUDIES

FEBRUARY/MARCH 2012

MEMORANDUM

MARKS: 200

This memorandum consists of 15 pages.

SECTION A

ANSWER SHEET

QUESTION 1.1						
1.1.1	A	B	C	D	(1)	Remembering LO12 2.1
1.1.2	A	B	C	D	(2)	Applying LO12 2.1
1.1.3	A	B	C	D	(1)	Remembering LO12 2.3
1.1.4	A	B	C	D	(1)	Remembering LO12 2.3
1.1.5	A	B	C	D	(1)	Remembering LO12 2.4
1.1.6	A	B	C	D	(1)	Remembering LO12 2.6
1.1.7	A	B	C	D	(2)	Remembering LO12 2.5
1.1.8	A	B	C	D	(2)	Remembering LO12 2.5
1.1.9	A	B	C	D	(2)	Remembering LO12 2.5
1.1.10	A	B	C	D	(1)	Remembering LO12 2.5
1.1.11	A	B	C	D	(2)	Applying LO12 1.2
1.1.12	A	B	C	D	(1)	Understanding LO12 1.2
1.1.13	A	B	C	D	(1)	Remembering LO12 1.2
1.1.14	A	B	C	D	(1)	Remembering LO12 4.1
1.1.15	A	B	C	D	(1)	Remembering LO12 4.3
						(20)

QUESTION 1.2										
1.2.1	A	B	C	D	E	F	G	H	I	(1)
1.2.2	A	B	C	D	E	F	G	H	I	(1)
1.2.3	A	B	C	D	E	F	G	H	I	(1)
1.2.4	A	B	C	D	E	F	G	H	I	(1)
1.2.5	A	B	C	D	E	F	G	H	I	(1)
										(5)

Remembering LO12 2.4

QUESTION 1.3

A	B	C	D	E	F	G	H	I	J	(5)	
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Understanding LO12 4.1

QUESTION 1.4

A	B	C	D	E	F	G	(3)	
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Remembering LO12 1.2

QUESTION 1.5

1.5.1	Osteoporosis	Remembering LO 12 2.1	(1)
1.5.2	Anorexia Nervosa	Remembering LO 12 2.1	(1)
1.5.3	Cholesterol	Remembering LO 12 2.1	(1)
1.5.4	Diabetes	Remembering LO 12 2.1	(1)
1.5.5	Glycaemic Index	Remembering LO 12 2.1	(1)
1.5.6	Bulimia Nervosa	Remembering LO 12 2.1	(1)
1.5.7	Omega-3 fatty acid	Remembering LO 12 2.1	(1)
			(7)

Remembering LO12 2.1

TOTAL SECTION A: 40

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

2.1 2.1.1 Human Immunodeficiency Virus/HIV ✓ (1)

Remembering LO 12.2.1

- 2.1.2
- Strengthening the immune system ✓
 - Fighting infection ✓
 - Delaying the development of full-blown AIDS ✓
 - Improve well-being/feeling better ✓
 - Prolong life ✓
- (Any 4) (4)

Remembering LO 12.2.1

- 2.1.3
- Group A: Peanut butter ✓:High in protein/selenium/zinc ✓
 - Group B: Guavas ✓: High in vitamin C ✓
 - Group C: Carrots ✓: High in vitamin A ✓
- (6)

Understanding (3) and Remembering (3) LO 12 2.1

- 2.2 2.2.1
- Iron is a component of haemoglobin✓ which is required to transport oxygen around the body to every cell/carry oxygen from the lungs to the rest of the body/blood is not able to carry enough oxygen around the body✓
 - Iron-deficient blood cannot carry enough oxygen to the body's cells✓, which then cannot work efficiently/cannot maintain all their functions/cannot release energy ✓
 - Not enough oxygen gets to the brain cells ✓ and as a result the ability to think/concentration is reduced/dizziness✓
 - Not enough oxygen gets to the body cells ✓ and as a result the children feel tired/tiredness/listless/weak/muscles are easily fatigued/low vitality/decreased ability to perform physical activity/poor school performance✓
- (Any 3 x 2) (6)

Applying LO12 2.1

- 2.2.2
- Eat food such as liver/red meat/beef ✓as they are high in iron✓
 - Eat dark green leafy vegetables/whole grains/legumes/eggs/dried fruit/seafood ✓as they are high in iron✓
 - Include a source of vitamin C (ascorbic acid) in every meal/ Eat vitamin C rich food✓ it enhances the absorption of iron ✓
 - Examples of foods high in vitamin C are citrus fruit/guavas/ strawberries/berries/kiwi fruit/tomatoes/broccoli/ Brussels sprouts/red peppers ✓
 - Avoid drinking large amounts of coffee or tea with meals ✓ as they inhibit the absorption of iron✓
- (Any 3 x 2) (6)

Remembering LO 12.2.1

2.3 2.3.1 Lentils ✓ (1)

Understanding LO 12.2.1

- 2.3.2(a)
- People with a lactose intolerance lack the enzyme lactase/shortage of the enzyme lactase ✓
 - As a result they cannot digest the milk sugar/lactose/inability to digest large amounts of lactose ✓
- (2)

Remembering LO 12.2.1

- 2.3.2(b)
- Soup C ✓
 - Soup C is the only soup that doesn't contain any cow's milk/dairy products/cream ✓
 - and thus lactose/milk sugar ✓
- (3)

Understanding LO 12.2.1

- 2.3.3
- Soup C ✓
 - Soup C contains the highest sodium content (salt)/457 mg sodium ✓
 - Reducing salt/sodium intake/eating less salt helps to manage hypertension/high salt intake may contribute to hypertension/consuming too much salt contributes to hypertension ✓
- (3)

Understanding LO 12.2.1

- 2.3.4
- Soup B would be the best choice ✓ because: (1)
 - A person who is trying to manage obesity should limit the intake of kilojoules, fat, carbohydrates and protein ✓

Soup B

- provides less energy /only 160 kJ/g✓
- contains only 3% cream/cream appears fourth on list of ingredients✓
- is low in fat /only 1,4 g fat ✓
- provides less carbohydrates /only 4,0 g carbohydrates✓
- provides less sugar /only 1,2 g sugar✓
- provides less proteins /only 1,0g protein✓
- provides more fibre (1.4g) ✓fibre fills you up for longer/delays the feeling of hunger. ✓
- has an overall lower energy content which contributes positively to the management of obesity✓ (Any 7 reasons) (7)

OR

- Soup A would NOT be the best choice ✓ because: (1)
- A person who is trying to manage obesity should limit the intake of kilojoules, fat, carbohydrates and protein. ✓
- Soup A
- provides more energy/225 kJ/g✓
- contains 8% cream/cream appears third on list of ingredients✓
- is high in fat / 2,5 g fat ✓
- provides more carbohydrates / 6,0 g carbohydrates✓
- provides more sugar /1,6 g sugar✓
- provides more proteins / 1,2 g protein✓
- provides less fibre (0,8g) ✓/fibre fills you up for longer/delays the feeling of hunger. ✓
- has an overall higher energy content which contributes negatively to the management of obesity✓ (Any 7 reasons) (7) (8)

Evaluating LO 12.2.1

TOTAL SECTION B: 40

SECTION C: CLOTHING

QUESTION 3

- 3.1 3.1.1
- A set of written (or unwritten) rules✓ about the type of clothing✓ the employer expects the employees to wear to work.✓
 - It is a policy drawn up by a business✓ to specify the type of dress/clothing✓ that is expected for the employees of that business.✓ (Any 3) (3)

Understanding LO 12. 2.3

- 3.1.2
- Clothes that fit properly/comfortably /not too tight. ✓
 - Moderately heeled shoes/polished and in good condition✓
 - Use accessories in moderation/according to dress code of the company✓
 - Take dress code of Itileng into consideration/Dress to fit the specific work environment.✓
 - Be neatly dressed✓
 - Clothes should be clean/well ironed/wrinkle free ✓
 - Clothes should be in good condition/no missing buttons✓
 - Do not wear clothing with controversial words/slogans that will offend others/Do not wear clothing in colours that convey controversial messages✓
 - Clothes that are not too revealing/overly sexy ✓ (Any 6) (6)

Remembering LO12.2.3

- 3.1.3
- It can have a positive influence/increase her self esteem/positive attitude towards herself✓
 - She will feel accepted by colleagues/customers/clients, it will prevent feelings of rejection✓
 - If she is well dressed she will be more likely to be relaxed at work✓
 - She will be more confident at work✓
 - When she is admired, her self-esteem/self-confidence/sense of security will increase✓
 - If she wears her clothes with confidence it will influence the respect people show her✓ (Any 4) (4)

Understanding LO12.2.3

- 3.2
1. Innovation/introduction/emerging/launch/start✓
 2. Rise/growth/emulation/acceleration✓
 3. Peak/economic/popular/culmination/maturity✓
 4. Decline✓
 5. Obsolete/out datedness ✓ (5)

Remembering LO12.2.4

- 3.3
- Fashion items on sale/discount/cheaper/special offer ✓
 - Fewer of the fashion items on shelves/display/available ✓
 - Fewer people wearing the fashion items ✓
 - New fashion items/designs on display ✓ (Any 3) (3)

Applying LO12.2.4

- 3.4
- Fashion trends are communicated much faster and easier/there is instant access to new trends/there is more advanced communication and media available to individuals (for example internet) ✓
 - People will accept fashion changes more readily because they are easily exposed to the media ✓
 - Clothing businesses using the media are able to reach more people ✓
 - Clothing businesses are able to market/advertise new trends easier and faster ✓
 - It brings fashion to people of all social and economic classes all over the world/ to a wide variety of people ✓
 - People can order new fashion trends easier and faster, for example, internet shopping/catalogue ordering ✓
- (Any 5) (5)

Applying LO12.2.4

- 3.5 3.5.1
- Good quality ✓
 - High prices ✓
 - Status ✓
 - Knowledge of the latest fashion trends ✓
 - The image of the Adidas company ✓
 - Success / achievement ✓
 - Popularity ✓
 - Acceptance ✓
 - Importance ✓
 - Exclusivity ✓
 - Authenticity/originality ✓
- (Any 4) (4)

Understanding LO12 2.4

- 3.5.2
- They represent South African consumers ✓
 - They inform consumers of their rights ✓
 - They refer consumers to the correct organisations when they have a complaint ✓
 - Monitor and raise consumer issues ✓
 - Provide counselling to consumers who have financial problems ✓
 - Provide consumer education ✓
 - Do research/surveys/testing products to verify and prevent complaints ✓
- (Any 4) (4)

Remembering LO12 1.1

- 3.5.3 • He did not complain the correct way ✓ (1)
- Reasons
- He did not have the receipt when he went to complain ✓
 - He was furious and he stormed into the shop ✓
 - He did not ask for the manager ✓
 - He was rude/not polite/impolite to the salesman by throwing the T-shirt into his face ✓
 - He threatened the shop with legal action ✓
 - He did not tell the shop what he expected as a redress ✓
 - He did not follow the correct procedure to complain ✓
- (Any 5 reasons) (5) (6)

Analysing LO12 1.1

TOTAL SECTION C: 40

SECTION D: HOUSING AND SOFT FURNISHINGS

QUESTION 4

- 4.1 4.1.1 Sectional title ✓ (1)

Understanding LO 12.2.5

- 4.1.2 • Disclosure of all facts relating to the property, including the defects/Point out defects to the buyer ✓
- Assists the family with completing the offer to purchase form/ Draft an offer to purchase/Guides the family through making an offer/Presenting offer to seller ✓
 - Determine the buying power of the family/how much the family can buy for/the loan the family is entitled to ✓
 - Link between the buyer and seller/Will negotiate an agreement of sale acceptable to both parties/Negotiate the purchase price between the buyer and seller/She is the negotiator between the buyer and seller, with regard to the price, terms, date of occupation, etc. ✓
 - Assistance with applying to a bank for a home loan/apply for a bond on behalf of the buyer ✓
 - Making sure that any monies paid by the buyer are properly receipted and paid into an appropriate trust account ✓
 - Checks that the interest earned on trust monies is paid to the entitled person ✓
 - Helps to co-ordinate and manage all activities taking place after the Offer to Purchase is signed until the property is registered in the buyer's name ✓
- (Any 4) (4)

Understanding LO 12.2.5

- 4.1.3(a) • Conveyance fees/Transfer fees ✓
 • Deeds Office fees ✓
 • VAT ✓
(NOTE: Transfer duty is not payable on R590 000,00 as R0–R600 000,00 is exempted from Transfer duty.) (3)

Understanding LO 12.2.5

- 4.1.3(b) R340,00 ✓ (1)

Remembering LO 12.2.5 / LO 12.1.2 / LO 12.3.4

- 4.1.3(c) The municipality ✓ (1)

Remembering LO 12.2.5 / LO 12.1.2 / LO 12.3.4

- 4.1.4 The Body Corporate. ✓ (1)

Remembering LO 12.2.5

- 4.1.5 • Paying for day-to-day running of the complex. ✓
 • Insurance on the buildings in the complex. ✓
 • Maintenance of the exterior of buildings in the complex, e.g. painting of the walls /Maintenance of buildings. ✓
 • Maintenance of common areas /complex gardens. ✓
 • Paying maintenance staff. ✓
 • Water consumption of all the areas that concern the complex, e.g. gardens, excluding /except owner's own private water consumption. ✓
 • Electricity consumption of areas that concern the complex, e.g. lights in the parking area, lights at the gate, excluding owner's own private electricity consumption. ✓
 • Security arrangements of the complex. ✓
 • Covering of any extraordinary expense, e.g. flooding of gardens, roof damage in storm, excluding expense regarding the inside of the town house. ✓ (Any 4) (4)

(NOTE: In this case the levies do not include rates and taxes as the advertisement states that rates and taxes are paid separately)

Remembering LO 12.2.5

- 4.1.6
- Painted plastered walls: They will have to paint/repaint the walls ✓ every few years and that is fairly expensive/very costly ✓
 - Carpeted flooring: Carpets stain easily and may need to be professionally cleaned from time to time/needs to be vacuumed/cleaned regularly/will have to be replaced after a few years ✓ Maintaining carpets is costly as you have to buy a vacuum cleaner/clean them professionally/have them replaced ✓
 - Tiled flooring: Very easy to maintain/No vacuuming necessary /can be swept and washed with soapy water ✓
 - Cheap to maintain/Only cost is tile cleaner ✓ (3 x 2) (6)

Applying LO 12.2.5

- 4.1.7
- Conserve natural resources ✓
 - Save energy ✓
 - Create jobs ✓
 - Less litter ✓
 - Less waste/minimizes waste ✓
 - Reduce air pollution ✓
 - Reduce water pollution ✓
 - Reduce ground/soil pollution ✓ (Any 3) (3)

(NOTE: If the learners only write controlling/reducing pollution, one mark can be allocated)

Remembering LO 12.2.7/12 3.4

4.2 4.2.1

	HOT PLATE A TWO SOLID PLATES	HOT PLATE B TWO SPIRAL/ COIL PLATES
Cleaning	<ul style="list-style-type: none"> • Easier to clean ✓ 	<ul style="list-style-type: none"> • More difficult to clean ✓
Speed of heating and cooling	<ul style="list-style-type: none"> • Takes longer to heat up ✓ • Stays hot several minutes after the unit/plate/ element has been turned off ✓ 	<ul style="list-style-type: none"> • Heat quickly ✓ • Cool quickly when the unit/plates/element is turned off ✓

(6)

Understanding LO 12.2.6

- 4.2.2 • Spiral /coil plate ✓ (1)

Explanation:

- The spiral hot plate heats quickly and no electricity is wasted as the cooking process can start immediately ✓
- The solid plate takes longer to heat and electricity is wasted waiting for it to heat up before the real cooking process starts ✓
(Any reason) (1) (2)

Applying LO 12.2.6

- 4.3 4.3.1 • Bulb A is an ordinary/incandescent /tungsten filament bulb ✓
• Bulb B is a CFL (compact fluorescent light/lamp) ✓ (2)
- 4.3.2(a) • Although bulb B is more expensive than bulb A ✓ it lasts longer than bulb A ✓
• Uses less electricity than bulb A ✓
• Money will be saved in the long term if bulb B is used ✓ (Any 2) (2)
- 4.3.2(b) • Bulb A has an energy efficiency rating of E ✓
• Bulb A's energy efficiency is poor/ rated at a lower energy efficiency level ✓
• Bulb B has an energy efficiency rating of A ✓
• Bulb B's energy efficiency is excellent/good/bulb B is an energy efficient bulb/rated at the most energy efficient level. ✓
(Any 4) (4)

Analysing LO 12.2.6

TOTAL SECTION D: 40

SECTION E: THEORY OF PRODUCTION AND ENTREPRENEURSHIP

QUESTION 5

- 5.1 5.1.1 • A person who starts a business. ✓
• A person who notices a gap/new opportunity in the market/takes the initiative. ✓
• Has the courage to seize the opportunities. ✓
• The ability to manage the business/manages his/her own business. ✓
• A person who sells or produces products. ✓
• A person who starts a business to make a profit ✓ (Any 2) (2)

Remembering LO 12.4.2

- 5.1.2
- Group of people ✓ to whom you would sell a specific product ✓
 - Group of people ✓ who will buy a specific product ✓
 - Specific group of people/people with the same characteristics ✓ who will buy a product ✓
 - Prospective buyers ✓ of a specific product ✓ (Any 2) (2)

Remembering LO 12.4.2

- 5.2
- Price ✓
 - Place ✓
 - Promotion ✓
 - Product ✓ (4)

Remembering LO12 4.2

- 5.3 5.3.1
- The equipment will last longer /more durable ✓
 - The equipment will work well ✓
 - Production will not be interrupted for repairs ✓
 - Save money on repairs/won't break easily ✓
 - Won't lose money during production/It will save your production time ✓ (Any 4) (4)

Understanding LO 12.4.1

- 5.3.2
- You will keep your customers /they will return/come back/ loyalty. ✓
 - You will meet their needs. ✓
 - They will give you feedback to improve the business. ✓
 - Customers will encourage other people to buy from your business/friends will come with them/ free advertising by word of mouth. ✓
 - The business will thrive/be sustainable. ✓ (Any 4) (4)

Understanding LO 12.4.1

5.5.2 Jacob's business will be more sustainable. ✓ /he will be able to make a profit in the long term. ✓ (2)

Reasons:

- He knows what the specifications of the product are ✓
- Knows his target market ✓
- Follows the exact specifications when producing the products ✓
- Keeps costs as low as possible without sacrificing quality ✓
- He controls his finances ✓
- Quality controls the products by doing spot-checks ✓
- Appoints skilled staff ✓
- Buys quality raw materials ✓ (Any 3 reasons) (3)

Abdul's business is more likely to fail ✓ /not make a profit /he will have to make a make changes to make profit on the long term ✓ (2)

Reasons:

- He did not define the target market before production/thinks he will find the target market after production has started ✓
- He does not think safety and quality control plays a role ✓
- He over spent money on the packaging ✓
- He does not think any further promotion is necessary ✓
- He used most of his money to buy raw materials and equipment ✓ (Any 3 reasons) (3) (10)

Evaluating LO 12.4.2

TOTAL SECTION E: 40
GRAND TOTAL: 200