



basic education

Department:
Basic Education
REPUBLIC OF SOUTH AFRICA

**NATIONAL
SENIOR CERTIFICATE**

GRADE 12

**CONSUMER STUDIES
FEBRUARY/MARCH 2018**

MARKS: 200

TIME: 3 hours

This question paper consists of 18 pages.

INSTRUCTIONS AND INFORMATION

1. This question paper consists of SIX questions.

QUESTION	CONTENT	MARKS	TIME (minutes)
1	Short Questions (All topics)	40	20
2	The Consumer	20	20
3	Food and Nutrition	40	40
4	Clothing	20	20
5	Housing	40	40
6	Entrepreneurship	40	40
TOTAL:		200	180

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 calculator.
6. Write only in black or blue ink.
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 only 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 A renewable form of electrical energy:
- A Burning coal
 - B Fossil fuels
 - C Wind energy
 - D Nuclear power (1)
- 1.1.2 Excise duty is paid on ...
- A 100% orange juice.
 - B sweetened beverages.
 - C pasteurised milk.
 - D matured wine. (1)
- 1.1.3 James bought a second-hand television set from his neighbour. The contract clearly stated that his neighbour would not be liable if the television set gave any problems. This is an example of ...
- A an exemption clause.
 - B grey goods.
 - C a cooling-off period.
 - D unfair business practice. (1)
- 1.1.4 An antioxidant which strengthens the immune system of a person with HIV/Aids:
- A Calcium
 - B Helium
 - C Selenium
 - D Sodium (1)
- 1.1.5 The nutrient required to boost the absorption of iron by the body:
- A Calcium
 - B Vitamin C
 - C Vitamin D
 - D Potassium (1)
- 1.1.6 An advantage of organic foods:
- A Greater crop yields
 - B Lower production costs
 - C Pest resistant
 - D Healthier products (1)

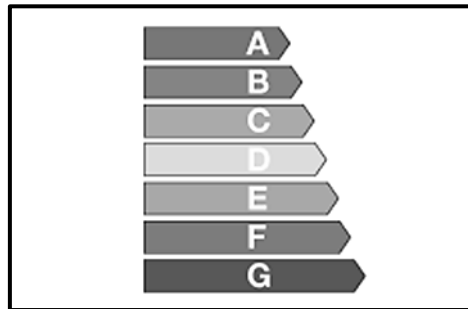
- 1.1.7 A/An ... is the food additive that prevents the ingredients in ice cream from separating.
- A emulsifier
 - B bleaching agent
 - C gelatinisation agent
 - D preservative
- (1)
- 1.1.8 The cost of a portion of maize meal increased by 43,7% between April 2015 and April 2016. This price increase could have a serious negative impact on ...
- A food imports.
 - B genetically modified foods.
 - C organic foods.
 - D food security.
- (1)
- 1.1.9 The similarity between the number of people wearing haute couture and obsolete fashion is that ...
- A fashion examples are expensive.
 - B few people are seen wearing the fashion.
 - C most people do not know the fashion.
 - D they occur at the end of the fashion cycle.
- (1)
- 1.1.10 ONE of the careers below has the largest influence on your choice of clothing for a working wardrobe:
- A Banker
 - B Medical doctor
 - C Interior decorator
 - D Waiter in a restaurant
- (1)
- 1.1.11 A government employee may be able to secure government assistance to buy property by means of ...
- A a policy.
 - B a subsidy.
 - C government insurance.
 - D settlement grants.
- (1)
- 1.1.12 The principle that aims at creating appliances that anybody can use:
- A Decorative design
 - B Functionality
 - C Sustainability
 - D Universal design
- (1)

1.1.13 A once-off fee charged by a bank for setting up a home loan:

- A Conveyancing fees
- B Initial cost
- C Registration fee
- D Service fee

(1)

1.1.14 The label below informs a consumer about the ... of an appliance.



- A energy-efficiency
- B environmental impact
- C cost-effectiveness
- D water consumption

(1)

1.1.15 An economical vacuum cleaner that would be the best buy for a consumer with limited storage space but a large area to clean:

- A Cylinder vacuum cleaner
- B Hand-held vacuum cleaner
- C Stick vacuum cleaner
- D Upright vacuum cleaner

(1)

1.1.16 The factor that influences the efficient production of quality products:

- A Customer relations
- B Delivery strategies
- C Stock control
- D Sustainable consumption

(1)

1.1.17 The factor that ensures that products are always the same:

- A Adhering to specifications
- B Careful controlling of finances
- C Planning production
- D Tidy workplace

(1)

- 1.1.18 The statement that explains a production plan:
- A Total time required to calculate the cost of producing a product
 - B Listing the raw materials needed to make the product
 - C Measurements that are required to ensure a quality product
 - D Controlled pace of work from start to finish of production (1)
- 1.1.19 Market research is important because it ...
- A determines the consumers' preferences.
 - B ensures that the product will be profitable.
 - C enables the entrepreneur to choose a maintenance plan.
 - D shows where the entrepreneur can find more products. (1)
- 1.1.20 The factor that contributes to the failing of some entrepreneurs:
- A Having a passion for the business
 - B Occasionally giving customers credit
 - C Putting in long working hours
 - D Copying the selling price from competitors (1)
- 1.2 Give ONE word/term for each of the descriptions below. Write only the word/term next to the question number (1.2.1–1.2.4) in the ANSWER BOOK, e.g. 1.2.5 cash sale
- 1.2.1 Jenna Jewellers Company imports watches through unofficial distribution channels (1)
- 1.2.2 After paying for the shoes that Normia ordered online, she discovered that the company does not exist (1)
- 1.2.3 Eddie, a teacher, bought a set of saucepans after a salesperson gave a demonstration at the school. When looking at his budget he decided to cancel his order within three days of purchasing. (1)
- 1.2.4 Consumers pay money into a common bank account on a monthly basis. At the end of the year they buy groceries and share among them. (1)
- 1.3 Choose the correct word(s) in brackets. Write only the word(s) next to the question number (1.3.1–1.3.3) in the ANSWER BOOK, e.g. 1.3.4 savings.
- 1.3.1 A (semi-skilled/skilled) worker works independently and produces high quality products. (1)
- 1.3.2 Renting premises forms part of the (fixed/variable) cost of a business. (1)
- 1.3.3 To determine if an entrepreneur should proceed with a business he/she should do (quality control/a feasibility study). (1)





- 1.4 Choose the housing option in COLUMN B that matches the description in COLUMN A. Write only the letter (A–F) next to the question number (1.4.1–1.4.4) in the ANSWER BOOK, e.g. 1.4.5 G.

COLUMN A DESCRIPTION		COLUMN B HOUSING OPTION
1.4.1	Abongile earns R3 400 per month. The family has two children and has never owned property before.	A building B buying, using a home loan C government subsidised housing D renting E using an estate agent F full-title ownership
1.4.2	Yuclin's job requires him to travel in the country every year or two.	
1.4.3	Sasha is very creative. She enjoys decorating the house and working in the garden. The family owns a plot of land.	
1.4.4	Sanda and his family have a stable income and savings.	

(4 x 1)

(4)

1.5 Study the pictures below and answer the question that follows.

1	2	3	4
			
Black off-the-shoulder crushed linen dress	Open sleeve dress with pink and orange print	Blue sleeveless stretch fabric dress	Black sleeveless shift dress with horizontal and vertical darts

[Source: www.woolworths.co.za]

Select FOUR CORRECT statements regarding the dresses above. Write only the letters (A–H) next to the question number (1.5) in the ANSWER BOOK.

- A Dress 1 is most likely to be a fashion fad.
- B Dress 2 is most likely to be a fashion fad.
- C Dress 4 is the best example of a classic style.
- D Dress 3 is the best example of a classic style.
- E Dress 1 is the least suitable for professional wear.
- F Dress 4 is the least suitable for professional wear.
- G Dress 4 will create the illusion that the woman is bigger.
- H Dress 2 will take the emphasis away from the middle and hips.

(4)

1.6 Study the list of ingredients below and answer the question that follows.

Pasta salad (Serves 6)

250 g pasta
500 g streaky bacon/macon
250 ml sweet corn kernels
½ cucumber
200 g cherry tomatoes
200 g cheddar cheese
250 ml mayonnaise
250 ml full-cream yoghurt
salt and black pepper

Select FIVE CORRECT statements regarding the pasta salad above. Write only the letters (A–J) next to the question number (1.6) in the ANSWER BOOK.

- A The salad has a low fat content.
- B The salad has a high mono-unsaturated fat content.
- C It is suitable for a person with high blood cholesterol.
- D It may help to prevent and manage osteoporosis.
- E The bacon/macon may contain an additive that could cause cancer.
- F The salad may help to prevent and manage anaemia.
- G The salad is suitable for a person with a milk allergy.
- H It is not suitable for a person with gluten intolerance.
- I A person with lactose intolerance can eat the salad.
- J The cucumber will assist with the strengthening of the immune system.

(5)
[40]

QUESTION 2: THE CONSUMER

2.1 Read the information below and answer the questions that follow.

**DANGER LIGHTS GO ON FOR THE
MIDDLE-INCOME GROUP IN SOUTH AFRICA**

It is becoming more difficult for middle-income consumers in South Africa to put food on the table. Increases in inflation, petrol and diesel are making it financially more difficult for consumers. It is predicted that income tax will also increase in 2017.

[Adapted from *Beeld*, 31 October 2016]

- 2.1.1 Define the term *inflation*. (2)
- 2.1.2 Describe the effect of inflation on the purchasing power of the rand, as predicted in the extract above. (2)
- 2.1.3 Name TWO ways in which the government obtains income tax from middle-income consumers. (2)
- 2.1.4 Fuel tax/levies are paid by consumers for every litre of petrol or diesel that they buy. Explain what fuel tax/levies are used for. (1)
- 2.1.5 Explain how the increase in the petrol and diesel price will contribute to the challenges South Africans have to put food on the table. (3)

2.2 Read the scenario below and answer the question that follows.

Neo owns a flat on the fifth floor of a block of flats. He often disposes of expired medication and dirty soapy water by flushing it down the toilet. He has the habit of leaving the tap running when shaving and when he cooks, he rinses his greasy saucepans under running water.

Describe TWO ways in which Neo can prevent water pollution. (2)

2.3 Read the extract below and answer the questions that follow.

Jake has never defaulted on paying his household municipal services. The municipality failed to pay the electricity provider over a long period of time. The provider decided to cut the electricity supply between 06:00–08:00 and 17:00–19:30 from January 2017 for all households in the municipal jurisdiction (area).

[Adapted from eNCA.com, 18 January 2017]

- 2.3.1 Name TWO household municipal services that are provided, other than electricity. (2)
- 2.3.2 Explain whether Jake is a responsible consumer or not. (2)
- 2.3.3 Analyse to what extent any TWO parties in the scenario above have fulfilled their responsibilities regarding municipal services. (2 x 2) (4)
- [20]**

QUESTION 3: FOOD AND NUTRITION

- 3.1 Give FIVE nutritional guidelines to manage hypertension. (5)
- 3.2 State FOUR causes of iron-deficiency anaemia. (4)
- 3.3 Write a paragraph to explain the effect of high glycaemic index (GI) foods and low glycaemic index (GI) foods on blood glucose levels. (4)
- 3.4 Read the information below and answer the questions that follow.

**LOOK AFTER YOUR HEART WITH THESE HEART-HEALTHY
FOOD EXCHANGES ...**

Potato crisps → popcorn
Butter → canola oil for food preparation
White, refined flour → brown, wholewheat flour

[Source: Pick-n-Pay *Fresh living magazine*, October 2016]

Explain reasons for the exchange of the foods above:

- 3.4.1 Potato crisps exchanged with popcorn (2)
- 3.4.2 Butter exchanged with canola oil for food preparation (4)
- 3.4.3 White, refined flour exchanged with brown, wholewheat flour (2)
- 3.5 Read the scenario below and answer the questions that follow.

A school in a small rural farming community has very little infrastructure. The school struggles financially yet they have a sports day every year. There are many farmers in the community involved with organic farming. They sponsor the school with maize meal and fresh milk for breakfast and raw mince, rice and vegetables for lunch. They also provide them with buckets of water from a private local dam.

The school managed to buy a small, portable gas stove to cook the food. While they were preparing mince for lunch they ran out of gas. Everybody ate quickly and carried on with the programme. A few hours later the learners and staff had severe stomach cramps and watery diarrhoea which became bloody. Some of them had to be hospitalised.

- 3.5.1 Identify the food-borne disease that the learners and staff developed. (1)
- 3.5.2 Recommend the treatment that the affected learners and staff must receive. (4)
- 3.5.3 Suggest FIVE ways in which the learners and staff could have become infected. (5)

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

Sonia feels overweight. Often she cannot help herself eating large amounts of food. She then feels guilty and depressed so she purges everything she eats. Her worried mother took her to the doctor who suggested treatment.

- 3.6.1 Name the disorder Sonia suffers from. (1)
- 3.6.2 Analyse how the following will assist Sonia in recovering:
- (a) Psychological treatment (4)
 - (b) Nutritional education and treatment (4)
- [40]**

QUESTION 4: CLOTHING

- 4.1 Name FOUR factors that influence fashion change. (4)
- 4.2 State TWO characteristics of the peak stage of the fashion cycle. (2)
- 4.3 Explain the importance of versatile items for a working wardrobe. (2)
- 4.4 Discuss how your knowledge of standard fashion trends, classic fashions and fashion fads can be applied when you plan a basic working wardrobe. (6)
- 4.5 Read the scenario below and answer the questions that follow.

John is an architect and building contractor. Most of the time he works outdoors. It is his task to ensure that the buildings he designs are built according to specifications.

Analyse how the summer will influence John's choice of clothing with specific reference to:

- 4.5.1 Weather conditions (4)
- 4.5.2 Colour of clothing (2)
- [20]**

QUESTION 5: HOUSING

- 5.1 Give FIVE ways in which employers can give housing support to their employees. (5)
- 5.2 Explain TWO types of insurance payable by homeowners but NOT by tenants. (2 x 2) (4)
- 5.3 Study the advertisement below and answer the questions that follow.

THE PARAGON

A captivating new housing development near the university.

Invest in a housing development that offers profitable long-term rewards.

Flats from R849 999,00, including VAT (no transfer duty payable)

The 9-storey development offers a range of flats to select from.

Security has been given a high priority and includes guards and electric fencing.

Communal facilities include a rooftop splash pool, an on-site gym, braai facilities and a common entertainment area.

- 5.3.1 Identify the type of home ownership in the advertisement above. (1)
- 5.3.2 Explain the term *transfer duty*. (3)
- 5.3.3 Give a reason why no transfer duty is payable if a flat is bought. (2)
- 5.3.4 Use the information in the advertisement and explain what the levy will be used for. (4)
- 5.3.5 Discuss the validity of the statement below:

Invest in a housing development that offers profitable long-term rewards. (8)

5.4 Study the information below and answer the questions that follow.

<p>SAMSUNG – 45 litres CONVECTION MICROWAVE OVEN</p> <p>R4 590,00</p> 	<p>Quick overview LED display Steam-clean 6 power levels Smart sensor cook technology Door opening type: handle Microwave distribution: turntable Cavity interior: ceramic enamel Child lock Sound option Interior light</p> <p>Six different modes</p> <ul style="list-style-type: none"> • Microwave • Grill • Convection • Microwave and grill • Microwave and convection • Grill and convection
<p>The different cooking modes help to get dinner on the table faster without sacrificing flavour or texture. For example, use the microwave and convection mode to cook a chicken in less time than a conventional oven, while crisping the skin.</p> <p>The different cooking modes make it possible to use the oven for baking bread, pizza and making yoghurt.</p> <p>The smart sensor technology automatically detects the humidity level of the food and then sets the optimal cooking time and power.</p> <p>The diverse and convenient cooking modes help reduce energy usage too.</p> <p>The ceramic enamel provides an easy-to-clean, hygienic and durable interior.</p> <p style="text-align: right;">[Source: http://www.dionwired.co.za]</p>	

5.4.1 Name THREE responsibilities that a consumer must adhere to after this convection microwave oven has been installed in his/her kitchen. (3)

5.4.2 Read the scenario below and answer the question that follows.

A young working adult who has a limited amount of money must equip his/her very small, newly-built kitchen. He/She works long hours and does not have a lot of time to prepare meals in the week. The young working adult enjoys experimenting with different dishes over weekends.

Evaluate the suitability of the convection microwave oven for this young working adult.

(10)
[40]

QUESTION 6: ENTREPRENEURSHIP

- 6.1 State THREE pricing strategies that a business can use. (3)
- 6.2 Name THREE functions of advertising in a business. (3)
- 6.3 Explain the purpose of stock control in a business. (3 x 2) (6)
- 6.4 Read the scenario below and answer the questions that follow.

Lungi, an only child, grew up on his father's small cattle farm. He always dreamed of becoming a farmer. He took Agricultural Sciences as a subject at school and studied business management at university. Lungi inherited the farm after his father passed away. He soon bought the farm next door and started selling high quality meat to local butcheries.

He decided to open his own butchery in the local town and named it Farm Inn. He sold fresh meat as well as a variety of chargrilled meat dishes which could be ordered and collected to take away. This business was the first of its kind in his community. He also opened a Farm Inn Restaurant, selling char-grilled meat dishes in a huge upmarket shopping mall. He employed skilled waiters, chefs and butchers. Lungi designed Farm Inn plastic bags and foil packaging for the chargrilled meat.

- 6.4.1 Name FOUR items of information that should be on the label of the packaging for the chargrilled meat. (4)
- 6.4.2 Give FOUR reasons why Lungi's business has a competitive edge. (4)
- 6.4.3 Explain why Lungi is particularly strict about the hygiene of his workers. (2)
- 6.4.4 Lungi prefers routine/preventative maintenance to corrective maintenance for the machinery in the butchery. Discuss the consequences of EACH of the following maintenance methods:
- (a) Routine/preventative maintenance (2)
 - (b) Corrective maintenance (2)

6.4.5 Read the information below and answer the questions that follow.

Lungi charges the following prices for the chargrilled meat:

R6,00 for 1 sausage

R8,00 for 1 portion of chicken

R12,00 for 1 portion of beef steak

His mark-up is 80%.

A customer buys meat for a party of 10 people at her house.

Calculate the selling price for 10 of EACH of the following:

- Sausages
- Chicken
- Beef steak

Show ALL calculations.

(6)

6.4.6 Analyse the requirements of the potentially profitable business opportunity that contributed to the profitability of Lungi's business.

(4 x 2)

(8)

[40]

TOTAL: 200