CONSUMER STUDIES

NOVEMBER 2012

MEMORANDUM

MARKS: 200

This memorandum consists of 15 pages.
### SECTION A

#### 1.1 MULTIPLE-CHOICE QUESTIONS

<table>
<thead>
<tr>
<th>1.1.1</th>
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**Understanding LO12:** 1.1 1.2 2.1 2.2 2.3 2.4 3.1 4.1 4.2
### 1.2 ONE-WORD ITEMS

<table>
<thead>
<tr>
<th>Item Number</th>
<th>Term</th>
<th>Reference</th>
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<tbody>
<tr>
<td>1.2.1</td>
<td>Agent's commission</td>
<td>Remembering LO12: 2.5</td>
</tr>
<tr>
<td>1.2.2</td>
<td>Mortgage bond/Home loan</td>
<td>Understanding LO12: 2.5</td>
</tr>
<tr>
<td>1.2.3</td>
<td>Transfer duty</td>
<td>Remembering LO12: 2.5</td>
</tr>
<tr>
<td>1.2.4</td>
<td>Title deed/deed</td>
<td>Remembering LO12: 2.5</td>
</tr>
<tr>
<td>1.2.5</td>
<td>Occupational rent</td>
<td>Remembering LO12: 2.5</td>
</tr>
<tr>
<td>1.2.6</td>
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<tr>
<td>1.2.7</td>
<td>Conveyance fees</td>
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Total: 7

### 1.3 CHOOSE FROM THE LIST

<table>
<thead>
<tr>
<th>A</th>
<th>B</th>
<th>C</th>
<th>D</th>
<th>E</th>
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(4) Remembering LO12: 2.4

Total: 4

### 1.4 MATCHING ITEMS

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<thead>
<tr>
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<th>A</th>
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(1) Remembering LO12: 1.2

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(1) Remembering LO12: 1.2

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(1) Remembering LO12: 1.2

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(1) Remembering LO12: 1.2

<table>
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<th>D</th>
<th>E</th>
<th>F</th>
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<th>H</th>
</tr>
</thead>
</table>

(1) Remembering LO12: 1.2

Total: 5

Total Section A: 40
SECTION B

QUESTION 2

2.1  It is a disease in which the pancreas produces no insulin/little insulin.

• As a result there is excess glucose / the body cannot control glucose / there are high glucose levels / hyperglycaemia in the blood as the glucose cannot be carried / transported into the cells to be converted into energy.

• Insulin injections are needed to control blood glucose levels / Insulin-dependent diabetes.

(Any 3)  (3)

Remembering LO 12.2.1

2.2  Milk allergy

• The body's immune system reacts / there is an immunological response to (usually a harmless) protein in milk.

• The digestive system and other systems in the body can be affected, e.g. respiratory tract / skin/asthma.

• Can be life threatening / one can outgrow it.

(Any 2)  (4)

Lactose intolerance

• The immune system is not involved.

• The body is deficient of / lacks the enzyme lactase which is needed to digest lactose / body cannot digest the milk sugar lactose.

• Usually only the digestive system is affected, e.g. diarrhoea, cramps, bloatedness, nausea, halitosis/bad breath, weight loss, malnutrition.

• Is usually not life threatening/takes a while to develop.

(Any 2)  (4)

Remembering LO 12.2.1

Learners could answer this question in table format.
2.3 2.3.1
• Lunch pack B would be the most suitable choice ✓
• Low fat milk contains no added sugar ✓ while the sweetened yoghurt contains added sugar it won’t spike the blood sugar ✓
• Low fat milk ✓ / Low fat cottage cheese ✓ which is important as people with diabetes have a higher risk for the development of coronary heart disease ✓
• Grapes have a low GI to intermediate / Glyceamic Index ✓ while watermelon has a high GI / Glyceamic index ✓
• Cucumbers and carrots have a low GI to intermediate / Glyceamic Index carrots have Vit A people with diabetes are prone to blindness ✓
• Provitas (whole wheat biscuits) have a low GI/Glyceamic Index ✓ while rye bread has an intermediate GI/Glyceamic Index ✓. Provitas (whole wheat biscuits)/grapes/carrots/cucumber are higher in fibre ✓ than rye bread, high fibre foods help with the control of blood glucose levels ✓. Foods with a low GI/Glyceamic Index release glucose slowly and steadily ✓ into the bloodstream which helps with the control of blood glucose levels ✓.

Applying LO 12.2.1 (Any 8) Any relevant reason.
The learners may indicate the choice at the bottom of the answer

2.3.2
• Lunch pack A ✓ would be the most suitable choice for a person with a lactose intolerance
• Lunch pack A contains yoghurt that can be eaten by a person with a lactose intolerance ✓ because the lactose has been converted to lactic acid ✓
• Lunch pack A contains Cheddar cheese which can be eaten by a person with a lactose intolerance ✓ because the lactose has been converted to lactic acid ✓ (Any 4)

Applying LO 12.2.1

If learners combine yoghurt and cheese in one sentence and give one reason – allocate 4 marks

2.4 2.4.1
• Cholesterol is a white/soft / waxy / fatlike substance ✓ that occurs in human bodies / liver / body cells / hormones / blood/arteries ✓
• Low density lipoprotein (LDL) is the bad cholesterol which clogs the arteries ✓ and high density lipoprotein (HDL) is the good cholesterol. ✓ (Any 2)

Remembering LO 12.2.1
2.4.2 • High levels of cholesterol cause the clogging / narrowing of arteries due to the accumulation of cholesterol over the years, this limits blood flow.
• When excess cholesterol circulates in the blood, the cholesterol forms a substance called plaque in the artery walls that can limit the flow of blood and contributes to the stiffening of the arteries – a condition called arteriosclerosis.

This may lead to
• heart attack/high blood pressure as the blood supply to the heart is decreased or cut off.
• Stroke as the blood supply to the brain is cut off.
• Gangrene as the blood supply to the limbs are cut off.

(Any 5) (5)

Remembering LO 12.2.1

The qualifiers for heart attack, stroke and gangrene must be correct.

2.5 2.5.1

<table>
<thead>
<tr>
<th></th>
<th>Recipe A</th>
<th>Recipe B</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Fat content</strong></td>
<td>High saturated fat content because of the cheese/butter/milk/egg (2)</td>
<td>Lower saturated/poly unsaturated fat content because it contains medium fat margarine/milk/egg/no cheese (2)</td>
</tr>
<tr>
<td><strong>Sugar content</strong></td>
<td>Contains less sugar (30 ml) (1)</td>
<td>Contains more sugar (60 ml brown sugar, raisins) (1)</td>
</tr>
</tbody>
</table>

Understanding (3) and Evaluating (3) LO 12.2.1

Do not accept: much fat or low fat

2.5.2 Conclusion: recipe B is the most suitable to manage high blood cholesterol and obesity.
• The saturated fat/cheese/butter/milk in recipe A contributes to high blood cholesterol levels and obesity/ lower saturated fat/poly unsaturated fat content/medium fat margarine/no cheese will lower blood cholesterol levels and obesity.
• The high fibre content in raisins in recipe B helps to lower blood cholesterol levels.
• The high fibre content in whole wheat flour will fill a person up for longer, thus helps to manage obesity as well. (Any 7)

Remembering (4) and Evaluating (4) LO 12.2.1

TOTAL SECTION B: 40
SECTION C

QUESTION 3

3.1 • A person who is dressed appropriately and smartly for work will give the impression that he/she is confident/attracts clients✓ projects the image of the company✓ ready to learn✓ and shows competency and professionalism at the company✓ and will show loyalty/respect to the company✓ recognition and identification by clients✓
• If you are dressed appropriately ✓ you will gain trust of the boss and colleagues/clients✓
• If you are not dressed appropriately✓ it will take a long time before your colleagues and boss realize that you are capable of doing the work that you have been employed to do✓ (Any 5) (5)

Remembering LO 12.2.3

3.2 3.2.1 • A✓
• The fashion is marked by outrageous/ extravagant/ too flashy/excessive / extreme design✓
• The leopard print is not popular with all men✓
• Slim fit, stretch shirt is not popular with all men✓
• The black lace tie is not popular with all men✓
• The mixture of textures is not common for men. (One mark for choice and one mark for reason) (2)

Remembering and Understanding LO 12.2.4

The key word is outfit. Not clothing item

3.2.2 • The Madiba shirt / black linen waist coat / black lace tie / floral tie / leopard print shirt✓
Possible reasons:
• The fashion is made popular/ endorsed/ used by celebrities like Nelson Mandela wearing certain items / trends can be passed on by celebrities or icons/African or ethnic✓
• Black linen waist coats become fashionable for a while✓
• Black lace tie because lace becomes fashionable for a while / lace has become fashionable for men✓
• Floral tie because floral prints become fashionable for a while / the contrast between floral and white becomes a fashion trend✓
• Leopard print shirt is worn by many people at a given time✓ (Any 1 choice plus relevant reason) (2)

Remembering and Understanding LO 12.2.4
3.2.3

<table>
<thead>
<tr>
<th>Fashion cycle for outfit A</th>
<th>Fashion cycle for outfit C</th>
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<tbody>
<tr>
<td>A fashion fad declines quickly ✓</td>
<td>Classic style is popular for a longer time, usually for many years ✓</td>
</tr>
<tr>
<td>It becomes popular quickly ✓</td>
<td>It climbs slowly/ takes time to become popular ✓</td>
</tr>
<tr>
<td>Usually one season or a few weeks/out dated quickly ✓</td>
<td>Stays at peak for a long time ✓</td>
</tr>
<tr>
<td>Fewer people will wear it ✓</td>
<td>More people will wear it/timeless ✓</td>
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</table>

(3x2)

Applying LO 12.2.4

3.3
- Your facts should be correct/identify the specific problem/concern ✓
- You should complain immediately/ promptly/as soon as possible ✓
- Complain to the right person – manager or owner, not the salesperson ✓
- Keep a record of whom you complained to ✓
- Be polite/friendly/courteous/not sarcastic/not angry ✓
- Be fair/reasonable/calm ✓
- Be persistent/stand firm ✓
- Complain in writing and add as much relevant information as possible ✓
- Be willing to compromise if you contributed to the situation ✓
- If you fail to resolve the problem you can complain to the head office or contact the National Consumer Forum ✓ (Any 5)

Understanding LO 12.1.1 The learners need not give the above in the correct sequence.

3.4
- It should fit your personality/ individuality/ figure type/ work activities/responsibilities ✓
- Ideal would be to have one outfit for each day of the week ✓
- It should reflect the image of the company /appropriate corporate/company outfits ✓
- Clothing/accessories should be comfortable and flattering/easy to care for ✓
- Use the best quality/not quantity you can afford ✓
- The core of the wardrobe is basic, classic styles ✓
- Use more neutral colours and add lighter and darker colours ✓
- Clothes should co-ordinate/ mix-and-match in terms of style, colour and texture ✓
- Buy more tops than bottoms ✓
- The wardrobe should include clothes and accessories ✓
- Use 70-80%/more plain and 20-30%/less print designs ✓
- Consider usability of existing clothing items ✓ (Any 6)

Remembering LO 12.2.3
3.5 3.5.1 • The company wants a specific dress code to reflect the company's image/brand labels do not reflect the image of the company when people are working in the public eye ✓
• The Company doesn't want their employees to advertise or reflect the image of other companies/wouldn't want to promote one brand name ✓
• Brand labels reflect the image of the manufacturer ✓ of the specific brand. (Any 2)

Applying LO 12.2.3 and 12.2.4

3.5.2 • She will feel part of the company/have a sense of belonging when wearing the company's uniform ✓
• She will portray a professional, competent and efficient appearance when wearing the company uniform which has a businesslike, conservative/professional look ✓
• Wearing the company uniform makes her feel secure/confident/no discrimination amongst employees ✓
• She feels she represents the values of the company ✓
• The clients will respond in a positive manner because she is appropriately dressed and this will boost her self-esteem ✓

(Any 5)

Analysing LO 12.2.3

3.5.3 • Monday: complying because she is wearing the uniform as she will be working with the clients ✓
• Tuesday: not complying because the dress is too informal ✓/ not professional enough ✓/ strappy dress can be too revealing, ✓ she doesn't work with the public on Tuesday to Thursday ✓
• Wednesday: not complying because the outfit is informal not professional ✓ wearing jeans ✓/ revealing top ✓
• Thursday: complying because the outfit is professional ✓
• Friday: not complying because she is not wearing the company uniform, ✓ she will be working with the clients.
• Conclusion: She only complies ✓ 2 out of the 5 days ✓/ does not comply ✓ for 3 out of 5 days ✓

(Any 7)

Analysing LO 12.2.3

To standardize marking: 1 mark for each day, 2 marks for conclusion

TOTAL SECTION C: 40
SECTION D: HOUSING AND HOUSEHOLD EQUIPMENT

QUESTION 4

4.1 4.1.1 Sectional Title/Full Title✓

Remembering LO12.2.5

4.1.2 • It is a body that controls/administers/and manages the complex ✓
• It is a group of people/trustees elected by the owners of the units in the complex ✓
OR
A professional managing agent✓ appointed by the owners ✓

Remembering LO12.2.5

4.1.3 a) The body corporate of sectional title maintains the exterior/outside of the units (walls, windows, roofs, lighting, pathways, road ways, gardens, security, electrical faults, geyser)✓ and common areas (passages, lifts, stairways)✓ to receive and manage levies paid✓

OR

The owner of the full title maintains the exterior/outside walls of complex (lighting, pathways, road ways, gardens, security)✓ and common areas✓ to receive and manage levies paid✓

b) The owner of sectional title maintains the inside/interior of his/her unit✓ and own private garden✓/pays levies for maintenance✓

OR

The owner of full title maintains the entire house✓ and own private garden✓/pays levies for maintenance✓

Remembering LO12.2.5

4.2 4.2.1 • Get a written lease agreement ✓ signed by both the landlord ✓ and the tenant ✓
• Ensure that the lease agreement includes all the details of the rental agreement ✓
• Ensure that both the landlord and tenant's rights and responsibilities are in the lease agreement ✓
• Inspect the property before you move in ✓ in the presence of the landlord / landlord representative/third party ✓ and ensure that a record / photographs/receipts✓ are kept

(Any 6) (6)

Applying (3) and Creating (3) LO 12.2.5
4.2.2 • Do not have to maintain the structure of the rented accommodation as the landlord is responsible for that ✓
• You do not have to pay insurance or property tax ✓
• You can give notice when you want to move out and if the landlord agrees/you do not have to find someone to take over your rental payments ✓
• The conditions of rental agreements are known from the beginning of the landlord-lessee relationship/a fixed amount for a limited period ✓
• Your freedom of movement is much less restricted than if you were responsible for a property for a long time ✓
• Renting eases possible complications for your estate, such as estate duty or capital gains tax ✓
• If you go bankrupt you do not have a property to lose ✓
• You may run a business from your rented accommodation if you have the permission of the landlord to do so ✓
• It could be a more affordable option/costs less/cheaper than building or buying ✓ (Any 5) /(5)

Understanding LO 12.2.5

4.3 • An unsightly/ugly environment/ loss of tourism potential ✓
• Pollutes the air/atmosphere, water/rivers, ground/soil ✓
• Creates health hazards when left to build up/not cleaned up/can cause accidents to children ✓
• Creates toxic/poisonous fumes/global warming ✓
• Creates landfills of non biodegradable waste ✓
• Landfills are expensive and difficult to maintain ✓
• Landfills use up valuable land/ less land for other purposes ✓ (6)
• Potentially harmful to humans/animals ✓
• Depletes natural resources ✓
• Loss of potential revenue/materials if not recycled ✓ (Any 6)

Remembering (3) and Applying (3) LO12: 2.7

4.4 4.4.1 • Not to overload it or under-load the refrigerator ✓
• Not to unnecessarily/needlessly open the doors / keep the insulation belt/rubber/door seal in good condition ✓
• Defrost regularly/not to let frost accumulate ✓
• To correctly set/keep the temperature between 3-5 °C ✓
• Adjust the temperature/ according to seasons ✓
• Let hot food cool down before placing it in the refrigerator ✓
• Read the instruction booklet as it indicates how to efficiently use the refrigerator ✓
• Repair faulty appliances as soon as possible, as it wastes more electricity ✓ (Any 6) (6)

Remembering LO12.3.4
### Criteria Evaluation

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Model B ✓</th>
<th>Model A ✓</th>
</tr>
</thead>
<tbody>
<tr>
<td>Space available in home</td>
<td>Fits into the kitchen space/ (1881mmH x 595mmW x 646mmD) ✓</td>
<td>Fits into the kitchen space/ (1740mmH x 600mmW x 618mmD) ✓</td>
</tr>
<tr>
<td>Environmental impact</td>
<td>A rating ✓ energy efficient ✓ low environmental impact ✓</td>
<td>A rating ✓ energy efficient ✓ low environmental impact ✓</td>
</tr>
<tr>
<td>Features/functions</td>
<td>Some extra useful features ✓, e.g. electronic control ✓</td>
<td>Some extra useful features ✓, e.g. auto–defrost, adjustable thermostat ✓</td>
</tr>
<tr>
<td>Affordable price</td>
<td>Although it is more expensive than A (R4 989,00) it is larger and would be ideal as she wants to entertain guests ✓ R4 989,00 is affordable ✓</td>
<td>It is cheaper than B ✓ R3 989,00 is affordable as they have recently started life together ✓</td>
</tr>
<tr>
<td>Quality</td>
<td>SABS approved therefore good quality ✓ Reputable / well-trusted manufacturer/long established dealerships ✓</td>
<td>SABS approved therefore good quality ✓ Reputable / well-trusted manufacturer/long established dealerships ✓</td>
</tr>
</tbody>
</table>

**NOTE:** ONE mark for choice of Model B and any other 9 marks

Evaluating LO12. 2.6

**OR**

### Criteria Evaluation

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Model A ✓</th>
<th>Model A ✓</th>
</tr>
</thead>
<tbody>
<tr>
<td>Space available in home</td>
<td>Fits into the kitchen space/ (1740mmH x 600mmW x 618mmD) ✓</td>
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<td>A rating ✓ energy efficient ✓ low environmental impact ✓</td>
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<td>Affordable price</td>
<td>It is cheaper than B ✓ R3 989,00 is affordable as they have recently started life together ✓</td>
<td>It is cheaper than B ✓ R3 989,00 is affordable as they have recently started life together ✓</td>
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</tr>
</tbody>
</table>

**NOTE:** ONE mark for choice of Model A and any other 9 marks

Evaluating LO12. 2.6 At least ONE mark for each criterion

**TOTAL SECTION D:** 40
SECTION E: THEORY OF PRODUCTION AND ENTREPRENEURSHIP

QUESTION 5

5.1 • Premises ✓ building / place to produce the products
      • Equipment ✓ to produce the products / knitting machines / knitting needles / kitchen equipment/electricity or gas
      • Money ✓ to pay staff / buying equipment / wool / ingredients for soup
      • (Raw) materials ✓ for production / wool / ingredients for soups

Remembering   LO 12.4.1

(4)

5.2 5.2.1 • Produce good quality products ✓
      • Give customers all the information they need on the product(s) ✓
      • Meeting the needs of the consumer e.g. packaging ✓
      • Competitive pricing ✓
      • Quality of raw materials used ✓
      • If a customer is not happy with the product, apologise and ask him/her how it can be corrected ✓

Remembering (2) and Understanding (1)   LO 12.4.2

(Any 3)

5.2.2 • Train employees to provide good customer service / customer service must be part of the employee training program ✓
      • Give customers personal attention ✓
      • Treat / respect / each customer as if he / she is the most important person in the world ✓
      • Staff should be friendly at all times ✓
      • Listen to suggestions / criticism from customers ✓
      • Be courteous and listen to complaints without interrupting ✓
      • Record inquiries or complaints for future reference ✓
      • Always return calls ✓
      • Fulfill promises (from advert)/flyers, promotions and advertisements should not be misleading ✓
      • Acknowledge and reward most loyal customers ✓

Remembering (2) and Understanding (1)   LO 12.4.2

(Any 3)

5.3 • No family or first names were used ✓
      • The name gives an indication of the nature of the products ✓ / products are suitable for winter ✓ / products will make you warm ✓ / name relates to the products ✓
      • The name is not connected to a specific cultural group / not culturally biased / name is neutral ✓
      • The name is not age-group specific / reach a wide target market ✓
      • The name is short/easy to pronounce/easy to remember (Any 3) ✓

Understanding LO 12.4.2
5.4  
- **Product:**  ✔ The products that are for sale are listed, namely beanies, scarves, gloves and soups ✔
- **Place:**  ✔ The place where the products can be bought is indicated (can be bought at the market on the Village Square every Saturday) ✔
- **Price:**  ✔ Prices are indicated on the flyer for each product ✔
- **People:**  ✔ Buy Now! / Don’t let another week pass without being geared for the cold! / You deserve to be warm! (Any 3)

*Remembering 3, Understanding 3 LO 12.4.2*

5.5  
5.5.1  
*Profit = Selling price ✔ − production cost ✔ = R25,00 ✔*

OR

= R60,00 ✔ − R35,00 ✔

= R25,00 ✔

*Applying LO 12.4.3*

5.5.2  
*Breaking even = No of products × production cost ✔ 250 ✔ x R35,00 ✔ R8750 ✔*

Selling price of one product ✔ OR R60,00 ✔ OR R60 ✔

= 145,83 ✔

= 146 ✔ scarves must be sold before the business breaks even

*Applying LO 12.4.3*

5.6  
*Attention:*

- It attracts attention through the pictures ✔, bold print ✔, easy to read Text/Buy NOW! ✔
- It attracts attention through the question “Tired of being cold in winter?” ✔

*Interest:*

- The flyer arouses interest by asking the questions “Tired of being cold in winter?” ✔ and “what and where?” ✔
- And by using the words “imagine….” ✔, “winter warmers” ✔ at times when people are cold in the cold season

*Desire:*

- The flyer creates desire by using the words: “imagine… warm ears, neck and hands, and enjoying steaming hot soup” ✔
- The flyer fills the consumer with the immediate desire to buy the product by using the word “NOW!” ✔

*Action:*

- The flyer inspires the customer to action as it describes where the products can be bought ✔ and states “you deserve to be warm” ✔
- “Buy NOW!” ✔ creates the desire to buy now so that you don’t miss out
- “Don’t let another week pass without being geared for the cold” ✔ also creates desire to buy the product

*NOTE:* At least one mark must be allocated for explaining each principle and one mark for reference to flyer.

*Applying (4) and Creating (4) LO 12.4.2 and 10.1.2*
5.7 5.7.1 • Most sales will be during the winter months✓ as all the products are only suitable for cold weather ✓ OR
• These products will not sell well during summer ✓/ the enterprise will thus have very little income during the summer months ✓ (2)

5.7.2 • Sell/create a website for overseas markets where it is winter when South Africa has summer ✓
• Sell at another venue/on other days as well/from home ✓
• Constantly sell good quality products ✓
• Produce bulk orders in summer time for schools/clubs ✓
• Produce alternative products for summer e.g. chilled soup / sorbet/hair bands/cotton beanies/silk/light summer scarves ✓ (3)

Evaluating and Creating LO 12.4.3

TOTAL SECTION E: 40
GRAND TOTAL: 200