



Province of the
EASTERN CAPE
EDUCATION

NATIONAL SENIOR CERTIFICATE

GRADE 11

NOVEMBER 2012

**CONSUMER STUDIES
MEMORANDUM**

MARKS: 200

This memorandum consists of 16 pages.

CONSUMER STUDIES ANSWER SHEET

GRADE 11

MEMORANDUM

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	2
1.1.14	A	B	C	D	3
1.1.15	A	B	C	D	2
1.1.16	A	B	C	D	2
1.1.17	A	B	C	D	1
1.1.18	A	B	C	D	3

25

Question 1.2

1.2.1	A	B	C	D	E	F	G	H
1.2.2	A	B	C	D	E	F	G	H
1.2.3	A	B	C	D	E	F	G	H
1.2.4	A	B	C	D	E	F	G	H
1.2.5	A	B	C	D	E	F	G	H
1.2.6	A	B	C	D	E	F	G	H

6 x 1
6

Question 1.3

1.3.1	A	B	C	D	E	F	G
1.3.2	A	B	C	D	E	F	G
1.3.3	A	B	C	D	E	F	G
1.3.4	A	B	C	D	E	F	G

4 x 1
4

Question 1.4

1.4.1	Harmony
1.4.2	Proudly South African
1.4.3	Floor plan
1.4.4	Traffic pattern
1.4.5	Task lighting

5 x 1
5

TOTAL		TOTAAL
	40	

SECTION B: FOOD AND NUTRITION**QUESTION 2****2.1 Explain the following:**

2.1.1 **Food infection:** Results from eating or drinking food that contains harmful bacteria. (2)

2.1.2 **Food poisoning:** Results from eating or drinking food in which harmful bacteria have grown in large numbers and have developed a toxin. (2)

REMEMBERING LO 12.3.1**2.2 Case Study**

2.2.1 **Food** – Stuffed chicken (2)

2.2.2 **Micro-organism** – Staphylococcus aureus / bacteria (2)

2.3 Precautions

- Personal hygiene or specific examples
- Prevent cross-contamination by keeping raw and cooked food apart.
- The meat (chicken) should be cooked thoroughly.
- Chicken should not be kept at lukewarm temperatures for longer than 2 hours because these are the ideal temperatures for bacteria to multiply and survive. (Any 4 x 1) (4)

APPLYING LO 12.3.2**2.4 2.4.1 Which of the food have the most fibre?**

- All Bran flakes (2)

2.4.2 Why is it important to have fibre in the diet?

- Keep the digestive system healthy.
- Helps with regular bowel movements.
- Prevents constipation.
- Makes you feel satisfied/full. (3)

2.4.3 Which of the above food have the most protein?

- Milk/low fat milk (2)

2.4.4 Give TWO reasons why proteins are important.

- Builds new tissue
- Repair worn tissue
- Supply heat and energy (Any 2 x 1) (2)

2.5 Food outlet:

2.5.1 What is a supermarket?

- A supermarket stocks a variety of food products. (2)

2.5.2 Discuss the advantages and disadvantages of shopping at a supermarket. Tabulate your answer as follows:

Advantages	Disadvantages
<ul style="list-style-type: none"> • A wide variety of products are available so they offer the convenience of one-stop-shopping. • Self-service gives the consumer the opportunity to compare goods and prices. • Malls sometimes offer entertainment places to eat and other speciality stores. • Prices are normally lower than in smaller outlets. 	<ul style="list-style-type: none"> • A shopping trip can be tiring, especially for the elderly, disabled people and mothers with small children. • Consumers are easily tempted to 'go beyond the shopping list' and so overspend. • Queuing at tills can waste a lot of time. • Small outlets may not be able to compete and can lose business as a result of competition from large chains.
(Any 3 x 1)	(Any 3 x 1)

(6)

2.6 FIVE guidelines for the selecting and buying of food.

- Explore various outlets for cleanliness, quality and prices.
- Shop alone with a shopping list.
- Compare prices of different brands of the same product in an outlet.
- Compare differences in prices amongst different outlets.
- Try cheaper brands and grades – they may be just as good as the more expensive products.
- Find out what you pay for convenience foods. The price of convenience foods includes the cost of preparation, cooking and packaging. Compare the cost with equal size servings of home-prepared food to make sure that you do not pay too much for convenience.
- Check for seasonal variations in food prices.
- Use the local instead of the imported product.
- Decide on the quality of the product to suit the intended use.
- Buy in bulk if it works out cheaper and when you know that you will use it all.
- Do not be misled by large or fancy containers – check the mass of the product and the price per unit.
- Read the labels on food products to help you make wide choices.

(Any 5 x 1)

(5)

2.7 Table

Vitamin	Main Function	Food source
Vitamin A	<ul style="list-style-type: none">• Visual acuity in poor light (night vision)• Maintenance of skin and membranes• Essential for growth and reproduction• Reduces the risk of infection.	<ul style="list-style-type: none">• Dairy fats• Fish oil• Egg yolk• Liver• Fortified margarine• Orange fruit and vegetables• Dark green leafy vegetables
	(Any 2 x 1)	(Any 1 x 1)
Vitamin D	<ul style="list-style-type: none">• Calcium metabolism / absorption• Growth and maintenance of skin and membranes	<ul style="list-style-type: none">• Dairy products• Sunlight (through skin)• Oily fish, butter/ margarine• Egg yolk
	(Any 2 x 1)	(Any 1 x 1)

(6)

TOTAL SECTION B: 40

SECTION C: CLOTHING

QUESTION 3

3.1 Terms

3.1.1 **Style** – refers to the line of a garment, how it is cut, the type of fabric used, or what makes it distinctive. (2)

3.1.2 **Silhouette** – A representation of the outline of something. (2)

3.2 List FIVE factors that can be used to determine the quality of a garment.

- The quality of the fabric.
- The label to find the size, fibre content and care instruction.
- Designer labels – as they usually indicate good quality.
- Good construction and workmanship.
- Finishing details. (5 x 1) (5)

3.3 Timing of purchases

The timing of purchases can also influence the price of clothing for example:

- When a new store opens, they usually offer opening specials to attract consumers.
- At the beginning of a season stores will have a wide variety of clothes and a good number of clothes will be sold.
- Promotions – when a new product is introduced at lower price.
- Closing down sale – when a store closes and all the stock must be sold.
- When a store moves – they may sell off stock to make the move easier. (5 x 1) (5)

3.4 3.4.1 C ✓ – The emphasis is on the shoulders. ✓ (2)

3.4.2 B ✓ – The tucks takes the emphasis away from the neck. ✓ (2)

3.4.3 It is the bust ✓ – the lace cross on the bust ✓ (2)

3.4.4 Balance – formal balance ✓ (2 sides look the same/mirror image) (2)

3.4.5 Identify the colour scheme:

3.4.5.1 Top A – complimentary ✓ (1)

3.4.5.2 Top B – Triad ✓ (1)

3.4.5.3 Top C – Monochromatic ✓ (1)

3.4.6 3.4.6.1 Vertical lines ✓ (1)

3.4.6.2 Slimming effect / adds height ✓ (1)

3.4.7 Top A ✓ – too revealing ✓ (3)

3.4.8 Top C ✓ – brown colour ✓ – more detailed ✓ (3)

3.5 3.5.1 Explain the words *optical illusion*.

It is something that tricks the eye and makes things look different to what they really are. (1)

3.5.2 TWO ways how an optical illusion is created by the two dresses.

The vertical line on Dress A create the illusion that the person wearing the dress is:

- Slimmer
- Taller (2)

3.5.3 How optical illusion is created by the neckline of the dresses.

The neck looks longer and thinner. (2)

3.5.4 Identify the shape of the dresses.

Straight/tubular (1)

3.5.5 Suggest a colour for Dress A to create the illusion that the woman wearing the dress is slimmer.

Dark colour/black/cool colours. (1)

TOTAL SECTION C: 40

SECTION D: HOUSING AND SOFT FURNISHINGS**QUESTION 4**

4.1 **Why is a carpet underlay needed? Mention FOUR purposes.**

- Forms a cushion between the carpet and the floor so that the carpet wears more evenly.
- Prevents friction between the backing of the carpet and the floor.
- Makes the carpet feels thicker and softer.
- Provides extra insulation.
- Helps to muffle sounds.

(Any 4 x 1) (4)

REMEMBERING LO 11.2.5

4.2 **Types of plans.**

- Floor plans
- Furniture plans
- Lighting plans
- Storage plans

(4 x 1) (4)

REMEMBERING LO 11.2.6

4.3 **Type of floor plan suitable for the handicapped. TWO reasons for choice.**

Open plan ✓

(1)

- More convenient ✓
- More functional ✓

(2 marks for reasons) (2)

4.4 **FOUR reasons for using cotton.**

- Soft
- Very absorbent
- Strong and become stronger when wet.
- Fairly abrasion resistant but will wear thinner after some time.

(4)

REMEMBERING LO 11.2.5

4.5 **Compare the advantages and disadvantages using wool blankets. Tabulate answer.**

Advantages	Disadvantages
<ul style="list-style-type: none"> • Soft and warm • Has natural soil resistance and keeps clean over a longer period. 	<ul style="list-style-type: none"> • Tends to felt and shrink if not washed properly. • Because of the protein, in its structure, silver fish and other insects will thrive on untreated woollen blankets. • Wool blankets are heavier than acrylic blankets.
(2 x 1)	(3 x 1)

(5)

APPLYING LO 11.2.6

4.6 Caring for wood furniture

- Keep furniture out of direct sunlight
- Always use coasters under hot containers.
- Always dust wood with a polish-moistened soft cloth.
- Never use soap and water on wood furniture.
- A quality polish enhances the natural beauty of the wood and protects the finish because it serves as a temporary barrier to spilled liquids.
- Be sure to use the type of polish consistently.
- Wipe in a circular motion with a soft cloth to clean and loosen the old polish.

(Any 6 x 1) (6)

4.7 Sheeting

Type of finishes	Type of sheeting
<ul style="list-style-type: none"> • Sanforising ✓ • Durable Press ✓ • Napping 	<ul style="list-style-type: none"> • Cotton sheeting ✓ • Winter sheet/flannel sheets ✓
(Any 2 x 1)	(Any 2 x 1)

(4)

4.8 4.8.1 THREE activities that can take place in this house.

- Sleep/rest/relax
- Cleaning/bathing
- Eating food/preparation
- Watching TV relax/reading
- Study/doing homework

4.8.2 Identify the area for each activity. Tabulate your answer.

4.8.1	Activity	4.8.2	Activity Area
•	Sleep/resting		Relax area/bedroom/lounge
•	Cleaning/bathing		Personal hygiene/bathroom
•	Eating food/preparation		Kitchen
•	Watching TV relax/reading		Living area/relaxing/lounge
•	Study/doing homework		Eating area/sleeping area/bedroom/dining room
	(Any 3 x 1)		(Any 3 x 1)

(6)

4.9 Types of balance

Formal/symmetrical balance (2)

4.10 Explain how the balance in QUESTION 4.9 was obtained.

Bed and pedestals are a mirror image (identical on both sides) (2)

APPLYING LO 11.2.5

TOTAL SECTION D: 40

SECTION E: THEORY OF PRACTICAL**QUESTION 5: FOOD OPTION**5.1 5.1.1 **No lump formation in Step 2**

Margarine forms a layer around flour, thus preventing lump formation. (2)

5.1.2 **Raising agent**

Steam (2)

5.1.3 (a) **Removal of water and margarine from heat**

To prevent too much water evaporation, (water raising agent), leads to insufficient height in puffs and paste too stiff. (2)

(b) **Cool off mixture before adding eggs**

To prevent over-coagulation (curdling). (2)

(c) **Baking at high temperature**

Water changes into steam (raising agent) and puffs rise. (1)

(d) **Reducing of temperature**

- To ensure dry inside of puffs.
- To prevent puffs from browning. (2)

5.1.4 **Characteristics of puffs**

- Light in volume/weight
- Uneven crust/even
- Surface even or uneven
- Must be equal in size
- Crust strong, but soft
- Golden brown colour
- Inside must be hollow
- Inside dry or little bit moist
- Filling delicate (sweet/savoury) (Any 5 x 1) (5)

5.1.5 **Puffs do not rise**

- Too much water is added.
- Paste too runny to form steam. (2)

5.2 5.2.1 Calculating costs

Ingredients	Purchasing Unit	Cost	Quantity Used	Conversion ml to g/kg	Calculation Amounts used x Purchasing cost Purchasing Unit	Total
Tennis biscuits	200 g	R9,99	70 g	70 g	$\frac{70 \times R9,99}{200}$	R3,50
Margarine	500 g	R13,49	80 ml	$\frac{250 \text{ ml} = 230 \text{ g}}{80 \times 230}$ $\frac{250}{80 \text{ ml} = 73,6 \text{ g}}$	$\frac{73,6 \times R13,49}{500}$	R1,99
Gelatine	50 g	R11,99	16 ml	$1 \text{ ml} = 0,5 \text{ g}$ $\frac{16 \times 0,5}{1}$ $16 \text{ ml} = 8 \text{ g}$	$\frac{8 \times R11,99}{50}$	R1,92
Castor Sugar	500 g	R7,99	80 ml	$\frac{250 \text{ ml} = 210 \text{ g}}{80 \times 210}$ $\frac{250}{80 \text{ ml} = 67,2 \text{ g}}$	$\frac{67,2 \times R7,99}{500}$	R1,07
Eggs	6 (large)	R6,69	2	2	$\frac{2 \times R6,69}{6}$	R2,23
Cream	250 ml	R11,39	160 ml	160 ml	$\frac{160 \times R11,39}{250}$	R7,29
Vanilla	100 ml	R10,89	10 ml	10 ml	$\frac{10 \times R10,89}{100}$	R1,09
Cream Cheese	150 g	R15,99	250 ml	$\frac{250 \text{ ml} = 250 \text{ g}}{250 \text{ g}}$	$\frac{250 \times R15,99}{150}$	R26,65
Fresh Strawberries	500 g	R15,00	200 g	200 g	$\frac{200 \times R15,00}{500}$	R6,00
Actual cost of one recipe (10 mini cheese cakes)						R51,74

(26 ÷ 2) (13)

5.3.1 Calculate 40% (20% overheads and 20% profit) mark-up to cover overheads and make a profit. Show calculations.

$$40\% \times R51,74 \checkmark = R20,70 \checkmark$$

$$\therefore R20,70 + R51,74 = R72,44 \checkmark \text{ OR } 140\% \times R51,74 \checkmark = R72,44 \checkmark \checkmark$$

(cost of ingredients + overhead cost = production cost)

(3)

5.3.2 Calculate the selling price per portion. Show calculations.

$$R72,44 \checkmark \div 10 = R7,44 \checkmark$$

(2)

5.4 Information on the label

- Price
- Sell by date
- Brand name
- Sketch
- Contact number
- Address
- Name of product
- Description of product
- Storage instructions
- Mass

(Any 8 ÷ 2) (4)
[40]

QUESTION 6: CLOTHING OPTION**6.1 Different types of zips**

Type of Zip	Example
<ul style="list-style-type: none"> • Conventional • Open-ended • Invisible 	<ul style="list-style-type: none"> • Most popular, most items used • Mainly on jackets • Evening and wedding clothes
(3 x 1)	(3 x 1)

(6)

6.2	<ul style="list-style-type: none"> • Darts ✓ 	To shape a flat piece of fabric so that it will fit over a curve. ✓ Use at bust and hips. ✓
	<ul style="list-style-type: none"> • Tucks (pleats) ✓ 	Pleats that are stitched on right side of the garment. ✓ Vary in width (narrow to wide). ✓

(2 x 3)

(6)

6.3 6.3.1 Interfacing

Extra layer of fabric that is used between the outer fabric and the facing.

(2)

6.3.2 Reasons for use:

- To add a measure of stiffness to certain garment pieces, such as collars, cuffs, belts, waist bands and lapels.
- To pressure the shape of certain parts of a garment, e.g. the neckline of a dress, the hemline of a jacket, and the fronts of a jacket or a coat.
- To strengthen those parts which are subjected to strain when button holes area made and buttons attached.

(3 x 1)

(3)

6.3.3 Types of material

- Woven interfacing fabrics, e.g. calico, ✓ muslin ✓
- Non-woven interfacing fabric, e.g. Vilene ✓

(3)

6.4 Decorative methods

- **Beads**
 - Can be done by hand or machine
 - Can be done in different patterns
- **Smocking**
 - Consists out of folds in fabric decoratively stitched together.
 - Must be done before making of garment
- **Appliqué**
 - Can be done by hand or machine

Designs from different materials are cut and sewn onto the garment. (3 x 2) (6)

6.5 Requirements for seams

- Seams should be strong, so do not make the stitches too long and use the correct thread for the fabric.
- Seams should be even because unevenly sewn seams look homemade.
- Seam allowances should be evenly trimmed and neatly finished off.
- The machine tension should be correct so that seams do not pucker and look untidy.
- Seams should be pressed neatly. (5 x 1) (5)

6.6 Picture

- 6.6.1 (i) Mandarin / standing ✓✓
 (ii) Flat ✓✓
 (iii) Rolled ✓✓ (3 x 2) (6)

6.6.2 Buttons

- The type of material (small/light buttons for soft materials/heavy buttons for thick materials).
- Choose buttons of a contrasting shape if it is for decorative purposes.
- Choose buttons that are not too visible if the buttons are only functional. (3 x 1) (3)

[40]

QUESTION 7: SOFT FURNISHING

7.1 Work away fullness

• Darts ✓	Use to shape a flat piece of fabric so that it will cover a curve. ✓ Can be used on corners. ✓
• Tucks (pleats) ✓	Like pleats stocked on right side of material. ✓ Vary in width. (narrow to wide). ✓
• Frills ✓	To work away fullness at bottom of chair.

(Any 2 x 3) (6)

7.2 7.2.1 Window treatments

- Curtains
- Blinds
- Valances

(3 x 1) (3)

7.2.2 Roman blinds:

- Square of fabric covering the windows.
- Blind fold up neatly in pleats when cords are drawn.
- Made from firm material and should be lined.

(Any 2 x 1) (2)

7.3 7.3.1 Lining of curtains

- Gives a more finished look.
- Protects curtains from fading in the sun.
- Insulates well against cold and heat.
- Curtains hang straighter.

(4 x 1) (4)

7.3.2 Examples of lining

- Calico
- Sateen
- Sun block material

(Any 2 x 1) (2)

- 7.3.3 (a) 1 B
2 C
3 D
4 A

(4 x 2) (8)

- (b) (i) B (1)
- (ii) D (1)
- (iii) A (1)

7.4.1 **Upholstered chair**

- Frame: gives framework and support.
- Padding: for cushioning and comfort.
- Fabric: top cover and decoration. (3 x 2) (6)

7.4.2 **Factors influence choice of material**

- Function of the chair
- Strength of the material
- Durability of material
- Colourfastness of material
- Stain resistance of material
- Abrasion resistance of material
- Comfort of the material. (Any 6 x 1) (6)
- [40]

TOTAL SECTION E: 40

GRAND TOTAL: 200