



Province of the
EASTERN CAPE
EDUCATION

**NATIONAL
SENIOR CERTIFICATE**

GRADE 11

NOVEMBER 2015

CONSUMER STUDIES

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 questions are **COMPULSORY**.
3. Number the answers correctly according to the numbering system used in this question paper.
4. Start **EACH** section on a **NEW** page.
5. You may use a calculator.
6. Write in blue or black ink only.
7. Pay attention to spelling and sentence construction.
8. Write neatly and legibly.

QUESTION 1: SHORT QUESTIONS

1.1 Various options are given as possible answers to the following questions. Choose the answer and write only the letter (A–D) next to the question number (1.1.1–1.1.18) in the ANSWER BOOK, for example 1.1.19 C.

- 1.1.1 The ... collects information about people who do not pay their debts.
- A Consumer forum
 - B National Credit Regulator
 - C Credit Bureau
 - D Consumer Tribunal (1)
- 1.1.2 Electronic banking is also known as EFT. This is known as ...
- A Electronic Funds Time.
 - B Electronic Future Transfer.
 - C Electric Future Teller.
 - D Electronic Funds Transfer. (1)
- 1.1.3 When consumers first need to complain regarding an issue, they should ...
- A go to the media via television.
 - B start at the level of the first point of contact.
 - C take legal action.
 - D approach one of the professional organisations. (1)
- 1.1.4 The following statement is NOT considered a principle of budgeting:
- A Prioritise the family's basic needs
 - B File your purchase slips with guarantees
 - C Put money aside for unexpected incidents
 - D Pay the credit card account when you can (1)
- 1.1.5 Nutrients needed in large amounts by the body:
- A Macro nutrients
 - B Micronutrients
 - C Non-energy nutrients
 - D Trace elements (1)
- 1.1.6 A rich source of calcium:
- A Fresh strawberries and ice cream
 - B Fresh fish and chips
 - C Cheddar cheese and yoghurt
 - D Raw cabbage and carrots (1)

- 1.1.7 An excess of protein causes ...
- A kidney problems.
 - B tooth decay.
 - C bowel discomfort.
 - D oedema.
- (1)
- 1.1.8 Carbohydrates – sources of sugar:
- A Bread, rice, oats, pasta
 - B Glucose, fructose, sucrose, lactose
 - C Pectin, cellulose, glycogen, legumes
 - D Maltose, galactose, sucrose, bran
- (1)
- 1.1.9 A pregnant women needs more ... during her pregnancy.
- A milk and fruit
 - B ice cream and fruit salad
 - C spaghetti and dessert
 - D vegetables and coffee
- (1)
- 1.1.10 The addition of vitamins and minerals that may or may not occur naturally in the food is called ...
- A enrichment.
 - B supplementation.
 - C restoration.
 - D fortification.
- (1)
- 1.1.11 To create a casual, relaxed effect in a home ... lines should be used.
- A horizontal
 - B vertical
 - C curved
 - D diagonal
- (1)
- 1.1.12 Shape refers to ...
- A an area enclosed by lines.
 - B the space within the shape.
 - C the unoccupied area between the lines.
 - D the surface quality of an object.
- (1)
- 1.1.13 To create a calm, restful ambience in a room, use ...
- A diagonal lines.
 - B warm colours.
 - C cool colours.
 - D smooth, shiny surfaces.
- (1)

1.1.14 A chemical fabric finishing that prevents the fabric from clinging to the body:

- A Water repellent
- B Static control
- C Drip dry
- D Anti-bacterial

(1)

1.1.15 The market segment as a group of customers will ...

- A be different from other segments.
- B have different needs and interests.
- C be relatively unstable.
- D have varying characteristics.

(1)

1.2 Choose the deficiency in COLUMN B that matches the nutrient in COLUMN A. Write only the letter (A–G) next to the number (1.2.1–1.2.5) in the ANSWER BOOK, for e.g. 1.2.6 H.

COLUMN A NUTRIENT		COLUMN B DEFICIENCY	
1.2.1	Calcium	A	Anaemia
1.2.2	Fibre	B	Constipation
1.2.3	Magnesium	C	Lowered resistance to infection
1.2.4	Protein	D	Muscle cramps
1.2.5	Vitamin C	E	Night blindness
		F	Osteoporosis
		G	Stunted growth

(5 x 1)

(5)

- 1.3 Choose the term from COLUMN B that matches a description in COLUMN A. Write only the letter (A–M) next to the number (1.3.1–1.3.10) in the ANSWER BOOK, for e.g. 1.3.11 N.

COLUMN A DESCRIPTION		COLUMN B TERM	
1.3.1	The left hand side of the plate is a mirror image of the right hand side	A	Rhythm: repetition
1.3.2	The brick wall has a rough feel when you run your hand over it	B	Complementary colour scheme
1.3.3	Using the same decoration in the same manner repeatedly on a serving tray creates movement	C	Emphasis
1.3.4	The ornaments on one side of the table are arranged differently to the other side but the visual weight on each side is equal	D	Task lighting
1.3.5	The duvet cover is blue, the lampshade is green and the curtains are blue-green	E	Symmetrical balance
1.3.6	The light is directed towards a painting	F	Split complementary colour scheme
1.3.7	Using a colourful decoration in a bright colour attracts attention and acts as a focal point	G	Visual texture
1.3.8	The duvet cover is blue-purple and the lampshade is orange and the curtains are blue-green	H	Asymmetrical balance
1.3.9	A light situated above the counter where Mary chops vegetables	I	Rhythm: alternation
1.3.10	The granite counter top has a marbled appearance	J	Decorative lighting
		K	Analogous colour scheme
		L	General lighting
		M	Tactile texture

(10 x 1) (10)

- 1.4 Choose the explanation in COLUMN B that matches the banking method/payment in COLUMN A. Write only the letter (A–H) next to the number (1.4.1–1.4.6) in the ANSWER BOOK, for e.g. 1.4.7 I.

COLUMN A BANKING METHOD		COLUMN B EXPLANATION	
1.4.1	Credit account	A	Transferring funds online
1.4.2	Current account	B	The customer only receives the goods once the full purchase price is paid
1.4.3	Instalment sales	C	The selling price of the item is paid over a specific number of months
1.4.4	Fixed deposit	D	To buy goods on credit up to a specific limit
1.4.5	Lay-by	E	Invest money for a fixed period of time
1.4.6	Money market	F	A type of account that offers the option of withdrawing more money than one has available
		G	A short term investment with a low interest rate
		H	Used as an investment account and you need to keep a large minimum balance

(6 x 1) (6)

- 1.5 Select from the list below FOUR guidelines for feeding toddlers. Write the letter (A–G) next to the question number 1.5 in the ANSWER BOOK.

- A Serve simple uncomplicated foods
- B Serve a large plate full of food
- C Serve low-fat dairy products especially under the age of two to prevent childhood obesity
- D Serve healthy snacks in between meals
- E Water must be available within easy reach
- F Replace nutrient-dense foods with fruit juice
- G Small portions of protein- rich should be included at each meal

(4)
[40]

QUESTION 2: THE CONSUMER

2.1 Study the information in the table below and answer the questions that follow:

Comparison of average poor and non-poor households

	Housing	Transport	Food	Miscellaneous	Other
Non-poor	33,1%	17,8%	10,8%	15,2%	23,0%
Poor households	21,4%	10,2%	33,5%	9,2%	25,8%

- 2.1.1 (a) Which category of expense is the highest percentage for poor households? (1)
- (b) Why is this so? (2)
- 2.1.2 Motivate why housing is the highest expense for non-poor households? (2)
- 2.1.3 Give TWO examples of expenses that fall under 'other'. (2)
- 2.1.4 Discuss how location and cultural/religious beliefs influence spending patterns. (2)

2.2 Read the case study below then answer the questions that follow:

Tammy would like to buy a tablet. She is going to buy a Samsung. It will cost her R5 499,00. *Cash Crusaders* will give her R1 500,00 for her old notebook. So she needs R3 999,00. She will buy this in 6 months' time. In the meantime, she wants to get a tablet flip case for R299,90.

She gets R400,00 pocket money per month and earns R50,00 every Friday afternoon for assisting with homework for her neighbour's young children.

She makes cupcake wrappers which she sells at a craft market once a month. At each market she earns R250,00. Each month she buys special printed paper to make these for R40,00 and also the packaging to sell it attractively for R10,00.

She spends R30,00 on her favourite monthly magazine and a further R100,00 on toiletries. Entertainment is R100,00 per month.

She was very excited when she got the tablet flip case on special for R249,99. Her excitement was slightly dampened when the perfume she normally buys had gone up in price by R10,00.

- 2.2.1 (a) Tammy pays for the tablet flip case with her debit card. Explain this type of transaction and give ONE other use for this type of card. (2)
- (b) If Tammy purchased the tablet on credit she would have to pay interest:
 - (i) Briefly explain the term: *interest*. (2)
 - (ii) Name the act that monitors the interest that creditors may charge. (2 x 1) (2)

2.2.2 Complete the first TWO steps of Tammy’s Budget.

STEPS	ITEM	BUDGETED AMOUNT	ACTUAL AMOUNT
1. List your income	Pocket money	R400,00	/
	Sale of laptop	R1500,00	
	(a)	(b)	
	(c)	(d)	
2. Estimate your expenses	Entertainment	R100,00	R100,00
	Magazine	R30,00	R30,00
	Toiletries	R100,00	R110,00
	Packaging + paper	R50,00	R50,00
	(e)	(f)	(g)
	(h)	(i)	(j)

- 2.3 Classify these examples as types of expenses:
 - 2.3.1 Electricity (1)
 - 2.3.2 When the cat suddenly needs to go to the vet (1)
 - 2.3.3 Insurance premium (1)
- 2.4 Give TWO main sources of income for households. (2)

[30]

QUESTION 3: FOOD AND NUTRITION

3.1 Read the following extract then answer the questions that follow:

'Have you had your broccoli today? If not, you've missed out on a healthy dose of a long list of nutrients such as vitamins C, K, A, B, D, folate, manganese, calcium, magnesium and fibre. Although the health benefits of cruciferous vegetables are well documented, it is broccoli that is receiving the most attention in research circles these days.'

3.1.1 Identify the fat-soluble vitamins mentioned in the extract. (3)

3.1.2 Give another name for the vitamin 'folate'. (1)

3.1.3 Which TWO nutrients listed would be associated with 'osteomalacia'? (2)

3.2 Read the recipe below made with broccoli and answer the questions that follow:

BROCCOLI BACON SALAD

250 g streaky bacon ■ 500 g broccoli, broken into florets ■ 100 g baby spinach
 ■ 250 ml peas ■ DRESSING: 60 ml mayonnaise ■ 30 ml olive oil ■ 30 ml
 lemon juice ■ 15 ml castor sugar ■ salt and pepper

Preheat the oven to 230 °C. Put bacon on a baking sheet and grill for 10 minutes. Steam the broccoli. Add the spinach and peas and steam. Add a few bacon rashers and mix. Whisk the dressing ingredients and pour over the salad. Toss and arrange the remaining bacon rashers on top.

3.2.1 Which vitamin would this salad be rich in due to the dark green leafy vegetables and the presence of plant oils? (1 x 2) (2)

3.2.2 Give TWO ideas how you could reduce the fat content in this recipe. (Without leaving anything out) (2)

3.3

TOP DIET TIPS

- Drink at least eight glasses of liquid per day and limit your caffeine intake. You must have at least two litres of fluids per day, preferably water.
- You may drink rooibos and other herbal teas and one sugar-free soda a day.
- Don't drink more than one glass of fruit juice a day.

3.3.1 Give another TWO suggestions for consuming liquids that have not been mentioned in the diet tips article above. (2)

3.3.2 Give a good reason for the third tip. (1)

3.3.3 Give any TWO functions of water. (2)

3.4 Food composition table: energy and nutrient value per 100 g of food

Food item	Energy (kJ)	Protein (g)	Carbo-hydrates (g)	Dietary fibre (g)	Total fat (g)	Saturated fat (g)	Cholesterol (g)	Sodium (mg)
Carrots	180	0,9	5,3	3,1	0,1	tr	0	35
Potato, baked with skin	471	2,3	22,8	2,4	0,1	tr	0	8
Potato, French fries	1330	4,3	35,1	3,5	16,6	1,2	0	30
Spinach, cooked	127	3,0	1,4	4,3	0	0	0	360
All bran	1146	11	102	18	0,2	0,2	0	705
Cornflakes	1569	7,9	81,3	3,8	0,8	0,2	0	882
Milk, full cream	263	3,2	4,8	0	3,4	2,0	13,2	48
Milk, low fat	203	3,3	4,9	0	2,4	1,16	6,42	48,8
Milk, fat free	144,5	3,3	4,9	0	0,2	tr	1,6	49,2
Lamb chops, grilled	869	30,0	0	0	9,7	4,2	88,8	77
Pork sausage, grilled	1664	15,3	3,8	0	34,6	13,0	77,2	803
Chicken fillet, grilled	806	32,9	0	0	5,9	1,53	81,1	69

3.4.1 Which vegetable has the most and which the least amount of fibre? (2)

3.4.2 Which combination of cereal and milk would be the best choice for a person trying to lose weight? Explain your answer. (4)

3.4.3 Choose an item from the food group, meat and meat alternatives which will be the best option for the growing child and give a reason for your answer. (2)

3.3.4 What is the significance of looking up the saturated fat values in the table when comparing foods? (2)

3.5 Fats provide some positive functions in the body.

3.5.1 Justify the functions listed below:

(a) Fat as a layer under the skin (1)

(b) Fat as a layer around organs (1)

3.5.2 Excluding 'provide energy', give another TWO functions for fats not mentioned in QUESTION 3.5.1. (2)

3.6 What does the abbreviation *BMR* stand for and explain this term. (3)

3.7 From the comparisons given below, which consumer group would require more energy?

3.7.1 An average adult man versus an average adult female (1)

3.7.2 A pregnant or the lactating woman (1)

3.8 Read the case study below and then answer the questions that follow:

You invited a group of friends to supper to celebrate the end of year exam and the start of the holidays. You set the afternoon aside to prepare a chicken stir fry dish. This involved cutting up chicken breasts and dicing and chopping vegetables. Once the chicken breasts were cut up you left them out on the chopping board and went to the veggie patch to pick fresh vegetables for the supper. It was a hot day and before you knew it 40 minutes had passed. You rushed inside, grabbed the meat knife chopped the veggies and completed the meal.

Your friends arrived at 7 pm for the meal. What an embarrassment! During the course of the meal, each friend either found or bit into a foreign body from their plate!

3.8.1 Which form of food contamination, physical or chemical, was responsible in the following instances?

(a) Demi spotted your small earring that was missing from your right ear (1)

(b) Penny was the only one who ate mushrooms which you picked from the grassy patch outside (1)

3.8.2 After all that drama, your friends said the meal was delicious and the evening was enjoyable. No one was available to go out the next evening as everyone, including yourself suffered from stomach cramps the next day.

(a) List TWO other symptoms that could have been evident from the food poisoning. (2)

(b) Identify the food item that was responsible for the food poisoning and state TWO reasons for this occurring. (2)

[40]

QUESTION 4: CLOTHING

4.1 Study the illustrations below and answer the questions that follow:



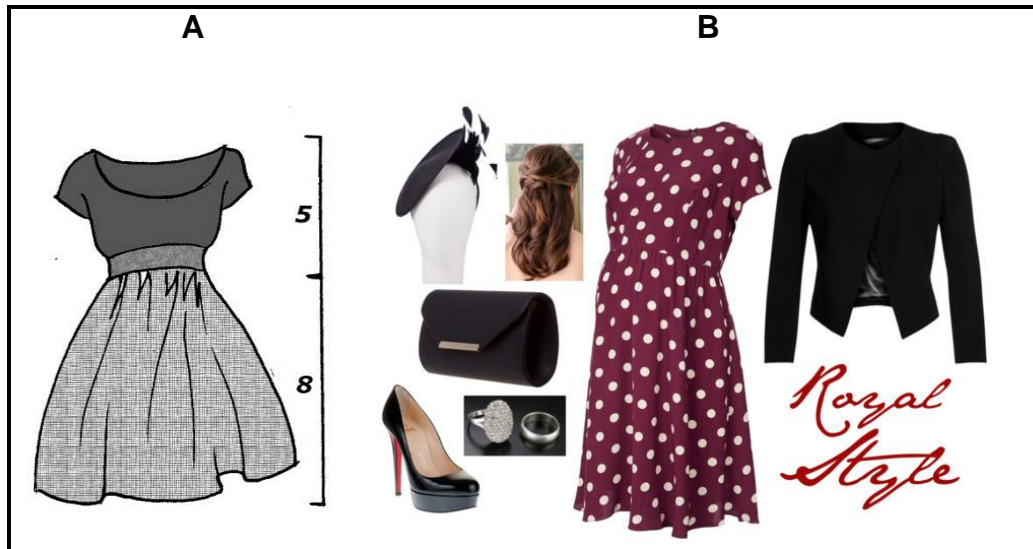
- 4.1.1 Discuss why the dress illustrated on the right above is a suitable choice for an inverted triangle body shape. (6)
- 4.1.2 Which TWO body shapes should not be wearing waist detail and why? (3)
- 4.1.3 The fabric property of this dress should have good draping qualities and this enhances the appearance of the dress.
 - (a) Describe the texture of fabric that would drape well creating attractive folds in the skirt section of the dress. (2)
 - (b) Select from the list below ONE property appropriate for the dress for each of these functions:
 - (i) Visual (1)
 - (ii) Comfort (1)
 - (iii) Durability (1)

Stain release, strength, colourfastness, reaction to heat, heat conductivity

- (c) Give a brief explanation for each of the properties you selected in QUESTION 4.1.3(b). (6)

4.2 Principles of design

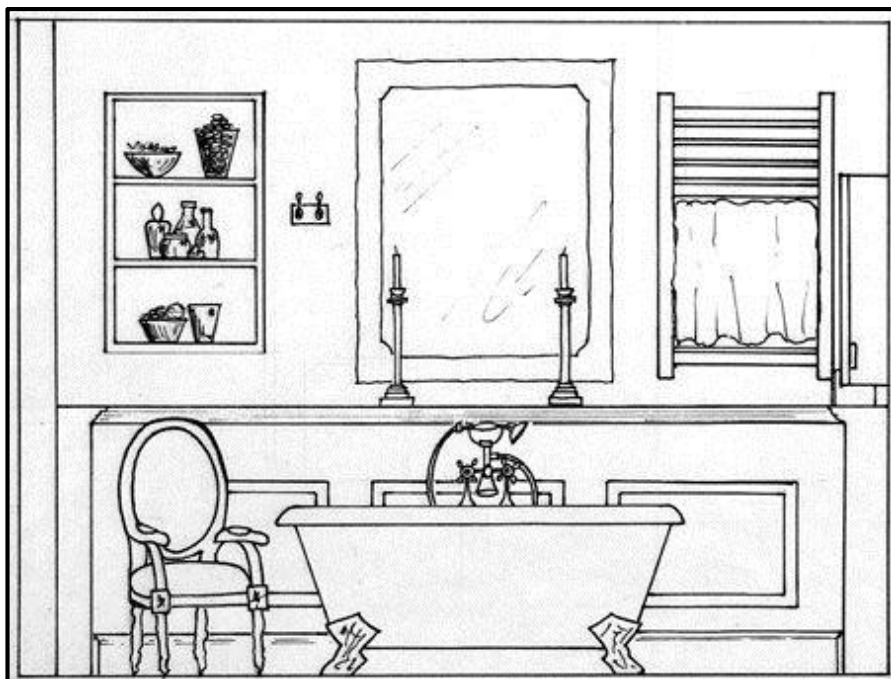
- 4.2.1 Identify the principle of design illustrated in picture A and explain how this principle applies to this sketch. (4)
- 4.2.2 Evaluate whether harmony of shape has been applied when the items shown in illustration B are worn together as an outfit. (6)



[30]

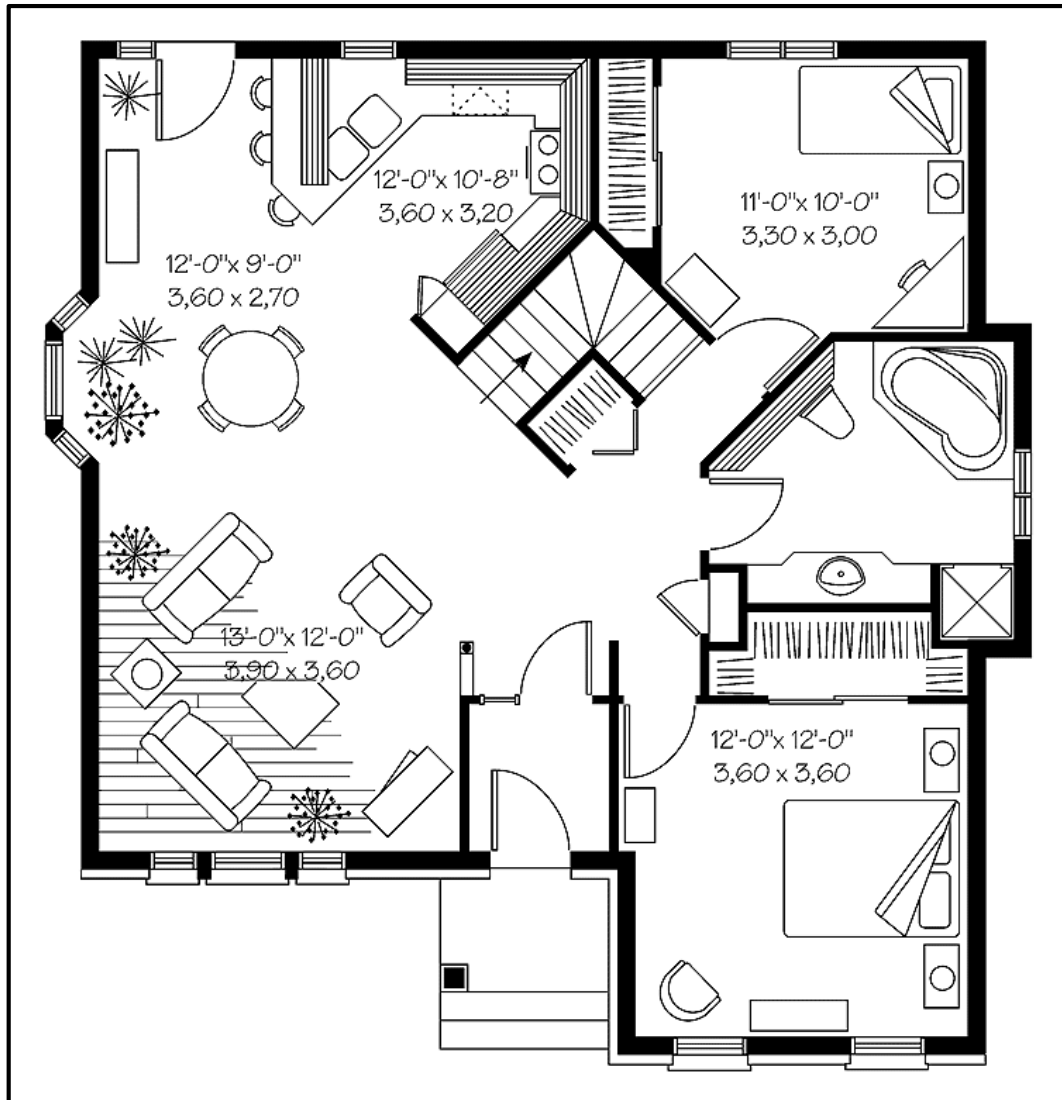
QUESTION 5: HOUSING

- 5.1 Study the sketch and answer the questions that follow.



- 5.1.1 Suggest how rhythm through gradation could be incorporated in this bathroom. (2)
- 5.1.2 Identify the dominating texture used here and give the effects created. (3)

5.2 Study the floor plan below and answer the questions that follow.



- 5.2.1 Identify the zone represented by the lounge area. (1)
- 5.2.2 Give another example of a place not shown in this house that would be classified as the same zone as represented by the kitchen. (1)
- 5.2.3 The floor plan above represents an open plan. Study the floor plan and give TWO advantages applicable to this living area. (2)
- 5.2.4 Comment on the traffic pattern from the kitchen door to the kitchen and lounge area. (2)
- 5.2.5 Evaluate the furniture arrangement in the lounge area. (6)
- 5.2.6 Comment on the provision of storage in this home. (2)

5.3 Each of the coffee tables illustrated below are made of different materials.

5.3.1 Compare the three tables by completing the table below. Tabulate your answer as follows.

Topic/property	Table A	Table B	Table C
(a) Construction	1	1	1
(b) Care and Maintenance	1	1	1

(6)



5.3.2 You have decided to purchase a coffee table for your new apartment.

- (a) What role will aesthetics play in your decision? (2)
- (b) List TWO responsibilities that you as a consumer need to carry out before you make your purchase. (2)

5.3.3 Name ONE other factor that you would consider when purchasing furniture.

(1)
[30]

QUESTION 6: ENTREPRENEURSHIP

6.1 Read the case study below and answer the questions that follow:

THE IDEA: Unemployed and looking for a new challenge, Delia realised she could use her passion and skills to launch a line of gourmet biscuits.

WHAT HAPPENED NEXT? I used my kitchen for my workspace. I had to perfect my recipe so when I started baking I had a few flops, but my family were happy to be my taste testers!

I transformed my dining room into a packaging area. I spent R5 000,00 on extra equipment, ingredients and packaging materials. My first order came in and I made R500,00. I went around to shops with samples of biscuits and many agreed to sell my biscuits.

WHERE I AM NOW: I moved into a factory and have a list of regular buyers. I also supply corporate gift companies. I've hired staff to do the baking but I'm involved in each step and supervise everything in the business. My biscuits are extra special as I only use free-range eggs and butter, and couverture chocolate.

THE FUTURE: I've just launched a new line of iced animal biscuits for children.

Couverture chocolate = a very high quality chocolate that contains extra cocoa butter

- 6.1.1 How does the fact that Delia has 'passion and skills' ensure the bases for the success of her business. (2)
- 6.1.2 Which factors evident in the case study did she consider when choosing the biscuits as a suitable product for her business venture? (5)
- 6.1.3 Formulate a product specification for Delia for the iced animal biscuits. Include in your description the appearance, packaging and how many biscuits the package will contain. (NB: your own product specification) (5)
- 6.1.4 Identify her target market. (2)
- 6.1.5 Quote a sentence from the case study that indicates that Delia did some research on potential buyers. (1)
- 6.1.6 Identify TWO core principles of marketing evident in the paragraph, WHERE I AM NOW. (2)
- 6.1.7 Delia has introduced a new line of biscuits. Explain why this tactic is an important tactic in the maturity stage of the product life cycle. (2)

- 6.2 You have decided make and sell ladies and men's beach shorts when you go to your parents' holiday home at a seaside village.



- 6.2.1 Define the term 'overheads'. (1)
- 6.2.2 List THREE possible expenses that would make up the production costs of the shorts. (3)
- 6.2.3 If the production costs for a pair of ladies shorts came to R150,00 what would the selling price be with 65% profit? (3)
- 6.2.4 Calculate the production cost for the men's shorts if you made 30 pairs and the production costs were 20% higher per pair than it costs you to make a ladies pair of shorts. (4)

[30]

TOTAL: 200

