



Province of the
EASTERN CAPE
EDUCATION

**NATIONAL
SENIOR CERTIFICATE**

GRADE 11

NOVEMBER 2016

CONSUMER STUDIES

MARKS: 200

TIME: 3 hours



This question paper consists of 15 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	30	30
3	Food and Nutrition	40	40
4	Clothing	30	30
5	Housing	30	30
6	Entrepreneurship	30	30
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. A calculator may be used.
6. Write in black or blue ink only.
7. Pay attention to spelling and sentence construction.
8. Write neatly and legibly.

QUESTION 1: SHORT QUESTIONS

1.1 Various options are provided as 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 ANSWERBOOK, for example 1.21 C.

1.1.1 The advantage of using a debit card is that ...

- A it is not necessary to carry large amount of cash.
- B there is a limit on the amount that you can spend.
- C the cardholder has strict control over the amount that he/she spends.
- D it helps the consumer to build a good credit record. (1)

1.1.2 An instalment sales transaction allow the buyer to ...

- A pay the full amount in cash.
- B pay the item off while it stays in the shop.
- C use the item before it is fully paid.
- D take ownership of the item before it is fully paid for. (1)

1.1.3 Identify ONE benefit of using a household budget:

- A A person receives interest for having debt
- B It helps you to control how your money is spent
- C It allows you to buy whatever you want
- D A person is eligible for a grant (1)

1.1.4 The ... collects information about people who do not pay their debts.

- A Consumer Tribunal
- B Consumer Forum
- C National Credit Regulator
- D Credit Bureau (1)

1.1.5 Identify the factors which play a role in an individual's basal metabolic rate (BMR).

- A Age, culture and gender
- B Age, gender and state of health
- C Body type, culture and food allergies
- D Food allergies, state of health and growth (1)

1.1.6 Eating enough green leafy vegetables and wholegrain cereals will prevent ...

- A rickets.
- B scurvy.
- C anaemia.
- D pellagra. (1)

- 1.1.7 Food sources containing dietary fibre perform an important function in the body:
- A Promotes the absorption of vitamin C
 - B Promotes the breakdown of carbohydrates
 - C Lowers the level of cholesterol
 - D Helps to regulate body temperature
- (1)
- 1.1.8 ... plays a role in the formation and maintenance of connective tissue:
- A Vitamin K
 - B Vitamin A
 - C Vitamin E
 - D Vitamin C
- (1)
- 1.1.9 To create a calm, restful atmosphere in a room, use ...
- A warm colours and diagonal lines.
 - B horizontal lines.
 - C smooth, shiny surfaces.
 - D warm colours.
- (1)
- 1.1.10 When there is a gradual change in size from large to small.
- A Progression
 - B Alternation
 - C Repetition
 - D Continuous line
- (1)
- 1.1.11 Identify the secondary colours:
- A Orange, green, purple
 - B Red, blue, orange
 - C Yellow, purple, green
 - D Blue, red, yellow
- (1)
- 1.1.12 Different objects that make up the design are arranged in a circle around a central point.
- A Symmetrical balance
 - B Asymmetrical balance
 - C Radiation
 - D Radial balance
- (1)
- 1.1.13 The type of floor plan where the large areas flow into each other is called a/an ... plan.
- A closed
 - B open
 - C single-storey
 - D double-storey
- (1)

- 1.1.14 A family with small children should buy furniture which is ...
- A stylish and crease resistant.
 - B hardwearing and easy to clean.
 - C less expensive and funky.
 - D made from sustainable timber.
- (1)
- 1.1.15 Ergonomically designed furniture should ...
- A be easy to clean.
 - B reflect the latest fashion trends.
 - C ensure that physical comfort is maintained.
 - D be eco-friendly.
- (1)
- 1.1.16 A responsible consumer will do the following before making a purchase.
- A Check the purchase immediately after purchase for any defects
 - B Keep the proof of purchase and guarantee safe
 - C Read the instruction booklet carefully
 - D Read the contract and guarantee carefully before buying on credit
- (1)
- 1.1.17 Determining the break-even point will help the entrepreneur to ...
- A offer clients better quality.
 - B decide who his target market will be.
 - C ensure that he sells the correct number of products.
 - D adapt and improve the product.
- (1)
- 1.1.18 To have a competitive edge, an entrepreneur must ...
- A produce his products more effectively than his competitors.
 - B produce more products than his competitors.
 - C not produce the same products as his competitors.
 - D not produce good quality products.
- (1)
- 1.1.19 Concept testing is done to ...
- A market a new idea.
 - B identify the potential customers.
 - C evaluate a product idea.
 - D give useful information to consumers.
- (1)
- 1.1.20 A potentially profitable business is one that ...
- A sells fashionable products which teenagers will buy.
 - B fulfils an unmet need in the marketplace.
 - C offers many opportunities to employees.
 - D will quickly make the owner very rich.
- (1)

[20]

- 1.2 Choose a description from COLUMN B that matches the type of account in COLUMN A. Write the letter (A–G) next to the question (1.2.1–1.2.5) in the ANSWERBOOK, for example 1.2.6 H.

COLUMN A Type of Account	COLUMN B Description
1.2.1 Savings account	A Very little interest is paid on the account balance
1.2.2 Money-market account	B Bank offers a low interest rate plus an overdraft facility
1.2.3 Call account	C The minimum opening deposit ranges from R0 to R50
1.2.4 Fixed deposit account	D Banking done by internet or cellphone
1.2.5 Current account	E Money is invested for a fixed period of time with higher interest rates
	F A minimum balance of R1 000 must be maintained at all times
	G It is used as an investment, money should not be withdrawn

(5 x 1)

(5)

- 1.3 Choose the function from COLUMN B that matches the nutrients in COLUMN A. Write only the letter (A–G) next to the question number (1.3.1–1.3.5) in the ANSWERBOOK for example 1.3.6 H.

COLUMN A Nutrients	COLUMN B Functions
1.3.1 Retinol	A Part of enzymes and insulin
1.3.2 Sodium	B Regulate the fluid balance in the cells
1.3.3 Riboflavin	C Essential for blood clotting
1.3.4 Calcium	D Important for good vision
1.3.5 Zinc	E Releases energy from carbohydrates, protein and fat
	F Maintains the pH balance in the body
	G Builds strong teeth and bones

(5 x 1)

(5)

- 1.4 Give ONE word/term for each of the following descriptions. Write only the word/term next to the question number (1.4.1–1.4.5) in the ANSWERBOOK.
- 1.4.1 A drawing of all the rooms in a particular house
- 1.4.2 A trained person who draws up building plans and provides building specifications
- 1.4.3 The natural route that a person uses when they enter or leave a room
- 1.4.4 This refers to the direction the rooms of the house face
- 1.4.5 A space in the home that is designated according to its function and the activities taking place in it
- (5 x 1) (5)
- 1.5 Choose the correct term from those given in brackets. Write only the word(s) term (s) next to the question number (1.5.1–1.5.5) in the ANSWERBOOK.
- 1.5.1 A (tone/tint) is created by adding grey to pure colours.
- 1.5.2 (Embossing/Calendaring) is when a fabric is passed between engraved rolls and a three-dimensional design is created on the surface of the fabric.
- 1.5.3 (Value/Intensity) describes the lightness or darkness of a colour
- 1.5.4 (Sanforizing/Mercerising) is a process of compressing a fabric to make it shrink-resistant.
- 1.5.5 (Rhythm/Harmony) creates the impression of unity through the selection and arrangement of objects and ideas.
- (5 x 1) (5)
[40]

QUESTION 2: THE CONSUMER

- 2.1 Define the term *budget*. (2)
- 2.2 Explain what fixed expenses are. (2)
- 2.3 Study the scenario below and answer the questions that follow.

Mr Abrahams	<ul style="list-style-type: none"> • Electrician and earns a high salary • Own business
Mrs Abrahams	<ul style="list-style-type: none"> • Teacher and earns a middle income salary
Grandmother	<ul style="list-style-type: none"> • Pensioner • Saves half of her pension monthly on a call account
Activities	
<ul style="list-style-type: none"> • Use their credit card to go on holiday in June and December • Eat out quite often • Buy organic food from Woolworths • Buy regular takeaway meals • Wear only branded clothes • Live in an expensive housing complex 	
The family is seriously in debt. Their car has been repossessed and they may lose their house.	

- 2.3.1 Describe FIVE ways in which a budget can help the family with their finances. (5)
- 2.3.2 Identify this family's sources of income. (2)
- 2.3.3 Discuss the FIVE factors that influence this family's expenditure pattern. (10)
- 2.3.4 Explain the disadvantages of this family using their credit card for clothes, organic food and holidays. (3)
- 2.4 Analyse the advantages of the grandmother saving her pension in a call account. (2)
- 2.5 Mr Abrahams' friend asked him to join a pyramid scheme.
- 2.5.1 Explain what a *pyramid scheme* is. (2)
- 2.5.2 Give TWO reasons why Mr Abrahams should not join the pyramid scheme. (2)

[30]

QUESTION 3: FOOD AND NUTRITION

- 3.1 List FOUR functions of protein. (4)
- 3.2 Give THREE reasons why a diet containing too much starch is not advisable. (3)
- 3.3 Explain why a person, who would like to lose weight, should not cut out all sources of starch from their diet. (2)
- 3.4 Compare the nutritional needs of a toddler to the nutritional needs of a young adult by completing the table below. Tabulate your answer as follows:

Specific nutritional needs		Toddler	Young adult
3.4.1	Protein	(1)	(1)
3.4.2	Iron	(1)	(1)
3.4.3	Calcium	(1)	(1)

(6)

- 3.5 Study the following extract from the Condensed Food Composition Tables for South Africa and answer the questions that follow.

Cereal product per 100 g edible food				
Food Name	Macronutrients			
	Mols-g An Pr	En-kJ Fat-g CHO-g	Tot N-g SFA-g TFib-g	Prot-g MFA-g AdSu-g
Bread rolls Brown (fortified)	39,0 0,0	1 029 1,4 43,0	144 0,25 5,5	9,0 0,49 Tr
Bread rolls Brown (high in protein)	34,0 0,0	1 127 2,7 41,1	– – 7,7	11,6 – 0.01
Bread rolls White (fortified)	39,0 0,0 0	1 036 1,4 45,9	141 0,24 3,2	8,8 0,47 Tr
Bread rolls White (high in protein)	33,2 0,0 -	1 146 2,4 47,8	– – 2,7	11,7 – 0,0
Bread rolls Whole-wheat	36,8 0,0 0	1 082 2,1 44,2	– 0,42 6,6	– 0,42 6,6

- 3.5.1 Explain what *fortified* means. (2)
- 3.5.2 Identify the type of bread rolls that supply the most energy and give reasons for your answer. (4)
- 3.5.3 Recommend the bread rolls which would be the most suitable for a growing child and give a reason for your answer. (2)
- 3.5.4 Give reasons why government decided to fortify bread flour. (3)
- 3.6 Describe how cross-contamination takes place in the kitchen. (4)
- 3.7 Explain why people working with food should wear protective clothing. (2)
- 3.8 Study the recipe below and answer the questions that follow.

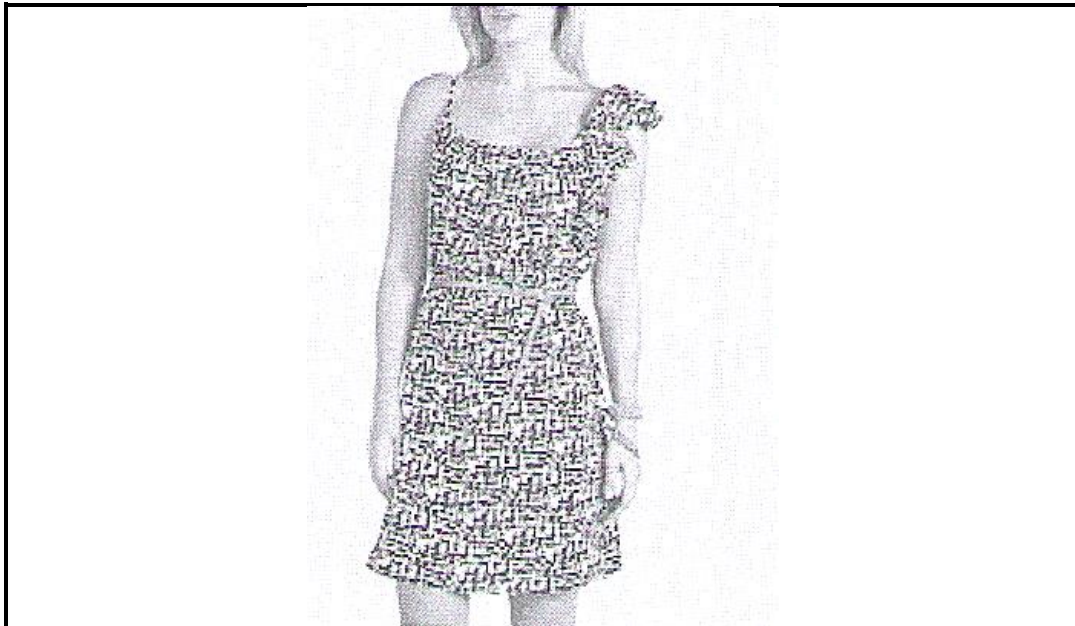
Mince Pie
2 medium potatoes
25 ml oil
½ onion
250 g mince
pinch of pepper
½ egg
25 ml margarine
1 ml salt
pinch of black pepper

Evaluate the suitability of the above recipe for an elderly person.

(8)
[40]

QUESTION 4: CLOTHING

4.1 Study the picture of the dress illustrated below and answer the questions that follow.

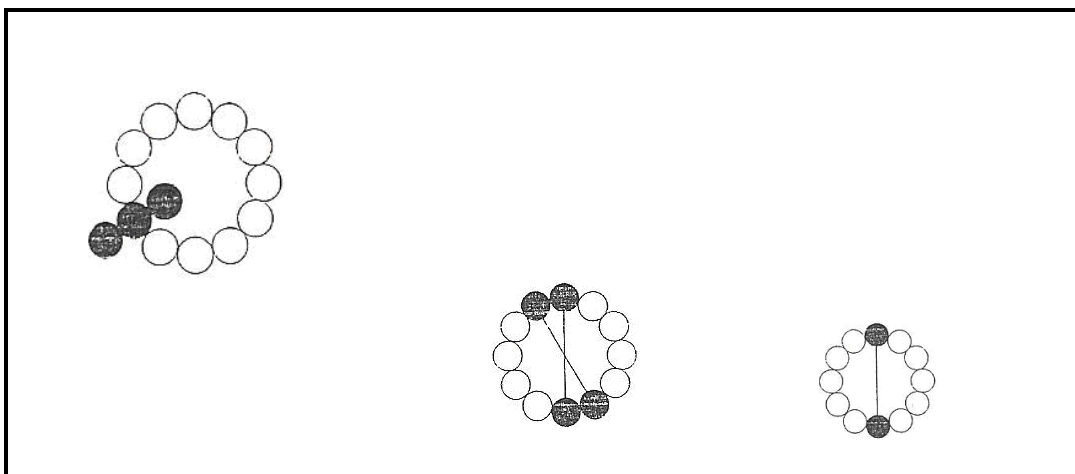


4.1.1 Identify the focal point of this outfit. (1)

4.1.2 Give TWO reasons why (how) harmony of design has been achieved. (2)

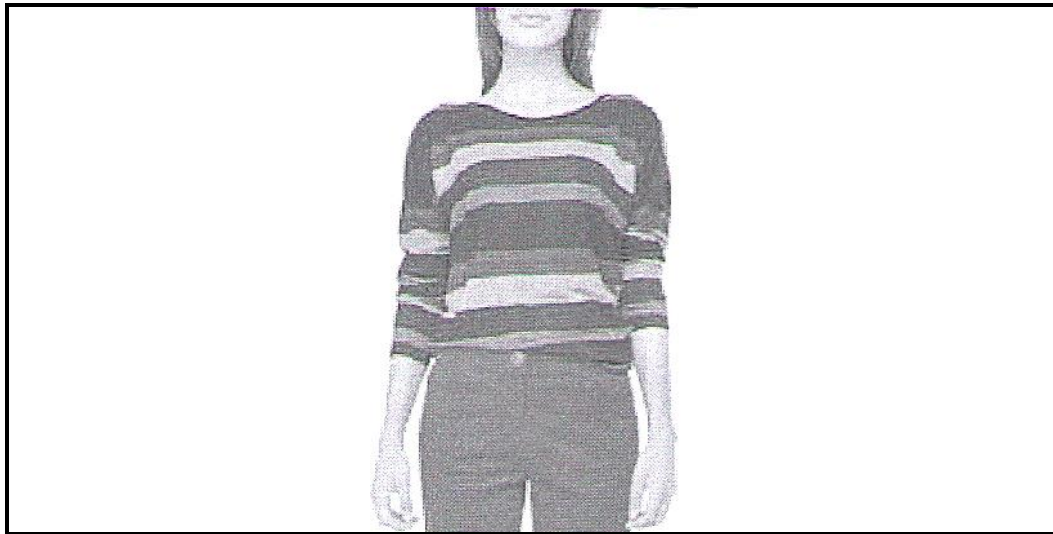
4.1.3 Identify the type of balance that has been achieved. (1)

4.2 Identify the colour schemes illustrated below:



(4)

4.3 Study the picture below and answer the questions that follow.



The t-shirt is made from a red, black and grey striped (broad stripes). T-shirt material and the pants from red stretch denim material.

4.3.1 Identify the lines illustrated in the picture above. (1)

4.3.2 Describe the effect of these lines on the wearer’s body. (2)

4.3.3 Identify the fabric construction techniques for:

(a) T-shirt material (1)

(b) Denim material (1)

4.3.4 Compare the fabric properties of the fabrics used for the outfit above by completing the table in your ANSWERBOOK

Fabric properties		T-shirt material	Denim material
(a)	Durability	(1)	(1)
(b)	Comfort	(1)	(1)
(c)	Dimensional stability	(1)	(1)

(6)

4.3.5 The label in the denim pants specifies that the fabric was *sanforised*. Explain what this means. (3)

4.4 Explain why anti-bacterial finishes are applied to socks and active wear. (2)

4.5 Describe TWO characteristics of each of the following body shapes.

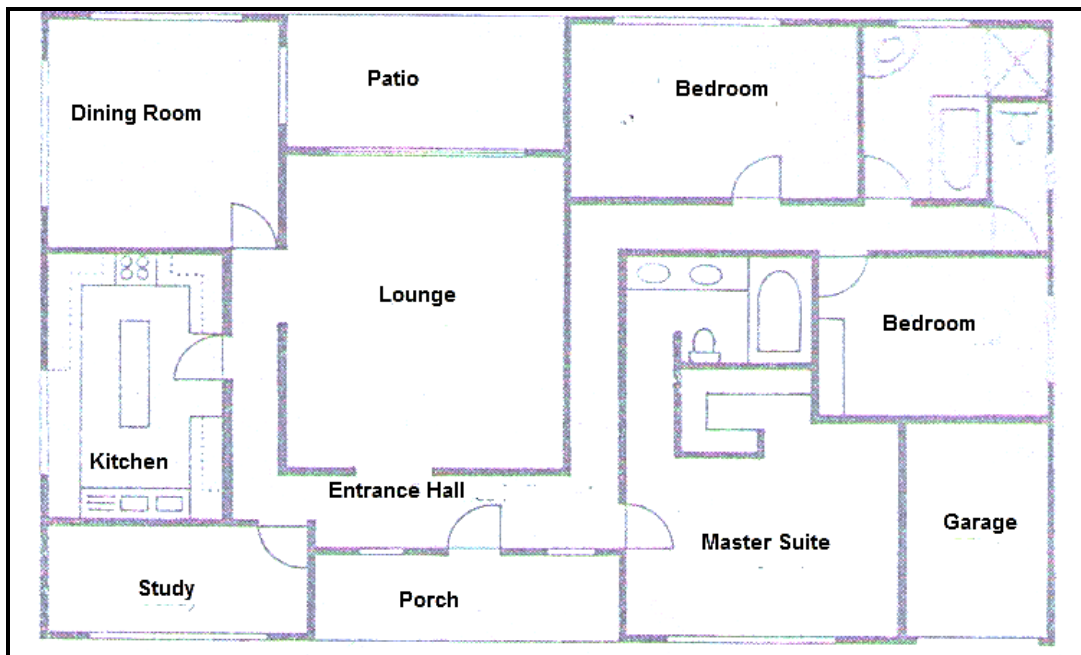
Tabulate your answer as follows:

BODY SHAPES		CHARACTERISTICS
4.5.1	Triangle or A-shape	(2)
4.5.2	Rectangle or H-shape	(2)
4.5.3	Apple or Oval shape	(2)

[30]

QUESTION 5: HOUSING AND INTERIOR

- 5.1 List the THREE types of artificial lighting used in a home. (3)
- 5.2 Discuss THREE factors a family with small children should keep in mind when buying furniture for their living room. (3)
- 5.3 Explain what a person should keep in mind when evaluating existing house plans with regard to:
- 5.3.1 Economic aspects (2)
- 5.3.2 Available storage (2)
- 5.4 Abigail needs help furnishing her bedroom. She wants to create a calm, relaxed feeling. The room is small, with a low ceiling and south-facing. Explain to Abigail how and where she can apply the design elements to improve the room. Write your answer in paragraph form. (6)
- 5.5 Name THREE responsibilities a consumer has before buying furniture. (3)
- 5.6 Study the floor plan below and answer the questions that follow.



- 5.6.1 Identify the THREE basic zones of the home in the above floor plan. (3)
- 5.6.2 Identify and name FIVE symbols used on the floor plan. (5)
- 5.6.3 Is this an open plan or a closed plan? Give a reason for your answer. (3)

[30]

QUESTION 6: ENTREPRENEURSHIP

- 6.1 List THREE factors that affect a profitable business. (3)
- 6.2 Explain what *product specification* is. (3)
- 6.3 Read the case study below and answer the questions that follow.

Caron and Wendy are Grade 11 learners. They started a business 6 months ago making and selling cake forks with beaded handles. They sell the cake forks at a competitive price at the local flea market. They advertise the cake forks on Facebook. They transport the forks to the point of sale.

Cost of cake forks	:	R3,50
Beads per fork	:	R2,00
Packaging per cake fork	:	R1,20

They sell their cake forks with a mark-up of 60%.

- 6.3.1 At which stage is their business in the product life cycle? (1)
- 6.3.2 Identify the overheads from the case study. (3)
- 6.3.3 Discuss the FIVE (5 P's) components of the marketing mix from the case study. (10)
- 6.3.4 Explain how this business has a competitive edge/advantage over other cake fork sellers. (2)
- 6.4 Calculate:
- 6.4.1 The production cost of one cake fork. (1)
- 6.4.2 The selling price of one cake fork. (3)
- 6.4.3 The selling price of 100 cake forks. (2)
- 6.4.4 The profit of 100 cake forks. Show all calculations. (2)

[30]**TOTAL: 200**