



Province of the
EASTERN CAPE
EDUCATION

**NATIONAL
SENIOR CERTIFICATE**

GRADE 11

NOVEMBER 2017

**CONSUMER STUDIES
MARKING GUIDELINE**

MARKS: 200

This marking guideline consists of 15 pages.

QUESTION 1:

1.1	1.1.1	A	(1)
	1.1.2	B	(1)
	1.1.3	B	(1)
	1.1.4	A	(1)
	1.1.5	C	(1)
	1.1.6	C	(1)
	1.1.7	A	(1)
	1.1.8	A	(1)
	1.1.9	C	(1)
	1.1.10	D	(1)
	1.1.11	A	(1)
	1.1.12	B	(1)
	1.1.13	D	(1)
	1.1.14	D	(1)
	1.1.15	A	(1)
	1.1.16	A	(1)
	1.1.17	C	(1)
	1.1.18	B	(1)
	1.1.19	C	(1)
	1.1.20	C	(1)

Remembering, easy

QUESTION 1.2

1.2	1.2.1	C	(1)
	1.2.2	E	(1)
	1.2.3	B	(1)
	1.2.4	F	(1)
	1.2.5	A	(1)

Remembering, Easy

QUESTION 1.3

1.3	1.3.1	H	(1)
	1.3.2	D	(1)
	1.3.3	A	(1)
	1.3.4	B	(1)
	1.3.5	C	(1)

Understanding, moderate

QUESTION 1.4

- 1.4 1.4.1 Proudly South African/Trademark (Not Trade Name)
- 1.4.2 Inflation
- 1.4.3 Floor plan
- 1.4.4 Traffic pattern
- 1.4.5 Physical contamination
- 1.4.6 Tint

(6 x 1) (6)

Remembering, moderate

QUESTION 1.5 IDENTIFICATION

- A
 - B
 - D
 - F
- (Any order)

(4 x 1) (4)

Understanding, difficult

[40]

QUESTION 2: THE CONSUMER

2.1 List **THREE** advantages and disadvantages of using debit cards in making purchases. Tabulate your answer as follows:

Advantages	Disadvantages
<ul style="list-style-type: none"> • Guaranteed payments • Use for mail-order or online purchases • Cheaper than withdrawing cash • Deducted immediately 	<ul style="list-style-type: none"> • At least 3 days to deposit • Charge a fee • Fraud • Has to have money in the bank
(Any 3)	(Any 3)

(6)

NOTE: -1 if not in table format
Remember, easy

2.2 Name **THREE** contributions that are deducted from the employee's gross salary.

- Pension ✓
- Medical Aid ✓
- UIF ✓

(3 x 1) (3)

Applying, easy

2.3 2.3.1 Explain Mr Prince's consumer rights relating to the denial of this credit transaction.

He has the right to:

- Know why credit was refused
- Receive the information in plain and understandable language
- Apply for credit without unfair discrimination
- Have all risks and costs involved in a credit agreement clearly explained.

(Any 3 x 1) (3)

Applying, moderate

2.3.2 Give **TWO** reasons why Mr Prince should direct his complaint to the National Consumer Tribunal.

- The National Consumer Tribunal hears consumer complaints about credit agreements and credit providers.
- They aim to achieve fairness and justice for consumers and credit providers.

(2)

2.4 **Write a paragraph for a consumer magazine educating consumers about safety measures for internet banking.**

Do not share personal information unless sure of the source.

Prevent phishing – do not 'update' information when receiving emails from unverified sources.

Visit the bank if you have any questions and only allow trusted bank employees to help you set up your internet banking.

Install secure firewalls and anti-virus software on your computer to prevent data that can harm your computer or access your information.

Keep your password and user name secret to avoid other people accessing your funds.

Only use trusted sources or sites to make payments to.

NOTE: it must be in a paragraph -1 if not in a paragraph.

(6)

2.5 **Aubrey's budget**

Suggest FOUR ways to balance this budget and to allow for savings.

- Aubrey will have to cut out unnecessary expenses, e.g. cellphone/entertainment which is too high.
- He has to make sure that the money is set aside for unexpected expenses – he could rather spend less on his cell phone/entertainment.
- Aubrey could wash more cars per month – more income which could be more money to save.
- He could also spend less on clothing

Applying, moderate

(4)

2.6 **Case study**

- Consumers have the right to receive goods that are of good quality and in good working order (the knob fell off) and receive an implied warranty.
- She followed the instructions in the booklet before ironing the articles.
- The Consumer Protection Act (CPA) gives the consumer the right to return goods that are unsafe or defective within ten working days and receive a refund of the purchase price. Danielle returned the product (iron) the following day (within ten days)
- An unsuitable product is one that the manufacturer claims it will do, e.g. the iron's heat did not increase.
- The notice indicating that no goods could be returned or refunds made is not in accordance with the CPA.

Evaluation, difficult

(6)

[30]

QUESTION 3: FOOD AND NUTRITION

- 3.1 3.1.1 **Food fortification**
Adding of certain micronutrients (vitamins and minerals) in food
Remembering, easy (2)
- 3.1.2 **Basal metabolism**
It is the amount of energy needed to be alive
Remembering, easy (2)
- 3.2 **List TWO benefits of breast feeding.**
- Provides all the necessary nutrients
 - It is free from harmful bacteria and it is always fresh
 - Contains antibodies that support and strengthen the immune system
 - Promotes good jaw and tooth development
 - It is cheaper to breastfeed than to buy commercial infant formula
 - Creates a bond between the mother and child
 - Beneficial for the baby's brain development (Any 2 x 1) (2)
- Remembering, easy**
- 3.3 **Label**
- 3.3.1 **Which ingredient is present in the largest quantity?**
Dehydrated potatoes (1)
- 3.3.2 **Functions**
- (a) **Dietary fibre**
- Prevents constipation
 - Lowers cholesterol (Any 1 x 1) (1)
- Remembering, easy**
- (b) **Vitamin A**
- Eyesight
 - Reproduction (Any 1 x 1) (1)
- Remembering, easy**
- (c) **Protein**
- Formation of skin cells, hormones
 - Growth, repair and maintenance
 - Fluid balance
 - Supply heat and energy (Any 2 x 1) (2)
- Remembering, easy**

3.3.3 Discuss the importance of having no saturated or trans-fat in this product.

- These fats increase the blood cholesterol ✓ in the body
- They are associated with the development of coronary heart diseases. ✓
- Saturated fats and transfats may lead to obesity ✓
- Block the arteries. ✓

(Any 2 x 1) (2)

Applying, moderate

3.3.4 This product contains 200 mg of sodium. Explain why the amount of sodium should be limited in the diet.

- Increases the risk of high blood pressure ✓ – a risk factor for coronary heart disease and strokes. ✓

Applying, moderate (2)

3.4 Report

3.4.1 Describe FOUR signs to look out for in food that has been contaminated by microorganisms.

- Smell – food may develop an unpleasant smell
- Discolouration – food changes colour, e.g. greenish streak in meat
- Sliminess – Food is covered with an unpleasant jelly-like liquid
- Gas – bacteria often produce gas that can affect the food, e.g. canned food such as fish and meat

Remembering, easy (4)

3.4.2 Identify, from the report, TWO symptoms of food poisoning.

- Vomiting
- Diarrhoea

(2)

3.4.3 Suggest THREE ways of treating the symptoms of the food poisoning.

- Drink plenty of fluids to replace fluids lost during vomiting and diarrhoea
- Take oral rehydration salts to replace glucose, salt and other minerals lost during vomiting and diarrhoea
- Avoid alcohol and caffeine since they have a dehydrating effect
- Eat foods that are rich in fibre to help reduce diarrhoea as they bind stools
- Eat foods that are rich in potassium, such as bananas and potatoes
- Eat small amounts of food
- Rest necessary for restoration of health

(Any 3) (3)

Applying, easy

3.4.4 **Explain TWO ways in which food can become physically contaminated.**

- People working with food, e.g. hair, nails and jewellery
- Damaged equipment or machinery
- Unclean premises or dirt that may fall into food
- Food pests can cause contamination from dead insect bodies, eggs, larvae, droppings, fur or feathers.
- Bone chips from meat processing

(Any 2 x 1) (2)

Applying, easy

3.4.5 **Discuss FOUR guidelines to people working in a kitchen to prevent physical contamination.**

People working with food should wear protective clothing and no jewellery.

They should cover their hair with a hat or hairnet.

Wear plasters that are easy to spot if they fall into food.

Wash fruit and vegetables before use or preparation.

Wash their hands regularly.

(Any 4 x 1) (4)

Applying, easy

3.5 **Menu**

3.5.1 **Explain the advantages of the fruit in the fruit cocktail for an ill and convalescing individual**

- Fruit cocktail (pineapple, strawberries and mangoes) contains vitamin C which will support the immune system.
- Vitamin C increases the body's resistance to infections.
- Helps with the healing of wounds.

(Any 2 x 1) (2)

Applying, easy

3.5.2 **Analyse the suitability of this menu for a person suffering from high blood cholesterol and anaemia.**

- Fat – beef stew contains fat – raise the blood cholesterol level – therefore it is not suitable. Raised blood cholesterol results in coronary heart diseases / cardiovascular heart disease.
- Fibre – the fruit/spinach/carrots contain fibre which decreases/lowers the blood cholesterol levels – reduces the risk of heart disease.
- Proteins – beef stew/malva pudding contain protein – if the menu contains many proteins it can result in increased risk of cardiovascular heart disease as cholesterol and saturated fat are found in animal sources of protein.
- Iron – beef stew/spinach is suitable as it contains iron which will build red blood cells/haemoglobin and reduce anaemia.
- Vitamin C – the fruit cocktail (pineapple, strawberries and mangoes) contain vitamin C that promotes the absorption of iron.

Note: ONLY FOUR marks can be allocated for nutrients contributing to raise blood cholesterol and ONLY FOUR marks for the role the nutrients play for anaemia.

Evaluating, difficult

(8)
[40]

QUESTION 4 : CLOTHING

4.1 **Explain the following terms:**

4.4.1 **Primary colour scheme**

A primary colour scheme is three colours placed next to each other on the colour wheel.

(2)

4.1.2 **Hue of colour**

Hue of colour refers to the name of a colour

(1)

4.1.3 **Value of colour**

Value refers to the lightness/darkness of a colour

(2)

4.2 4.2.1 **Method of fabric construction**

weaving ✓ plain weave ✓

(2)

4.2.2 **Mercerising**

- Gives a shiny/glossy/lustrous surface
- Makes the fabric strong
- Makes the fabric more absorbent
- Make the fabric to reflect brighter

(Any 3 x 1) (3)

Remembering, difficult

4.3 **Explain how the following properties make fabrics more comfortable to wear:**

4.3.1 **Absorbency**

The fabric will take up and hold moisture/water ✓/perspiration from the body/environment. It does not build up static electricity/will not cling to the body. ✓

(Any 2) (2)

4.3.2 **Elasticity**

The fabric will return to its original length after being stretched

(2)

4.4 **Describe TWO characteristics of each of the following body shapes. Tabulate your answer as follows:**

Body shape		Characteristics
4.4.1	Triangular or A-frame	<ul style="list-style-type: none"> • Chest/bust line is narrower than the hips • Sloping shoulder line; small waist, full thighs • Lower body is heavier than upper body <p>(2)</p>
4.4.2	Hourglass frame	<ul style="list-style-type: none"> • Hips and bust are the same size/well-defined waist ✓ • Broad chest and shoulders/well-proportioned body/medium-to-narrow waist and hips ✓ <p>(2)</p>
4.4.3	Apple or oval frame	<ul style="list-style-type: none"> • A large bust/rounded waist area/wide hips • Broad chest and shoulders/well-proportioned body/medium-to-narrow waist and hips <p>(2)</p>

(6)

- 4.5 4.51 **Explain how rhythm has been achieved in picture A.**
- Picture A – repetition of line and colour
- Applying, difficult** (2)
- 4.5.2 **Evaluate the suitability of the outfit in picture A for a tall and very slender man.**
Picture A, tall and slender man
- The outfit is suitable ✓
 - Horizontal lines will make his upper body appear broader ✓/wider and shorter ✓
 - The pants has a light colour ✓ which will reflect/recede light therefore his lower body will appear larger ✓
- Evaluating, difficult** (5)
- 4.5.3 **Analyse the suitability of the outfit in picture B for a short and stout lady.**
- The outfit is suitable ✓
 - The vertical lines ✓ will make the lady appear taller and slender/thinner ✓
 - Black colour more dominant; make the body much taller since the black colour absorbs the light. ✓ (Any 3)
- Analysing, moderate** (3)
- [30]

QUESTION 5: HOUSING AND INTERIOR

- 5.1 **Explain the following:**
- 5.1.1 **Dimension**
The dimension of the rooms is the size between the walls and the wall length
Remembering, easy (2)
- 5.1.2 **Renovations**
Work done rebuilding or restoring a space to its original state or condition.
Remembering, easy (2)
- 5.1.3 **Psychological space needs**
The personal space and privacy required by a person to feel at ease
Remembering, easy (2)

- 5.2 **Name the THREE basic zones in a home.**
- Work area – kitchen
 - Rest area – bedroom and bathroom
 - Social area – lounge, dining room
- Remembering, easy** (3)
- 5.3 **State THREE main types of artificial lighting.**
- General lighting
 - Task lighting
 - Decorative lighting
- Remember, easy** (3)
- 5.4 5.4.1 **Compare the traffic patterns in the floor plans A and B**
Floor plan A – easy flow can get to every area without problems
Floor plan B – many turns and moves
Applying, moderate (4)
- 5.4.2 **Identify the most successful floor plan**
Floor plan A
Applying, moderate (1)
- 5.5 **List THREE factors to consider when evaluating existing house plan**
- Needs and preferences of people living in a home
 - Zoning
 - Traffic patterns
 - Size of the rooms and type of floor plan
 - Economic issues
 - Available space
 - Orientations
 - Flexibility and options (Any 3 x 1)
- Remembering, easy** (3)
- 5.6 **Closed floor plan**
- 5.6.1 **An explanation**
- Divided in different rooms
 - Each room has a door that closes the room off from other rooms (Any 1 x 1) (1)
- 5.6.2 **TWO advantages**
- Different activities
 - More privacy
 - Closed off sections for energy saving (Any 2 x 1) (2)

5.6.3 ONE disadvantage

- Less interactions amongst family members
- Rooms can be quite small

(Any 1 x 1) (1)

5.7 Evaluate the chair according to the evaluation criteria.**5.7.1 Economy**

The chair is expensive for the family as they do not have enough money / budget for it.

(2)

5.7.2 Strength and durability

- Too many people in the family using the same chair, the chair will not last long
- Small children climbing over the chair, it will fall apart.

(2)

5.7.3 Aesthetics

- What people perceive to be attractive and beautiful
- Learner's own opinion

(2)

[30]**QUESTION 6: ENTREPRENEURSHIP****6.1 Explain the following terms:****6.1.1 Mark-up**

This is the percentage added to the total production cost of a product to make a profit

Remember, easy

(2)

6.1.2 Situation analysis

- It involves identifying gaps between what people in your community want, and what is currently available to them.
- Research is done on the current market or industry in which the product will be launched.

Remembering, easy

(2)

6.2 **List THREE factors that affect profitable business.**

- Passion
 - Product or service
 - Competition
 - Price
 - Target Market
 - Capacity and capability
 - Location, environment and economy
- (Any 3 x 1)

Remembering, easy

(3)

6.3 6.3.1 **Briefly explain what a *marketing strategy* is.**

A marketing strategy is a detailed description of the business and how the product or service will meet the needs and demands of the target market.

Remembering, easy

(2)

6.3.2 **Name and explain 4 P's of the marketing mix evident in the case study.**

- Place: local market/taxi rank/university
- Product: plastic bottles with beads
- People: students/taxi commuters/taxi drivers/people residing near the local market
- Promotion: social media/electronic
- Price-competitive price

Applying, easy

(8)

6.3.3 **Overheads**

- Transport
 - Packaging
 - Advertising (social media)
- (Any 2 x 1)

Understanding, easy

(2)

6.3.4 **Product life cycle**

- Introduction
- Growth
- Maturity
- Decline

Remembering, easy

(4)

6.4 **Calculation**

6.4.1 **Calculate the production cost of one bottle**

$$R5,00 + R5,00 + R1,20 \checkmark = R11,20 \checkmark$$

(2)

6.4.2 **Selling price of 150 bottles. Show all calculations.**

NOTE: The monetary value (R) for Rands must be written with the final answer.

$$R11.20 \times 55/100$$

$$= R6,16 \checkmark$$

$$R11,20 + 6,16 \checkmark$$

$$= R17,36 \checkmark$$

$$R17,36 \times 150 \checkmark$$

$$= R2\ 604,00 \checkmark$$

(5)

[30]

TOTAL: 200