



Province of the
EASTERN CAPE
EDUCATION

**NATIONAL
SENIOR CERTIFICATE**

GRADE 11

NOVEMBER 2017

CONSUMER STUDIES

MARKS: 200

TIME: 3 hours



This question paper consists of 16 pages.

INSTRUCTIONS AND INFORMATION

1. This question paper consists of SIX questions.

SECTION	MARKS	TIME (min.)
QUESTION 1: Short questions (All topics)	40	20
QUESTION 2: The Consumer	30	30
QUESTION 3: Food and Nutrition	40	40
QUESTION 4: Clothing	30	30
QUESTION 5: Housing	30	30
QUESTION 6: Entrepreneurship	30	30
TOTAL	200	180

2. ALL the questions are compulsory and must be answered in the ANSWER BOOK.
3. Number the answers correctly according to the numbering system used in this question paper.
4. Start each question on a NEW page.
5. You may use a calculator.
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 given as possible answers to the following questions. Choose the answer and write only the correct letter (A–D) next to the question number (1.1.1–1.1.20) in the ANSWER BOOK, for example 1.1.21 D.

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

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

1.1.2 The customer only receives the goods once the full price has been paid.

- A Store account
 - B Lay-by
 - C Credit card
 - D Credit
- (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 money is spent.
 - C It allows you to buy whatever you want.
 - D A person is eligible for a grant.
- (1)

1.1.4 This ONE is an example of a credit transaction:

- A Lay-by
 - B Debit card
 - C Cheque
 - D Postal order
- (1)

1.1.5 Which nutrient contains more kilojoules per gram?

- A Fats
 - B Protein
 - C Carbohydrates
 - D Vitamins
- (1)

- 1.1.6 Eating enough green leafy vegetables and wholegrain cereals will prevent ...
- A anaemia.
 - B pellagra.
 - C scurvy.
 - D rickets. (1)
- 1.1.7 Identify the microorganism that can withstand high temperatures:
- A Yeast
 - B Mould
 - C Bacteria
 - D Enzymes (1)
- 1.1.8 When contaminated food drips or splashes on other food, it is called ...
- A chemical contamination.
 - B cross contamination.
 - C natural contamination.
 - D physical contamination. (1)
- 1.1.9 How many secondary colours are on the colour wheel?
- A Five
 - B Six
 - C Three
 - D Four (1)
- 1.1.10 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)
- 1.1.11 There is a gradual change in size from larger to smaller.
- A Progression
 - B Alternation
 - C Repetition
 - D Continuation (1)

- 1.1.12 Complex multi-coloured designs woven with coloured weft yarns and white warp yarns
- A Dobby weave
 - B Jacquard weave
 - C Basket weave
 - D Twill weave
- (1)
- 1.1.13 Sanforising is a process that ...
- A reduces pilling.
 - B conducts electricity.
 - C makes fabrics crease resistant.
 - D prevents garments shrinking in the wash.
- (1)
- 1.1.14 Wool is often used for upholstery because it is ...
- A dirt resistant and lightweight.
 - B weakens in sunlight.
 - C colourfast, and easy to wash.
 - D fairly strong, very resilient and flame resistant.
- (1)
- 1.1.15 When a fabric has been finished with a shrink resistant finish it would imply that it will ...
- A prevent shrinkage of more than 1% when care instructions are followed.
 - B not shrink at all.
 - C prevent the fabric from stretching.
 - D prevent shrinkage of more than 5% when care instructions are followed.
- (1)
- 1.1.16 Price in the marketing mix involves ...
- A customers exchange their money for what they want.
 - B your price is higher than the above market they want.
 - C the undercut pricing that is the cheapest.
 - D a market-skimming approach.
- (1)
- 1.1.17 A person with the ability to identify a business opportunity and who has the courage to take this opportunity into a successful enterprise is a/an ...
- A marketer.
 - B finance manager.
 - C entrepreneur.
 - D business manager.
- (1)

1.1.18 ... are showing specific properties used on labels.

- A Logos
 - B Trade names
 - C Emblems
 - D Replicas
- (1)

1.1.19 A group of people with common needs and interests is a/an ...

- A organisation.
 - B producer.
 - C target market.
 - D fieldworkers
- (1)

1.1.20 The ... is the amount added to the cost price of goods to cover overheads and profit.

- A production cost
 - B unit price
 - C mark-up
 - D preparation cost
- (1)

[20]

1.2 Match an expenses category in COLUMN A with an example of this type of expense in COLUMN B. Write only the letter (A–F) next to the question number (1.2.1–1.2.5) in the ANSWERBOOK, for example 1.2.6 G.

COLUMN A Expense category	COLUMN B Example of this type of expense
1.2.1 Instalments on a home loan	A Savings account
1.2.2 Cellphone account	B Optional expense
1.2.3 Birthday presents	C Fixed expense
1.2.4 Replacing a damaged bicycle tyre	D Temporary expense
1.2.5 Money that earns interest over time	E Variable expense
	F Emergency expense

(5 x 1) (5)

- 1.3 Choose the nutrient in COLUMN A that matches the deficiency in COLUMN B. Write the letter (A–H) next to the question number (1.3.1–1.3.5) in the ANSWERBOOK, for example 1.3.6 I.

COLUMN A Nutrients		COLUMN B Deficiency	
1.3.1	Vitamin A	A	Low resistance to infection
1.3.2	Fibre	B	Kwashiorkor
1.3.3	Iron	C	Rickets
1.3.4	Protein	D	Constipation
1.3.5	Vitamin D	E	Lack of energy
		F	Muscle cramps
		G	Goitre
		H	Night blindness

(5 x 1) (5)

- 1.4 Write ONE word for the following descriptions below. Write only the correct word next to the question number 1.4.1–1.4.6 in the ANSWERBOOK.

1.4.1 The logo that is displayed on products made in South Africa.

1.4.2 When the cost of goods increases the value of money decrease over a period of time.

1.4.3 The scaled drawings of all the rooms in a particular building.

1.4.4 Natural paths that people follow when entering or leaving a room.

1.4.5 This happens when unwanted items come into physical contact with food or fall into food.

1.4.6 The term used when white is added to a colour. (6 x 1) (6)

- 1.5 From the list below, identify FOUR guidelines for furniture arrangements and write only the letters (A–G) in your ANSWERBOOK.

A Do not overcrowd rooms

B Traffic routes should not be blocked

C Always have enough light

D Use furniture that suits the size of the room

E Increase the wattage of light bulbs

F Allow enough space for free movement

G Place small pieces of furniture against the wall

(4 x 1) (4)

[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
(3)	(3)

(6)

- 2.2 Name THREE contributions that are deducted from the employee's gross salary. (3)
- 2.3 Read the case study below and answer the questions that follow.

Mr Prince upgraded his home. He wanted to buy new furniture on credit, to furnish the new bedroom, at a furniture outlet in his local community. His application was denied without explanation.

- 2.3.1 Explain Mr Prince's consumer rights relating to the denial of this credit transaction. (3)
- 2.3.2 Give TWO reasons why Mr Prince should direct his complaint to the National Consumer Tribunal. (2)
- 2.4 Write a paragraph for a consumer magazine educating consumers about safety measures for internet banking. (6)
- 2.5 Study Aubrey's budget below.

Income		Expenditure	
Pocket money	R200,00	Clothing	R150,00
Wages for washing cars	R300,00	Cellphone	R200,00
		Entertainment	R150,00
Total A:	R500,00	Total B:	R500,00
Surplus (A – B)			R0,00
Savings account			R0,00

- Suggest FOUR ways to balance this budget and to allow for savings. (4)

2.6 Read the case study below and answer the questions that follow.

Danielle bought a steam iron at a Bay West Store in her local community. Before she used the iron for the first time, she followed the instructions. She started ironing the articles, which require a moderate setting, first. When she turned the knob it fell off. Consequently the heat did not increase and she could not properly iron the articles which require a warm/hot iron. The following day she went back to the store and asked for a refund. The store manager showed her a notice indicating that no goods could be returned or no refunds would be made.

Evaluate the problem and give reasons why Danielle has valid reasons to be refunded.

(6)
[30]

QUESTION 3: FOOD AND NUTRITION

3.1 Define the following terms:

3.1.1 Food fortification (2)

3.1.2 Basal metabolism (2)

3.2 List TWO benefits of breastfeeding. (2)

3.3 Study the information that appears on the label below of a packet of potato chips and answer the questions that follow.

INGREDIENTS

Dehydrated potatoes, modified food starch, corn oil, sugar, salt, soy lecithin, phosphate, sodium, bicarbonate and dextrose. No preservatives.

Total fat 3 g (5%), Saturated fat 0 g (0%), cholesterol 0 mg (0%),
Total carbohydrate 21 g (7%), Dietary fibre 2 g (6%), Sugar 2 g, Protein 2 g.

3.3.1 Which ingredient is present in the largest quantity? (1)

3.3.2 Name the functions for the following nutrients found in this product:

(a) Dietary fibre (1)

(b) Vitamin A (1)

(c) Protein (2)

3.3.3 Discuss the importance of having no saturated or trans-fat in this product. (2)

3.3.4 This product contains 200 mg of sodium. Explain why the amount of sodium should be limited in the diet. (2)

3.4 Read the report below and answer the questions that follow.

Fifty volunteers were treated for food poisoning after eating lunch at OBR Lodge yesterday.

Some were vomiting while others suffered from diarrhoea. An investigation has been launched to determine whether the food they ate was contaminated, and if so, how it became contaminated.

- 3.4.1 Describe FOUR signs to look out for in food that has been contaminated by microorganisms. (4)
- 3.4.2 Identify, from the report, TWO symptoms of food poisoning. (2)
- 3.4.3 Suggest THREE ways of treating the symptoms of the food poisoning. (3)
- 3.4.4 Explain TWO ways in which food can become physically contaminated. (2)
- 3.4.5 Discuss FOUR guidelines to people working in a kitchen to prevent physical contamination. (4)

3.5 Study the menu below and answer the question that follow.

Menu
Supper
Fruit cocktail (pineapple, strawberries, mangoes)

Beef stew with whole-wheat dumplings
Steamed spinach
Glazed carrots

Malva Pudding with cream

- 3.5.1 Explain the advantages of the fruit in the fruit cocktail for an ill and convalescing individual. (2)
- 3.5.2 Analyse the suitability of this menu for a person suffering from high blood cholesterol and anaemia. (8)

[40]

QUESTION 4: CLOTHING

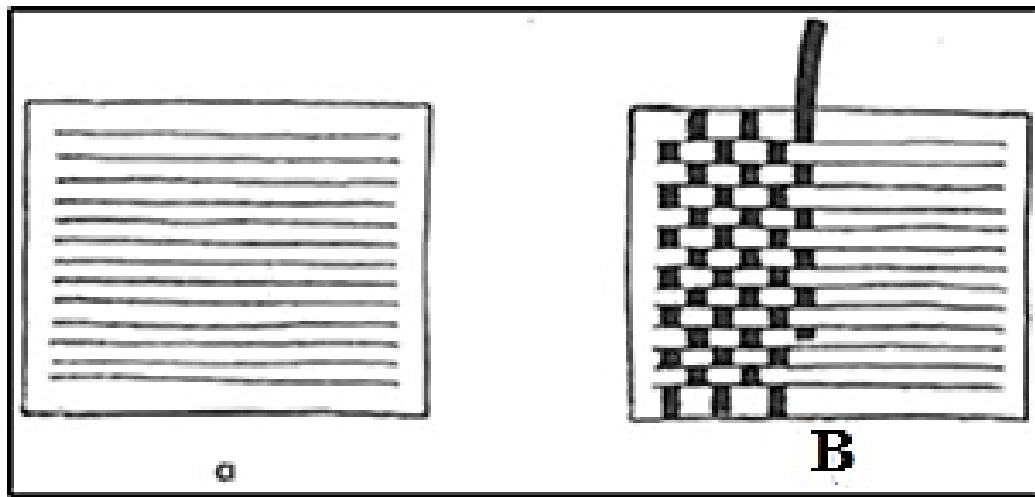
4.1 Explain the following terms:

4.1.1 Primary colour scheme (2)

4.1.2 Hue of colour (1)

4.1.3 Value of colour (2)

4.2 4.2.1 Identify and name the method of fabric construction illustrated in sketch **B** below.



(2)

4.2.2 Fabric finishes are done to alter and improve the appearance and performance of fabrics. Explain how mercerising improves the performance of a fabric. (3)

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

4.3.1 Absorbency (2)

4.3.2 Elasticity (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	(2)
4.4.2 Hourglass frame	(2)
4.4.3 Apple or oval frame	(2)

4.5 Study the pictures **A** and **B** below and answer the questions that follow.

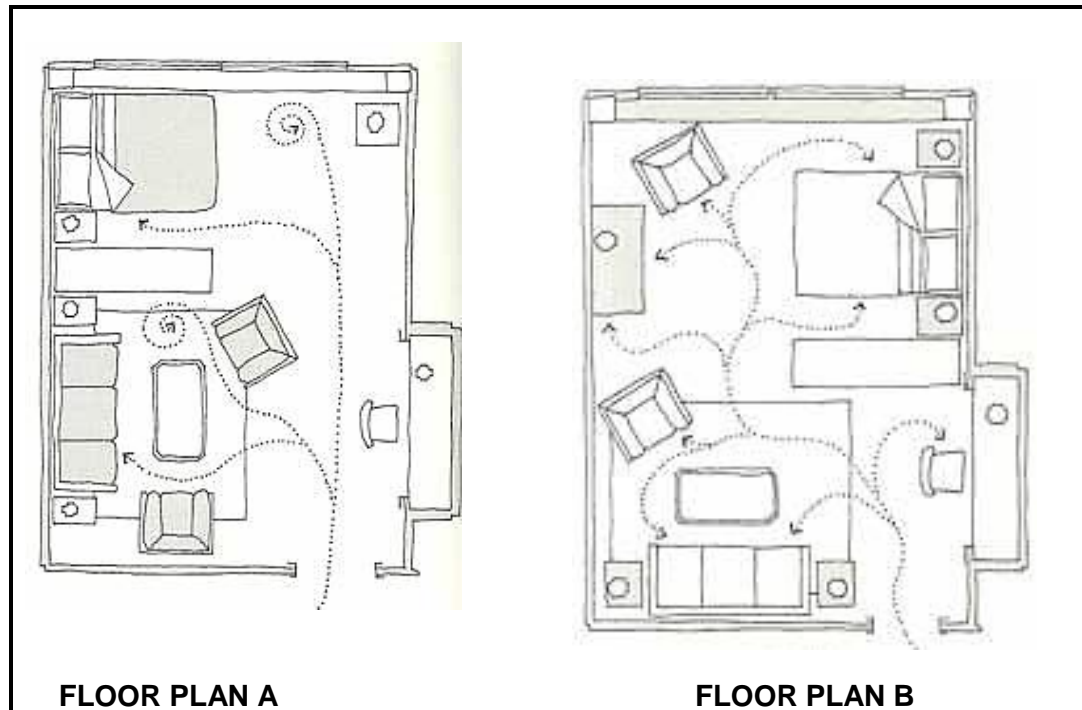


- 4.5.1 Explain how rhythm has been achieved in picture **A**. (2)
- 4.5.2 Evaluate the suitability of the outfit in picture **A** for a tall and very slender man. (5)
- 4.5.3 Analyse the suitability of the outfit in picture **B** for a short and stout lady. (3)

[30]

QUESTION 5: HOUSING AND INTERIOR

- 5.1 Explain the following:
- 5.1.1 Dimension (2)
 - 5.1.2 Renovations (2)
 - 5.1.3 Psychological space needs (2)
- 5.2 Name the THREE basic zones in a home. (3)
- 5.3 State THREE main types of artificial lighting. (3)
- 5.4 5.4.1 Compare the traffic patterns in floor plans **A** and **B**. (4)
- 5.4.2 Identify the most successful floor plan. (1)



- 5.5 List THREE factors to consider when evaluating an existing house plan. (3)

5.6 Discuss the closed floor plan under the following headings:

5.6.1 An explanation (1)

5.6.2 TWO advantages (2)

5.6.3 ONE disadvantage (1)

5.7 Read the scenario below and answer the questions that follow.

The Filander family bought the chair for the lounge. They have limited funds and two kids, Sheryl-Ann six years and Taryn three-years-old.

A photograph of a classic-style armchair. The chair has a vibrant red, tufted fabric upholstery. The frame is made of dark, polished wood with ornate, curved legs and decorative scrollwork on the armrests and backrest. The chair is set against a plain white background.

Evaluate the chair according to the criteria given below:

5.7.1 Economy (2)

5.7.2 Strength and durability (2)

5.7.3 Aesthetics (2)

[30]

QUESTION 6: ENTREPRENEURSHIP

6.1 Explain the following terms:

6.1.1 Mark-up (2)

6.1.2 Situation analysis (2)

6.2 List THREE factors that affect profitable business.

6.3 Read the case study below and answer the questions that follow.

Ingrid and her friend Cheryl are university students. They are both inspired by their love for art and decorating used cooldrink plastic bottles with beads to sell. Ten months ago, they sold the plastic at a competitive price at the local markets and taxi ranks. They advertised their products on social media. They transported their products to the point of sale.

Bottle free

Beads per 500 ml bottle R5,00

Packaging per bottle R5,00

Packaging material R1,20

They sell at a mark-up of 55%.

6.3.1 Ingrid and Cheryl advertise their products on social media. Briefly explain what a marketing strategy is. (2)

6.3.2 Name and explain 4 P's of the marketing mix evident in the case study. (8)

6.3.3 Identify TWO overheads from the case study. (2)

6.3.4 List the FOUR stages of the life cycle through which Ingrid and Cheryl's products should go. (4)

6.4 Calculation:

6.4.1 Calculate the production cost of ONE bottle. (2)

6.4.2 Calculate the selling price of 150 bottles. Show all calculations. (5)

[30]

TOTAL: 200