



basic education

Department:
Basic Education
REPUBLIC OF SOUTH AFRICA

NATIONAL SENIOR CERTIFICATE

GRADE 12

CONSUMER STUDIES
FEBRUARY/MARCH 2016

MARKS: 200

TIME: 3 hours

This question paper consists of 16 pages.

INSTRUCTIONS AND INFORMATION

1. This question paper consists of SIX questions.

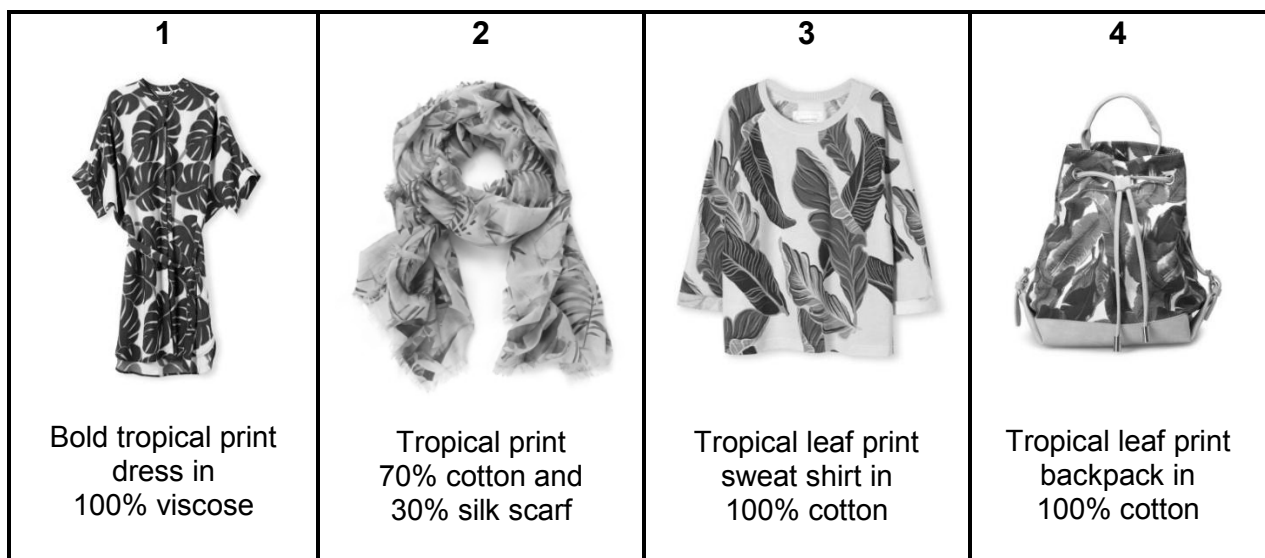
QUESTION	CONTENT	MARKS	TIME (minutes)
1	Short Questions (All topics)	40	20
2	The Consumer	20	20
3	Food and Nutrition	40	40
4	Clothing	20	20
5	Housing	40	40
6	Entrepreneurship	40	40
TOTAL:		200	180

2. ALL 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 letter (A–D) next to the question number (1.1.1–1.1.20) in the ANSWER BOOK, for example 1.1.21 C.
- 1.1.1 Leonora sold her house for a lot more than she paid for it. She is liable for ...
- A estate tax.
 - B capital gains tax.
 - C donation tax.
 - D property tax. (1)
- 1.1.2 The main source of income for the government:
- A Different types of taxes
 - B Profit from businesses
 - C Sponsorship from overseas companies
 - D Interest received from banks (1)
- 1.1.3 A stokvel is a savings club and ...
- A a dishonest scheme.
 - B it lends money at a high interest rate.
 - C sells cheap imported goods.
 - D is community-based. (1)
- 1.1.4 This food item must rather not be taken with a meal if a person has anaemia:
- A Butter
 - B Jam
 - C Coffee
 - D Milk (1)
- 1.1.5 The food-related health condition that could be managed by choosing carbohydrate-rich food with a low glycaemic index:
- A Anaemia
 - B Diabetes
 - C Hypertension
 - D Osteoporosis (1)
- 1.1.6 Identify the group of food additives that prevents rancidity and discolouration of food.
- A Stabilisers
 - B Bleaches
 - C Chemical preservatives
 - D Antioxidants (1)

- 1.1.7 E. coli infection is ...
- A a bacterial infection that causes cramps and diarrhoea.
 - B a contagious liver disease that is caused by a virus.
 - C a viral infection that affects the digestive tract.
 - D caused by a bacterium that usually affects the lungs. (1)
- 1.1.8 Food security means that ...
- A South African farmers are self-sufficient.
 - B South Africa exports food to many other countries.
 - C food is produced without harmful chemicals.
 - D people can obtain enough safe food for a healthy life. (1)
- 1.1.9 Colours that should form the basis of a versatile wardrobe for the world of work:
- A Bright colours
 - B Light colours
 - C Neutral colours
 - D Primary colours (1)
- 1.1.10 Study the photographs below and select the clothing item or accessory that would be the best choice to add to a professional working wardrobe.



[Source: www.woolworths.co.za]

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

- 1.1.11 Leo's bank loan does not cover the entire purchase price of his house. He may be required to assist with ...
- A collateral security.
 - B transfer fees.
 - C initiation fees.
 - D occupational rent. (1)
- 1.1.12 The universal design of household appliances is based on ...
- A cutting costs and reducing the carbon footprint.
 - B functionality and reducing water pollution.
 - C improving safety features and ease of use.
 - D comparing different features of appliances. (1)
- 1.1.13 This type of transaction is more expensive because the consumer has to pay interest and administration fees:
- A Debit card transaction
 - B Cash card transaction
 - C Lay-by transaction
 - D Instalment sale transaction (1)
- 1.1.14 The energy rating on a washing machine means that it ...
- A can operate with cold water.
 - B uses electricity efficiently.
 - C uses little energy to recycle water.
 - D washes with very little washing powder. (1)
- 1.1.15 The interest that is charged if a washing machine is bought on an instalment plan is regulated by the ...
- A Consumer Protection Act.
 - B consumer price index.
 - C National Credit Act.
 - D South African Reserve Bank. (1)

Read the scenario below and answer QUESTIONS 1.1.16 to 1.1.18 that follow.

Ara lives on a farm with many apricot trees. She employs seven people to assist her to cook jam and chutney during the summer. She sells high quality products with attractive labels to a number of shops in the community.

- 1.1.16 The factor that Ara considered most when she decided on suitable products for production:
- A Available raw materials
 - B Available work space
 - C Financial resources
 - D Consumer appeal
- (1)
- 1.1.17 The most important factor to ensure that Ara's products are of a high quality:
- A Good equipment
 - B Fresh products
 - C Attractive labelling
 - D Reasonable selling price
- (1)
- 1.1.18 The months that would be the best time for Ara to do maintenance on her equipment:
- A January and February
 - B July and August
 - C October and November
 - D November and December
- (1)
- 1.1.19 A correct statement regarding principles for good customer relations in a business:
- A The sales people should follow the customers around quietly.
 - B Attend only to serious consumer complaints.
 - C Record complaints and contact customers for follow-up.
 - D Only the business owner can satisfy customer needs.
- (1)
- 1.1.20 A financial feasibility study ...
- A is a detailed description of a marketing plan.
 - B is an evaluation of a business to determine if it will be a success.
 - C identifies the sales targets for the first two months.
 - D is an prediction of a future situation based on a study of the present situation.
- (1)

- 1.2 Choose a nutrient from COLUMN B and a consequence from COLUMN C that match the food-related health condition in COLUMN A. Write only the letter (A–G) and Roman numeral (i–vii) next to the question number (1.2.1–1.2.4) in the ANSWER BOOK, for example 1.2.5 H viii.

COLUMN A FOOD-RELATED HEALTH CONDITION	COLUMN B NUTRIENT	COLUMN C CONSEQUENCE OF THE FOOD-RELATED HEALTH CONDITION
1.2.1 Anaemia	A calcium	i bloating and diarrhoea
1.2.2 Diabetes	B glucose	ii bones lose density
1.2.3 Lactose intolerance	C iron	iii can cause coronary heart disease
1.2.4 Milk allergy	D milk sugar	iv excessive weight loss
	E milk protein	v leads to blindness
	F sodium chloride	vi immune system responds
	G wheat protein	vii reduces oxygen supply to cells

(4 x 2) (8)

- 1.3 Give ONE word/term for each of the descriptions below. Write only the word/term next to the question number (1.3.1–1.3.7) in the ANSWER BOOK.

- 1.3.1 Type of ownership where the buyer becomes the legal owner of the entire property (1)
- 13.2 Tax paid to the receiver of revenue every time a property changes hands (1)
- 1.3.3 Document that proves who the legal owner of the property is (1)
- 1.3.4 A fee charged by the bank for setting up the home loan account (1)
- 1.3.5 Insurance to settle the home loan if something unexpected should happen to the buyer (1)
- 1.3.6 Insurance that will cover losses should the home structure suffer damage as a result of a natural disaster, an accident, floods or fire (1)
- 1.3.7 Type of interest where the bond repayments will not be influenced by changes in the interest rate (1)

1.4 Identify FIVE statements about fashion cycles in the list below that are CORRECT. Write only the letters (A–J) next to the question number (1.4) in the ANSWER BOOK.

- A An obsolete fashion appears at the beginning of the fashion cycle.
- B A fashion is at its peak when the style is available in all chain stores.
- C High-fashion items are worn at the peak of the fashion cycle.
- D When the fashion item is on the decline, the clothing items will go on sale.
- E Fashions are launched on catwalks.
- F Fashion items are usually expensive when launched.
- G Fashion cycles are always symmetrical.
- H Fashion items are mass-produced in the beginning stage.
- I Rising fashions are advertised in fashion magazines.
- J Standard fashion trends last 5 to 8 years.

(5)
[40]

QUESTION 2: THE CONSUMER

2.1 Read the extract below and answer the questions that follow.

FOOD PRICES HIT PEOPLE LIVING IN RURAL AREAS THE HARDEST

The consumer price index (CPI) for June was 6,6%. The CPI for people living in rural areas for June was 7,7%. This is because transport costs have a greater influence on people living in remote areas and this causes an increase in all prices. Drought in the second half of 2013 caused a sharp increase in the price of bread and cereals. A higher maize price means a higher cost for the feeding of chickens. Therefore, there is a link between the price of maize and poultry.

The price of fruit and vegetables can be ascribed to the abnormal high rainfall that caused flooding in the northern part of the country in March. This led to shortages and sharp price increases. Prices also increased as a result of the weakening of the exchange rate of the rand.

[Adapted from *Die Burger*, 24 July 2014]

2.1.1 Define the term *consumer price index*. (2)

2.1.2 Explain the reasons for the increase of food prices. (4)

2.2 State practical ways to save water in the following cases:

2.2.1 Toilet flushing (2)

2.2.2 Gardening (2)

2.3 Redraw and complete the table below with regard to the following types of moneymaking schemes:

CRITERIA	PYRAMID SCHEME	MULTILEVEL MARKETING SCHEME
Source of income		
Status in South Africa		

(4)

2.4 Read the extract below and answer the question that follows.

MAKE YOUR BONUS WORK FOR YOU THIS YEAR

Consumers are urged to beat inflation in 2017 by using their 13th cheque wisely, rather than spending it on the festivities in December. Borrowing money in January to last for the first month of the new year can become a financial burden for the rest of the year. Financial advisors give the following tips:

- Pay off high interest-bearing debt.
- Pay next year's school fees.
- Pay extra on your home loan.
- When on holiday with family or friends, share accommodation and food expenses regardless of where you stay.
- Make sure that every family contributes.

[Adapted from *City Press*, 9 November 2014]

Justify THREE of the tips above on how consumers can beat inflation. (3 x 2)

(6)
[20]

QUESTION 3: FOOD AND NUTRITION

- 3.1 Answer the following questions on dysentery.
- 3.1.1 Name FIVE transmission possibilities of dysentery in the food environment. (5)
- 3.1.2 Explain how dysentery can be treated. (3)
- 3.2 Answer the following questions on high blood pressure.
- 3.2.1 Name THREE diet-related causes of high blood pressure. (3)
- 3.2.2 The Heart and Stroke Foundation recommends regular testing of blood pressure. Write a paragraph to give reasons for this recommendation. (3)
- 3.3 Read the extract below and answer the question that follows.
- Ed's mother commented, 'I'm really worried about Ed. Just look at him, he is so skinny. He loses weight constantly because he restricts his food intake and he exercises excessively. He possibly does not eat correctly at university.'

Most parents worry that their child at university is not eating properly. Usually this concern is unfounded, but sometimes it is not.

[Adapted from *The Guardian*, 18 April 2014]
- Discuss the disorder that Ed's mother is concerned about. (3)
- 3.4 Name THREE allergic reactions to the food additive tartrazine. (3)

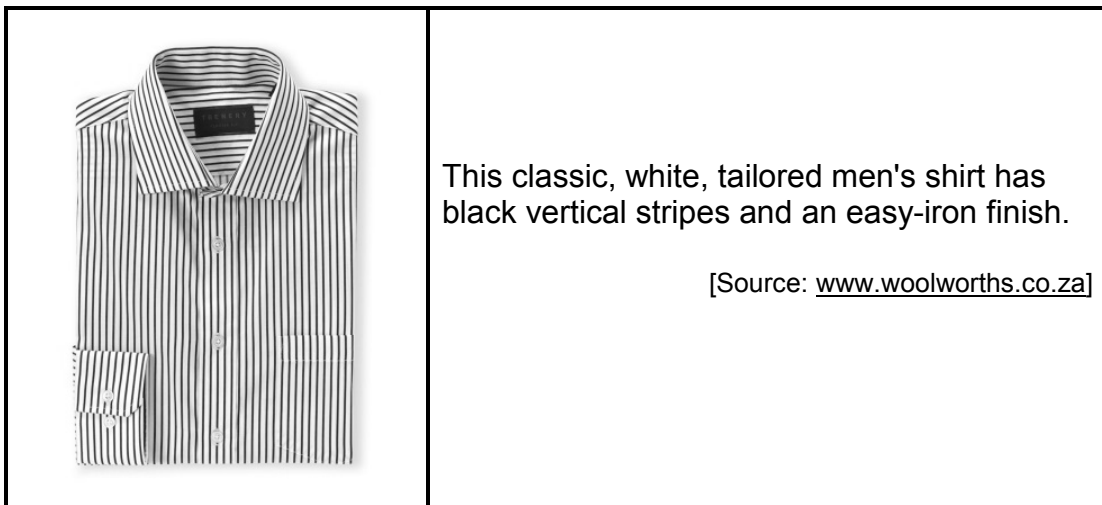
3.5 Study the label below and answer the questions that follow.

UNCOOKED TUNA FISH CAKES			
Cooking instructions <ul style="list-style-type: none"> Preheat oven to 200 °C. Bake fish cakes on a rack for 15–20 minutes. 	Typical nutritional information		
	Average Values	Per 100 g serving	Per 80 g serving
Ingredients Tuna (34%), milk, potato, crumbs (contains wheat flour, salt, sunflower oil, water, canola oil), crème fraiche (contains cream, starter cultures, preservative: potassium sorbate), batter (contains potato starch, wheat starch, palm kernel oil, raising agent, emulsifier), thickener, butter (contains butter fat, colourant), lemon juice, parsley (radurised), onion powder (radurised), garlic powder (radurised), pepper (radurised)	Energy	839 kJ	671 kJ
	Protein	10,2 g	8,2 g
	Carbohydrate of which sugar	18 g 0 g	14 g 0 g
	Total fat of which:	10,5 g	8,4 g
	Saturated fat	2,5 g	2 g
	Trans fat	0,1 g	0,1 g
	Monounsaturated fat	5,8 g	4,6 g
	Polyunsaturated fat	2,2 g	1,8 g
	Omega 3	578 mg	462 mg
	Cholesterol	36 mg	29 mg
	Dietary fibre	2,9 g	2,3 g
	Total sodium	338 mg	270 mg
Allergens Fish, wheat, gluten, cow's milk, sulphur dioxide			
High in omega 3			

- 3.5.1 Define the term *allergens*. (2)
- 3.5.2 Explain why the fish cakes are not suitable for a person with gluten intolerance. (2)
- 3.5.3 Give reasons why some of the ingredients were irradiated (radurised). (2)
- 3.5.4 Explain the function of the preservative in the crème fraiche. (2)
- 3.5.5 Discuss how the recommended cooking method for the fish cakes may be beneficial for an obese person. (2)
- 3.5.6 Evaluate the suitability of the fish cakes in the management of coronary heart disease. (10)
- [40]

QUESTION 4: CLOTHING

- 4.1 Name THREE consequences of brand piracy. (3)
- 4.2 State what can be expected to happen during the first stage of the fashion cycle. (2)
- 4.3 Explain why fashion cycles overlap. (2)
- 4.4 Study the photograph below and answer the questions that follow.



- 4.4.1 Explain the optical illusion created by the vertical stripes. (3)
- 4.4.2 Discuss why this shirt is a good choice as a basic item for a man's working wardrobe. (4)
- 4.5 Study the information below and answer the question that follows.

An outfit consists of a white shirt, dark blue jacket, light blue skinny pants and a blue and white floral bow tie.

[Source: www.truworhts.co.za]

Analyse how fashion fads, classic styles and contemporary styles are combined in this outfit to create a harmonious colour combination.

(6)
[20]

QUESTION 5: HOUSING

- 5.1 State FOUR requirements to qualify for a government housing subsidy. (4)
- 5.2 Name THREE factors an eco-conscious consumer should consider when shopping for household appliances. (3)
- 5.3 Read the scenario below and answer the questions that follow.

Deon, a first-year student, found an affordable unit in a sectional title complex close to the technical college. He paid the deposit, signed a contract for a year and moved in.

After moving in, he found that some of the tiles in the kitchen were broken and the carpet in the sleeping area had iron burn marks. The rubber seal of the oven was broken, the toilet kept on running after flushing and the kitchen tap was leaking. Deon made a video of all the issues.

Deon hammered nails into the walls to hang photo frames. He bought new bulbs every month because there was a problem with the light fittings and electrical connections.

He reported all the issues to the landlord, the owner of the complex, but nothing was done about the problems.

Deon started a barber business from the unit to raise pocket money. He took in his friend as his roommate to help pay the rent. They held loud and wild parties and neighbours complained. When Deon moved out at the end of the contract the landlord refused to pay Deon's deposit back. Deon reported the landlord to the rental housing tribunal.

- 5.3.1 (a) Identify the type of contract referred to in paragraph 1 and give TWO legal implications of signing this contract for Deon. (4)
- (b) Name FIVE contractual terms and conditions that should be stated in the contract that Deon signed. (5)
- 5.3.2 Name the Act that protects Deon. (1)
- 5.3.3 Discuss FOUR advantages of the type of ownership for the landlord of the unit. (4)
- 5.3.4 Explain what Deon should have done to protect himself legally, before he signed the contract and moved into the unit. (3)
- 5.3.5 Give FIVE reasons why Deon's water and electricity account could have been higher than those of other units in the complex. (5)
- 5.3.6 Discuss why Deon should be entitled to get his deposit back when he moves out. (3)
- 5.4 Suggest how an employer could assist his/her employees to improve their housing conditions. (8)

[40]

QUESTION 6: ENTREPRENEURSHIP

- 6.1 Name FOUR criteria that are essential for a good advertisement. (4)
- 6.2 Explain the following terms with regard to small business practice:
- 6.2.1 Sustainable profitability (2)
- 6.2.2 Mark-up (2)
- 6.3 Give THREE reasons for packaging products. (3)
- 6.4 Read the scenario below and answer the questions that follow.

Maya is a night nurse in a private hospital and she is entitled to 14 days off a month. She has a natural talent for sewing and converted a room in her house into a sewing room. She bought two new high-quality sewing machines and one overlocker. Maya employed two workers to ensure that garments are completed on time and to assist with the management of the finances and purchases. They produce garments for formal events. She pays special attention to each customer to ensure that all customer needs are met. Two weeks before the delivery date her customers have a final fitting for the garments. She also serves refreshments to her satisfied customers.

- 6.4.1 Explain why Maya should do routine or preventative maintenance instead of corrective maintenance of her sewing machines. (4)
- 6.4.2 Write a paragraph to describe how Maya achieves good customer relations. (6)
- 6.4.3 Consider THREE factors in the scenario that can contribute to the growth of Maya's small business enterprise. (6)
- 6.5 Peter sells 100 doughnuts per day. The ingredients cost R35,00 and the other costs are R150,00. The mark-up is 50%.
- Calculate the selling price of ONE doughnut. Show ALL calculations and round off the final amount to the nearest rand. (6)

- 6.6 Peter's selling point is next to the local high school. During January the bakery close to Peter's selling point closed down. His client base became much larger and the school put in a big order for the interschool sports day at the end of March. Peter increased his product range and now sells doughnuts, muffins, cupcakes, pies and samoosas as well as cold drinks and fruit juices.

Study Peter's cash-flow projection for January to May 2016 below and answer the question that follows.

	January	February	March	April	May
Product sales	R5 000,00	R7 000,00	R12 000,00	R5 000,00	R8 000,00
Fixed expenses	R2 500,00	R2 500,00	R2 500,00	R2 500,00	R2 500,00
Ingredients	R1 500,00	R1 750,00	R4 500,00	R1 500,00	R1 750,00
Total expenses	R4 000,00	R4 250,00	R7 000,00	R4 000,00	R4 250,00
Total income	R1 000,00	R2 750,00	R5 000,00	R1 000,00	R3 750,00

Suggest reasons for the fluctuations in the cash-flow projection.

(7)
[40]

TOTAL: 200