



basic education

Department:
Basic Education
REPUBLIC OF SOUTH AFRICA

NATIONAL SENIOR CERTIFICATE

GRADE 12

CONSUMER STUDIES

NOVEMBER 2010

MARKS: 200

TIME: 3 hours

This question paper consists of 17 pages and a 2-page answer sheet.

INSTRUCTIONS AND INFORMATION

1. This question paper consists of FIVE sections.

SECTION		MARKS	TIME (MINUTES)
A.	Short Questions	40	20
B.	Food and Nutrition	40	40
C.	Clothing	40	40
D.	Housing and Soft Furnishings	40	40
E.	Theory of the Practical Option	40	40

2. ALL the sections are COMPULSORY.
3. Answer SECTION A on the attached ANSWER SHEET and place it in the BACK of your ANSWER BOOK.
4. Number the answers correctly according to the numbering system used in this question paper.
5. Start EACH question on a NEW page.
6. A calculator may be used.
7. Write with black or blue ink only.
8. Pay attention to spelling and sentence construction.
9. Write neatly and legibly.

SECTION A: SHORT QUESTIONS**QUESTION 1**

1.1 Various options are provided as possible answers to the following questions. Choose the answer and make a cross (X) in the block (A – D) next to the question number (1.1.1 – 1.1.19) on the attached ANSWER SHEET. NO marks will be awarded if more than one cross (X) appears for an answer.

- 1.1.1 A psychological disorder characterised by self-starvation, loss of appetite and extreme loss of weight is known as ...
A HIV/Aids.
B anorexia nervosa.
C bulimia.
D obesity. (1)
- 1.1.2 Which ONE of the following nutrients will raise the blood glucose level the most?
A Protein
B Carbohydrates
C Fibre
D Fat (1)
- 1.1.3 The best iron-rich food product that plays a role in supplying iron that is needed to release energy for the body, is ...
A iodised salt.
B skimmed milk.
C wholewheat bread.
D kidneys. (1)
- 1.1.4 Antioxidants are added to ...
A prevent the oil and water in food from separating.
B prevent food containing oil and fat from becoming rancid.
C ensure that food does not dry out and become hard.
D ensure that food has a uniform colour. (1)
- 1.1.5 Eating the following food will help to keep blood cholesterol low:
A Oats porridge, apples, lentils
B All-Bran flakes, grapes, peas
C Corn flakes, watermelon, kidney beans
D Coco Pops, peaches, green beans (2)

- 1.1.6 Identify the food which will strengthen the immune system of an HIV/Aids patient:
- A Apples, white bread and fried chicken
 - B Fish pie, vegetable salad and yoghurt
 - C Spinach, pumpkin and tomatoes
 - D Refined maize, peanuts and milk
- (2)
- 1.1.7 Select the combination of food most likely to contain hidden salt:
- A UHT flavoured milk and dry roasted peanuts
 - B Ready-to-roll pastry and home-frozen peas
 - C Squeeze-pack tomato sauce and canned chicken soup
 - D Dehydrated fruit and boiled beef
- (2)
- 1.1.8 Buying from local product markets shows support for the ... campaign.
- A Reach For A Dream
 - B Eco-friendly
 - C Proudly South African
 - D Age In Action
- (1)
- 1.1.9 Select an outfit which will be suitable for a young woman to wear to a job interview at a bank:
- A Miniskirt with a halter top
 - B Denim skirt and T-shirt with slogan
 - C Bright orange slacks with a green blouse
 - D Navy slack suit with a white blouse
- (1)
- 1.1.10 Dressing appropriately for a function at work means a person ...
- A is very well groomed.
 - B dresses according to the latest fashion.
 - C wears the style that suits him/her personally.
 - D dresses according to the expected norms.
- (1)
- 1.1.11 A gentleman, who would like to portray a professional image in the work environment, will wear the following:
- A Shorts with a T-shirt
 - B Tailored trousers and tie
 - C Jeans with a golf shirt
 - D Chino trousers with a cotton shirt
- (1)

- 1.1.12 An advantage of a well-planned wardrobe is ...
A a variety of fashionable, colourful outfits.
B cheaper clothes enhanced with expensive accessories.
C many classic outfits.
D an increased number of outfits. (1)
- 1.1.13 A term used to describe the effect of pollution on the natural environment:
A Carbon footprint
B Carbon dating
C Carbon dioxide
D Carbon monoxide (1)
- 1.1.14 To qualify for a government housing subsidy a person must ...
A be a part-time employee.
B be a permanent employee.
C have worked for two years.
D be a married employee. (1)
- 1.1.15 This organisation ensures that the workmanship of the construction of houses meets the required standards:
A Social Housing Foundation
B Housing Consumer Protection Trust
C National Home Builders' Registration Council
D National Housing Finance Corporation (1)
- 1.1.16 Repossessed properties are often sold as is (voetstoots). This means that the buyer ...
A accepts the property with latent defects.
B needs an electrical compliance certificate before it is registered.
C is responsible for all expenses.
D is responsible for the estate agent's commission. (1)
- 1.1.17 The hidden costs when buying a home include ...
A occupational rent and water.
B initiation fees and electricity.
C insurance costs and mortgage protection.
D property rates and inspection fees. (2)
- 1.1.18 The following should be available when lodging a complaint about a defective product:
A Proof of purchase, letter of complaint, the product
B Letter of complaint, the product, sales person
C The product, proof of purchase, sales guarantee
D Salesperson, proof of purchase, warranty (2)

1.1.19 Identify, from the list below, **THREE** services offered by estate agents to a prospective buyer:

- 1 Gives advice in finding and buying the right property
- 2 Helps to cover all transaction levies
- 3 Gives assistance in applying for a bank loan
- 4 Subsidises the first month's rent
- 5 Assists in the completion of the offer to purchase form
- 6 Prepares the local housing strategy

- A 1, 3, 6
B 2, 4, 5
C 1, 3, 5
D 2, 4, 6

(3)

1.2 Choose the financial option from COLUMN B that matches a statement in COLUMN A. Make a cross (X) in the block (A – H) next to the question number (1.2.1 – 1.2.6) on the attached ANSWER SHEET. NO marks will be awarded if more than one cross (X) is made for an answer.

COLUMN A (STATEMENTS)	COLUMN B (FINANCIAL OPTIONS)
1.2.1 A loan from the bank secured on a property, which is paid back in monthly instalments with interest	A starter bond B transfer duty
1.2.2 Money borrowed from a financial institution for building a house	C mortgage bond D education bond
1.2.3 Funds available to the homeowner for spending	E building loan
1.2.4 Tax collected by the Receiver of Revenue when the ownership of the property is transferred	F access bond G subsidy
1.2.5 This allows a potential buyer to get a loan that includes the deposit and bond registration costs	H interest
1.2.6 A non-cash payment provided by the government to assist beneficiaries to acquire housing	

(6 x 1)

(6)

- 1.3 Choose the description from COLUMN B that matches a channel for complaints in COLUMN A. Make a cross (X) in the block (A – G) next to the question number (1.3.1 – 1.3.5) on the attached ANSWER SHEET. NO marks will be awarded if more than one cross (X) is made for an answer.

COLUMN A (CHANNELS FOR CONSUMER COMPLAINTS)		COLUMN B (DESCRIPTIONS)
1.3.1	Consumer Affairs Committee	A investigates complaints related to government departments
1.3.2	Department of Social Development	B builds consumers' awareness of their rights and responsibilities through education and protection
1.3.3	South African Bureau of Standards	C administers the Consumer Affairs Act and investigates cases of harmful business practices
1.3.4	The Public Protector	D monitors and raises consumer issues
1.3.5	Direct Marketing Association (Sadma)	E sets safety and quality standards for goods and services in the market
		F handles complaints regarding state pensions
		G handles complaints regarding mail orders and junk mail

(5 x 1)

(5)

- 1.4 From the list below identify THREE common instances which would require a dismissal by the employer. Make a cross (X) in the block (A – F) next to the question number (1.4) on the attached ANSWER SHEET.

- A Theft after a final written warning
- B Negligence
- C Retrenchment
- D Disrespect for the company's property
- E Persistent alcohol abuse while on duty
- F Arriving late for work

(3)

TOTAL SECTION A: 40

SECTION B: FOOD AND NUTRITION**QUESTION 2**

- 2.1 Identify and give a brief description of the health-related problem that may result from eating too much of the following:

2.1.1 Salt (3)

2.1.2 Saturated fats (2)

- 2.2 Study the two menus below and answer the questions that follow.

MENU A	MENU B
Wholewheat Sardine Sandwich Fresh Green Salad with French Dressing Grapes Fortified Milk	Roast Leg of Lamb with Creamy Mushroom Sauce Spicy French Fries Creamed Spinach Cape Brandy Pudding with Cream

2.2.1 Choose the menu that will be suitable for managing osteoporosis in young adults. (1)

2.2.2 Justify the choice made in QUESTION 2.2.1. (3 x 2) (6)

2.2.3 Give THREE reasons for not choosing the other menu. (3)

2.3 Study the product label below and answer the questions that follow.

STORAGE		
Store in a cool, dry place		
INGREDIENTS		
Milk chocolate (84%) with a malted honeycomb centre (16%), Sugar, Milk solids, Cocoa butter, Cocoa mass, Vegetable fat, Malt powder, Malt extract, Gluten, Starch, Emulsifiers (including Soya), Glazing agents, Salt, Flavourants.		
ALLERGENS		
Cow's milk, Gluten, Soya		
This product has been made in a factory that uses both peanuts and tree nuts.		
TYPICAL NUTRITIONAL INFORMATION		
Average values	Per 100 g	% RDA
Energy	2 060 kJ	-
Protein	9,0 g	16%
Carbohydrates	56,0 g	-
of which total sugars	-	-
Total fat	24,8 g	-
of which monounsaturated fatty acids	8,5 g	-
of which polyunsaturated fatty acids	0,8 g	-
of which saturated fatty acids	15,5 g	-
of which trans fatty acids	0 g	-
Cholesterol	-	-
Total dietary fibre	1,8 g	-
Sodium	139 mg	-
* RDA = Recommended Dietary Allowance for 13 years and older		

2.3.1 Identify THREE food additives from the product label. (3)

2.3.2 Select and motivate THREE ingredients from the product label that may cause an allergic reaction. (3 x 2) (6)

2.4 Study the picture below and answer the question that follows.



Identify and motivate words/terms used on the label of the lid that may be considered to be misleading. (4)

- 2.5 Study the ingredients below used for a Swiss roll with a berry filling and answer the questions that follow.

Swiss Roll with Berry Filling

3 large eggs
100 ml castor sugar
155 ml cake flour
5 ml baking powder
5 ml vanilla

Filling:

500 ml fruit, cubed (mangoes, peaches, pears, plums)
250 g strawberries, sliced
200 g low-fat Greek vanilla yoghurt
15 ml castor sugar

- 2.5.1 Would you recommend this recipe for a person suffering from diabetes? Give THREE reasons. (4)
- 2.5.2 Suggest changes to the above recipe to make it suitable for a person suffering from heart disease. Motivate the changes made. (4 x 2) (8)

TOTAL SECTION B: 40

SECTION C: CLOTHING**QUESTION 3**

3.1 Explain any THREE of the following factors that may influence a young adult's choice of clothes:

3.1.1 Fashion trends

3.1.2 Peer pressure

3.1.3 Quality

3.1.4 Price

(3 x 1) (3)

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



3.2.1 Describe the term *fashion accessories*.

(2)

3.2.2 These outfits are suitable to wear to a social function after work. How could both of these outfits be changed to be suitable for the workplace?

(2 x 2) (4)

3.3 Read the advertisement below and answer the questions that follow.

FOR THE LOVE OF FASHION FOR THE LOVE OF FASHION FOR THE LOVE OF FASHION FOR THE LOVE OF FASHION

EXPERIENCED FASHION BUYERS

Womenswear and Menswear – Cape Town.

Put your discerning and experienced fashion eye, innovative ideas and professional grasp of the fashion industry fully to the test.

Truworths, South Africa's premier fashion retailer with a portfolio of highly successful brand names and ever-diversifying fashion concepts such as Ginger Mary; LTD; Daniel Hechter; Truworths Man and Uzzi (to name but a few), is offering skilled, influential and talented achievers the chance to become part of one of the dynamic teams that make up the extraordinary fabric of our company.

You will bring to the position * an awesome track record of at least three successful years in fashion retail buying * your strong mental reasoning and trend identification skills that will drive your ability to deliver the great product our fashion hungry customers expect * your passionate personality and energy * a professional understanding of fabric and garment construction.

Our working environment is dynamic and fast-moving with exceptional standards of creative expression and superb fashion designing.

If you share our vision and would like to respond to this challenge, please call Jonathan Gillman on 021 460 7414 for an initial discussion. Alternatively, send your CV via e-mail to akassel@truworths.co.za or fax 021 460 7171.

Closing date: 14 December 2009

Truworths is committed to transformation and the objectives of the Employment Equity Act. Meeting our employment equity goals and targets will be taken into account in our recruitment decisions.

TRUWORTHS

[Source: Mercury News, November 2009]

- 3.3.1 What is a *brand name*? (2)
- 3.3.2 Explain THREE negative economic effects brand names may have on the average South African family. (3 x 2) (6)
- 3.3.3 Identify THREE skills the fashion buyer is expected to display. (3)
- 3.3.4 Explain in your own words the statement in the advertisement: 'Our working environment is dynamic and fast-moving with exceptional standards of creative expression and superb fashion designing.' (3 x 2) (6)

3.4

Oleg Cassini (a fashion designer) says, 'Fashion anticipates, and elegance is a state of mind ... a mirror of the time in which we live, a translation of the future, and should never be static.'

[Courtesy of Edgars' special collector's edition]

3.4.1 Explain how the following influence fashion change:

(a) Political factors (3)

(b) Economy (3)

3.4.2 What is your view of the statement in relation to fashion trends available on the South African clothing market? (4 x 2) (8)

TOTAL SECTION C: 40

SECTION D: HOUSING AND SOFT FURNISHINGS**QUESTION 4**

- 4.1 Different housing options are available in South Africa. Name and explain the housing options in the advertisements below.

4.1.1

HALFWAY GARDENS

DOUBLE STOREY TOWNHOUSE – R775 000
Lovely 3 BED, 1 BATH garden unit. Lounge/dining,
SUPER NEW KITCHEN. Single garage. Pool in complex.

CALL: JACQUI 082 444 6470
[© Courtesy of Midrand Property Week, 13 August 2009]

(3)

4.1.2

PROPERTIES TO LET

NOORDWYK
Free-standing 3 bed duplex, 2 baths,
2 lock-up garages, private garden.
Alarm & prepaid electricity.
**Occupation ASAP for
R8 000 negotiable
082 346 2461 – Ema**
[© Courtesy of Midrand Property Week, 13 August 2009]

(3)

4.1.3

NOORDWYK

HUGE FAMILY HOME – R1 100 000
Space & privacy on offer here! Super corner stand
position! 4 BEDS, 3 BATHS!! Large lounge, sep. dining &
kitchen (kitchen needs a woman's touch). Sep.
entertainment room (currently the music room).
Enormous patio. Sparkling pool. Dbl garages.

CALL: JACQUI 082 444 6470
[© Courtesy of Midrand Property Week, 10 September 2009]

(3)

- 4.2 Discuss ONE of the following financial costs related to buying a home:

4.2.1 Transfer costs

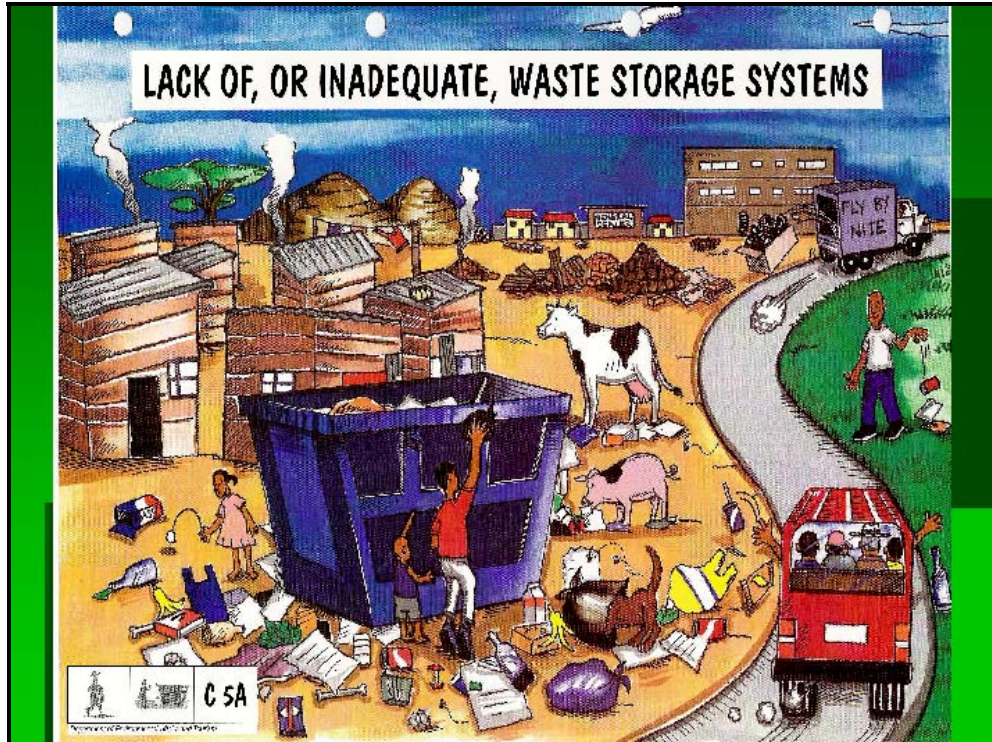
4.2.2 Bond costs

(6)

- 4.3 Suggest SIX requirements that, not met, could delay the registration of a bond.

(6)

- 4.4 How can the responsible use of electricity contribute to saving energy in the home? (6)
- 4.5 Study the picture below and answer the questions that follow.



- 4.5.1 Identify THREE recyclable items from the picture. (3)
- 4.5.2 Evaluate the impact the lack of an adequate municipal waste storage system has on the natural and economic environment. (5 x 2) (10)

TOTAL SECTION D: 40

**SECTION E: THEORY OF PRODUCTION AND MARKETING OF FOOD,
CLOTHING AND SOFT FURNISHINGS****QUESTION 5**

- 5.1 What is meant by the following acronyms (abbreviations):
- 5.1.1 SARS (1)
 - 5.1.2 VAT (1)
 - 5.1.3 PAYE (1)
- 5.2 Give THREE reasons why companies have to pay tax. (3)
- 5.3 Explain each of the following terms with regard to product marketing:
- 5.3.1 Pricing (3)
 - 5.3.2 Promotion (3)
- 5.4 How can the following factors contribute to the efficient production of quality products:
- 5.4.1 Production schedules (4)
 - 5.4.2 Continuous training of staff (4)
- 5.5 How do workers of a production company benefit from the following:
- 5.5.1 Unemployment Insurance Fund (UIF) (3)
 - 5.5.2 Commission for Conciliation, Mediation and Arbitration (CCMA) (4)

5.6 Study the cartoon strip below and give THREE reasons for the employee's final answer.



(3)

5.7 Explain how an entrepreneur can ensure that quality is maintained during the production process.

(5 x 2)

(10)

TOTAL SECTION E:	40
GRAND TOTAL:	200

ANSWER SHEET**SECTION A****CENTRE NUMBER:**

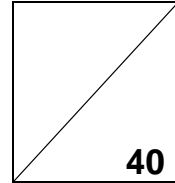
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EXAMINATION NUMBER:

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QUESTION 1.1

1.1.1	A	B	C	D	(1)
1.1.2	A	B	C	D	(1)
1.1.3	A	B	C	D	(1)
1.1.4	A	B	C	D	(1)
1.1.5	A	B	C	D	(2)
1.1.6	A	B	C	D	(2)
1.1.7	A	B	C	D	(2)
1.1.8	A	B	C	D	(1)
1.1.9	A	B	C	D	(1)
1.1.10	A	B	C	D	(1)
1.1.11	A	B	C	D	(1)
1.1.12	A	B	C	D	(1)
1.1.13	A	B	C	D	(1)
1.1.14	A	B	C	D	(1)
1.1.15	A	B	C	D	(1)
1.1.16	A	B	C	D	(1)
1.1.17	A	B	C	D	(2)
1.1.18	A	B	C	D	(2)
1.1.19	A	B	C	D	(3)

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QUESTION 1.2

1.2.1	A	B	C	D	E	F	G	H	(1)
1.2.2	A	B	C	D	E	F	G	H	(1)
1.2.3	A	B	C	D	E	F	G	H	(1)
1.2.4	A	B	C	D	E	F	G	H	(1)
1.2.5	A	B	C	D	E	F	G	H	(1)
1.2.6	A	B	C	D	E	F	G	H	(1)
									6

QUESTION 1.3

1.3.1	A	B	C	D	E	F	G	(1)
1.3.2	A	B	C	D	E	F	G	(1)
1.3.3	A	B	C	D	E	F	G	(1)
1.3.4	A	B	C	D	E	F	G	(1)
1.3.5	A	B	C	D	E	F	G	(1)
								5

QUESTION 1.4

1.4	A	B	C	D	E	F	
						3	

TOTAL SECTION A: 40