



# education

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Department:  
Education  
**REPUBLIC OF SOUTH AFRICA**

**NATIONAL  
SENIOR CERTIFICATE**

**GRADE 12**

**CONSUMER STUDIES**

**FEBRUARY/MARCH 2010**

**MEMORANDUM**

**MARKS: 200**

**This memorandum consists of 15 pages.**

**SECTION A**

<b>QUESTION 1.1</b>							
1.1.1	A	B	C	D	K	(1)	LO 2.1
1.1.2	A	B	C	D	K	(1)	LO 2.1
1.1.3	A	B	C	D	K	(1)	LO 2.1
1.1.4	A	B	C	D	C	(2)	LO 2.1
1.1.5	A	B	C	D	K	(2)	LO 2.1
1.1.6	A	B	C	D	K	(1)	LO 2.1
1.1.7	A	B	C	D	K	(3)	LO 3.1
1.1.8	A	B	C	D	K	(1)	LO 2.3
1.1.9	A	B	C	D	K	(1)	LO 2.3
1.1.10	A	B	C	D	K	(1)	LO 2.3
1.1.11	A	B	C	D	K	(1)	LO 2.5
1.1.12	A	B	C	D	K	(1)	LO 2.5
1.1.13	A	B	C	D	K	(1)	LO 2.5
1.1.14	A	B	C	D	K	(3)	LO 2.5
Marks						<b>(20)</b>	

<b>QUESTION 1.2</b>									
1.2.1	A	B	C	D	E	F	A	(1)	LO 2.3
1.2.2	A	B	C	D	E	F	A	(1)	LO 2.3
1.2.3	A	B	C	D	E	F	A	(1)	LO 2.3
1.2.4	A	B	C	D	E	F	A	(1)	LO 2.3
1.2.5	A	B	C	D	E	F	A	(1)	LO 2.3
Marks									<b>(5)</b>

QUESTION 1.3									
1.3.1	A	B	C	D	E	F	C	(1)	LO 2.5 LO 2.5 LO 2.5 LO 2.5 LO 2.5
1.3.2	A	B	C	D	E	F		(1)	
1.3.3	A	B	C	D	E	F		(1)	
1.3.4	A	B	C	D	E	F		(1)	
1.3.5	A	B	C	D	E	F		(1)	
Marks								(5)	

QUESTION 1.4											
1.4.1	A	B	C	D	E	F			A	(3)	LO 2.3
									K		
1.4.2	A	B	C	D	E	F	G	H		(4)	LO 2.4
1.4.3	A	B	C	D	E	F	G		K	(3)	LO 4.1
Marks										(10)	

**TOTAL SECTION A: 40**

**SECTION B: FOOD AND NUTRITION****QUESTION 2****2.1 Osteoporosis**

21.1	ONE Symptom	1. Loss of height as a result of weakened spine. 2. Cramps in the legs at night 3. Bone pain and tenderness 4. Neck pain, discomfort in the neck other than from injury or trauma. (any 1)
	TWO Causes	1. Imbalance between bone formation and old bone restoration. 2. Calcium intake not sufficient/ the body does not absorb enough calcium from the diet. 3. Overuse of corticosteroids 4. Thyroid problems 5. Bone cancer 6. Genetic disorders (any 2)
	TWO Preventative Measures	1. Eat balanced diet rich in calcium and vitamin D. 2. Adopt a healthy lifestyle with no smoking or excessive alcohol intake. 3. Take medication to improve bone density when appropriate (any 2)

**(Knowledge) LO 2 AS 1)****(5)****2.1.2 Importance of including calcium in diet for osteoporosis**

1. Calcium is nutrition for healthy bones – helps delay/avoid the onset of osteoporosis ✓
2. Calcium is essential for building strong bones. ✓
3. To keep muscles healthy and help them to contract ✓
4. Calcium absorption will be better in the presence of vitamin D

**(Knowledge) LO 2 AS 1****(3)****2.1.3 SIX guidelines for maintaining a healthy diet and lifestyle of a person suffering from osteoporosis and lactose intolerance**

1. Ensure sufficient intake of calcium and vitamin D to ensure optimum bone strength. ✓
2. Use milk from rice and coconut to replace lactose in milk. ✓
3. Many soy foods are naturally high in calcium and are important for health and bone maintenance. ✓
4. Use calcium-fortified Soya milk to ensure adequate calcium intake. ✓
5. Milk products such as yoghurt are safe because of the live bacterial cultures that help with lactose digestion. ✓

4. Read labels to avoid non-dairy commercial products that may contain lactose. ✓
5. Use calcium-fortified orange juice as you need calcium for strong bones. ✓
6. Use dairy products that are naturally low in lactose, such as Swiss cheese and cottage cheese. ✓
7. Use Lactaid (an enzyme to help digest lactose in dairy) when dairy products cannot be avoided. ✓
8. Use special milk products such as Lacteeze or other “lactose-free milk” which have lactose reduced by 99%. ✓

**Candidates must make reference to both conditions.**

**(Application) LO 3 AS 1**

(Any 6)

(6)

## 2.2 Explain with regard to labeling food products

### 2.2.1 Endorsements

1. These can only be made by professionals working for the company making the endorsement. ✓
2. An endorsement acts as a persuasive tool to encourage consumers to buy the product. ✓

(2)

### 2.2.2 Claims

1. Claims on products must have evidence, such as nutrient analysis, to support them. ✓
2. Unsubstantiated claims such as “100% fat free” or “nutritious” are not acceptable. ✓
3. Claims must in no way mislead consumers, such as “complete nutrition” or “balanced nutrition”. Such claims must be supported with relevant data. ✓
4. Claims such as “pure” only apply if the minimum quantity required is present or if the claim can be substantiated. ✓

(4)

### 2.2.3 Sell-by date

Is an indication to consumers that by the day after the date stipulated, goods should no longer be on the shelves for sale. ✓

(1)

### Best-before date

This is an indication to consumers that the product is at its best for consumption, on and before the date indicated on the product. ✓

(1)

## Comprehension LO 1.1

**2.3 FOUR food items for a high fibre takeaway lunch for a worker with high cholesterol blood level**

1. A high fibre diet emphasizes foods such as whole grain breads✓ and cereals, beans, peas and lentils, and fruits and vegetables. ✓
2. Insoluble fibre: ✓ whole wheat bread, wheat bran, vegetables. ✓
3. Soluble fibre: ✓ oatmeal, barley, fruit, flaxseed✓
4. Yoghurt with fruit ✓ or yoghurt with added fibre✓
5. Choose apples, citrus and strawberries for soluble fibres. Choose fruit with skin to supply the insoluble fibres. (4 x 2) (8)

**Apply the above guidelines when assessing the answer.**

**Application LO 2.1****2.4 The implications of the eating pattern in the comic strip**

1. Too much food/food intake higher than the body's requirements✓ - causes obesity✓
2. Too much saturated fats ✓ - raises cholesterol levels/ causes cholesterol build-up✓
3. Very little dietary fibre ✓ - causes constipation, diabetes, lowers blood cholesterol levels✓
4. Too much salt ✓ (ham, bacon, sausage) – leads to high blood pressure✓
5. Too many carbohydrates (pancakes, jelly, biscuits) ✓ - causes weight gain and strain on the heart. ✓
6. No fresh fruits and vegetables ✓ - more susceptible to infections. (Orange juice and baked apples were included)✓
7. High caffeine intake ✓ not healthy. ✓

**Evaluation LO 2 AS 1**

(10)

**TOTAL SECTION B: 40**

**SECTION C: CLOTHING****QUESTION 3****3.1 Factors influencing fashion change****3.1.1 Economic factors**

1. Poverty prevents or retards fashion change in a society. A consumer who has less money to spend inhibits fashion change. ✓
2. Wealth speeds up change✓ a consumer with more money to spend influences change positively.
3. Consumers in a country with a stable economy can spend more on fashion ✓

(3)

**Knowledge LO 2 AS 4****3.1.2 Technological factors**

1. Developments in textile research and the invention of new fabric properties have a positive effect on fashion change✓
2. Improvements in communication and transportation have accelerated fashion change. ✓
3. The development of sophisticated machines in the clothing industry makes it possible for consumers to wear clothing made from the latest developments in textile manufacture. ✓

(3)

**Knowledge LO 2 AS 4****3.1.3 Social factors**

1. Well known personalities or celebrities influence fashion as consumers like to copy what they wear.✓
2. Different market segments demand different fashions e.g. clothes for the youth, the elderly, the physically disabled men and women, ethnic and religious groups. ✓
3. Geographical living patterns – people living in cities are exposed to fashion and will buy new fashions, whereas people living in rural areas do not buy clothes so often. ✓
4. A high level of education influences fashion change positively as usually educated people have access to more resources to make them aware of new fashions. ✓
5. Cross-cultural contact and sub-cultural groups introduce new fashions to one another.
6. Cultural festivities – visitors are exposed to new fashions at these events.✓

(Any 3)

(3)

**Knowledge LO 2 AS 4**

**3.2 Life span of a fashion trend**

1. First part of the cycle (**introduction**) - The trend is only afforded by celebrities and fashion industry players✓ and is not yet available in retail stores. ✓
2. Second phase (**rise**): The trend starts appearing in news papers, fashion magazines, TV and internet. ✓ The merchandise is available in expensive designer collections. ✓
3. Third phase (**peak**): The trend is readily available and usually at a lower cost✓ . It becomes affordable for most consumers✓ .
4. Fourth phase (**decline**): The market becomes saturated with the trend losing its appeal✓ . At this stage consumers want a new trend and the demand for the item decreases. ✓
5. Fifth phase (**obsolescence**): consumers are no longer interested and want a new look✓ . Retailers mark down prices to make room for new designs✓ . Prices are low and people probably do not buy them. (5 x 2)

**Knowledge LO 2 AS 4**

(10)

**3.3 Role of the National soccer team in promoting branded fashion products.**

1. Bafana Bafana players are ambassadors of the country✓ and therefore are used by a number of industries in promoting South African brands.✓
2. Branded companies such as Nike, Reebok, Adidas ✓ support the National team by providing players with products for promotion. ✓
3. Supporters copy the National soccer stars by wearing the same brands as them ✓ and in this way the branded products are promoted.✓ (3 x 2)

(6)

**Application LO 3 AS 1****3.4 What clothes say about the wearer**

1. Age: ✓ their age is indicated – they are in the twenties or thirties as they are not wearing clothes teenagers would wear. ✓
2. Gender: ✓ The clothes indicate the gender of each person e.g. one person is dressed in masculine attire and the other two in feminine outfits.✓
3. Self-image: ✓ These people have a positive self-esteem as they are dressed neatly.✓
4. Personality: ✓ The person on the left is very outgoing and confident while the person on the right is more demure and confident. ✓
5. Status: The clothes indicate the people's role and status in the community. ✓ (4 x 2)

(8)

**Comprehension LO 2 AS 3 (Examples could differ).**



**3.5 'Your wardrobe is the heart of your style'. Justify.**

1. One's existing wardrobe is a true reflection of oneself.✓
2. The soul of a wardrobe will be reflected through the use of:
  - 2.1 Colour: influenced by personality and psychological factors.✓
  - 2.2 Style: the personality type will determine the styles preferred (athletic/classic/ etc.)✓
  - 2.3 Image: everyone wishes to portray a certain image of the inner being – may also reflect on class✓
  - 2.4 Texture: All the above factors will influence the choice of the preferred texture chosen for the wardrobe items.✓
  - 2.5 Fabric choices: personality type and style will determine the choice of fabric. ✓
  - 2.6 Co-ordinates: with thorough planning all items and factors mentioned above could be brought together to mix and match well. ✓
  - 2.7 Accessories: The style and choice will reflect the personality type and image of the individual. ✓
3. One's wardrobe is the image one would like to project and careful choice of correct items will reflect the personal style of an individual.✓ (7)

**Analysis LO 2 AS 3****TOTAL SECTION C: 40**

**SECTION D: HOUSING AND SOFT FURNISHINGS****QUESTION 4****4.1 Explain terms****4.1.1 Starter bonds**

1. A starter bond is a loan given to first time/primary home buyers✓
2. Included are costs such as deposit, transfer fees, bond registration, valuation fee, FICA costs✓ (2)

**4.1.2 Transfer fees**

1. Fees paid to transfer the property to the new home owner.✓
2. The amount depends on the purchase price of the property✓
3. Collected on behalf of the government by the Receiver of Revenue✓ (3)

**4.1.3 Sectional title**

1. A form of tenure that states that a person is the legal owner of a section of a housing complex. ✓
2. The owner has shares in the undivided lot on which it stands✓
3. Sectional title comes into effect when a group of houses or flats share a single plot of land, while each unit is sold to a separate owner. ✓
4. All parts of the property which do not form part of the individual sections are known as common property. ✓ (3)

**Knowledge LO 2 AS 5****4.2 Benefits of purchasing energy efficient household appliances**

1. There is a reduction in energy use ✓ which contributes to global changes.✓
2. They help prevent air pollution and greenhouse gas emissions✓ due to their energy efficiency. ✓
3. They save money ✓ by reducing energy (electricity bill) ✓
4. Some energy appliances use solar energy ✓ and solar power is a free long-term saving solution ✓ (3 x 2) (6)

**Comprehension LO 2 AS 6**

**4.3 Compare TWO advantages of the instalment and cash sale transactions**

<b>Instalment sale transaction</b>	<b>Cash sale transaction</b>
1. As a consumer enters into a contact with the dealer consumers are under an obligation to meet instalment payments.  2. More expensive goods that are not always affordable, can be bought  3. Convenient and safe as one does not have to carry cash around  Any 2	1. Consumers can negotiate a discount when using cash payments as an option.  2. Prevents overspending as the consumer is always aware of one's financial position.  3. Prices of goods are considered more carefully.  4. Consumers have the choice of outlet for purchases.  5. Saves time as no documentation/ contracts need to be completed.

**Knowledge L O 2 AS 6**

(Any 2)

(4)

**4.4**

<b>Consumer's rights</b>	<b>Consumer's responsibilities</b>
1. Right to information about the equipment	1. Be well informed before buying equipment; ask for the information you need.
2. Right to safe and good quality product	2. Choose products that do not harm the environment
3. Right to complain when a problem arises with poor service or the equipment itself	3. You must have a valid complaint; know the right channels available for complaints; Take proper care and maintenance and comply with the conditions of the warranty.
4. Right to be protected against goods that are hazardous to health and life.	4. Read the instructions on the product and use them as intended; check the qualification of service providers.
5. Right to choose among a good variety of quality products.	5. Compare prices; find out about differences between products and make informed choices.

(Any 3)

(6)

**Knowledge LO 1 AS 1 & LO 2 AS 6**

**4.5 The responsibility of municipality with regard to access to adequate housing**

1. Responsible for the local housing strategies and set housing delivery goals.✓
2. Initiate, plan, coordinate and facilitate appropriate housing development within its boundaries✓
3. Set aside, plan and manage land for housing development✓
4. Create a financially and socially viable environment conducive to housing development✓
5. Facilitate the resolution of conflicts regarding housing.✓
6. Provide bulk engineering services where there are no other service providers✓
7. Administer any National Housing Programme in respect of its area of jurisdiction if accredited to do so✓
8. To expropriate land for housing development if the land cannot be acquired through other means. ✓

(8)

**Comprehension LO 3 AS 4****4.6 Benefits of investing in property in South Africa**

1. Flexibility: ✓ One can develop own property and increase the value✓
2. An investment: ✓ Increasing value as your investment grows year by year✓
3. Can be used as collateral: ✓ May be able to borrow money against its value✓
4. Provide security: ✓ Owner, therefore no landlord can ask you to leave✓
5. Profit maker: ✓ When you sell, you can make a profit✓
6. An asset: ✓ Monthly home loan repayment works for you in paying off a valuable asset✓
7. Rent/lease: ✓ Can make profits by renting or leasing out the property ✓

(Any 4 x 2)

(8)

**Synthesis LO 2 AS 5****TOTAL SECTION D: 40**

**SECTION E: THEORY OF PRODUCTION AND MARKETING OF FOOD, CLOTHING AND SOFT FURNISHING PRODUCTS****QUESTION 5****5.1.1 What is an entrepreneur?**

1. A person who starts ✓ a new business venture. ✓
2. A person that notices a gap in the market (an opportunity) ✓ and takes the initiative to start a new business enterprise. ✓ (Any 2) (2)

**Knowledge LO 4.2****5.1.2 THREE qualities of a successful entrepreneur**

1. Always positive: apply a positive approach in finding solutions for problems and in daily activities. ✓
2. Hard worker: need to work very hard and must not be scared of challenges that develop. ✓
3. Able to identify opportunities: notice if there is a gap in the market. ✓
4. Perseverance: must have survival instincts and courage and determination. ✓
5. Risk taker: as they face a variety of risks each day of which bankruptcy is possible. ✓
6. Creativity: coming up with new and exciting ideas all the time. ✓

**Explanations not required.****Knowledge LO 4 AS 2** (Any 3) (3)**5.2 Importance of market research when starting a new business**

1. To identify the potential of the market segment to be targeted. ✓
2. To provide evidence to ensure the sustainability of the enterprise ✓
3. To indicate the market's needs and preferences to ensure they are met. ✓
4. To identify the competitors and draw comparisons between the products. ✓
5. Market research allows for the development of a viable marketing plan which will be able to measure the success of the enterprise. ✓
6. As a result of market research changes to improve the business plan and the quality of the product are possible. ✓

**Application LO 4 AS 2** (Any 5) (5)

- 5.3      5.3.1      **Good customer relations**
1. Provide the products your customers want and need✓
  2. Make sure the customer receives all the information he/she needs.✓
  3. Make sure your staff is also responsible for good customer relations✓
  4. Make sure that labels/advertisements do not have misleading information✓
  5. Attend to complaints immediately✓
  6. Be courteous and listen attentively without interrupting✓
  7. Return all calls if you promised to✓
  8. Record inquiries or complaints for future reference. ✓ (Any 5) (5)

**Comprehension LO 4 AS 1**

- 5.3.2      **Managing time**
1. Proper planning, preparation and insight avoids time wasting and improves the possibility of success✓
  2. Design work schedules according to set targets✓
  3. Regular checks will ensure that mistakes are detected in time – this will save time.✓
  4. Standardised procedures (clear instructions) will save time.
  5. Informed decision making helps reach targets within the set time✓ (Any 3) (3)

**Knowledge LO 4 AS 1**

- 5.3.3      **Planning the promotion of products**
1. Helps in making the target market aware of the product✓ so that a wider scope of consumers are reached. ✓
  2. To increase sales✓ and generate customer interest and persuasion to buy. ✓
  3. Create good reasons for consumers to buy products✓ resulting in the success of the business/enterprise. ✓ (3 x 2) (6)

**Knowledge LO 4 AS 2**

**5.4 Packaging influences a consumer to buy products.**

1. A stunning/attractive package can encourage consumers to try new products ✓ without them knowing much about the product. ✓
2. Consumers can be positively influenced by packaging techniques ✓ such as easy-to open packs (children's lunch box), reuse packaging (cans and bottles), multiple packaging (several products put in one packet) ✓
3. Environmentally friendly packaging ✓ such as re-usable/biodegradable packaging will have a positive influence on many consumers' decisions to purchase products. ✓ (3 x 2) (6)

**Application LO 4 AS 1****5.5 Negative impact of costing on sustainable profitability**

1. If not all items involved in production or marketing of a product are considered when costing the product ✓ profits will not be made. ✓
2. Increases in the price of raw material result in the cost of products increasing ✓ and less turnover, thus lower profits ✓
3. Cost reduction due to unforeseen circumstances e.g. spoilage ✓ impacts on gross profit. ✓
4. If the cost of a product is less than that of the competitors the product may sell fast at a loss ✓ deplete stocks ✓
5. if the cost of the product is higher than that of the competitors ✓ the product will not sell easily, resulting in loss. ✓ (5 x 2) (10)

**Evaluation LO 4 AS 3****TOTAL SECTION E: 40****GRAND TOTAL: 200**