



NATIONAL SENIOR CERTIFICATE EXAMINATION
NOVEMBER 2018

CONSUMER STUDIES

Time: 3 hours

200 marks

PLEASE READ THE FOLLOWING INSTRUCTIONS CAREFULLY

1. This question paper consists of 17 pages. Please check that your question paper is complete.
 2. Start **each section** on a **new** page.
SECTION A: Food and Nutrition and the Consumer
SECTION B: Clothing and the Consumer
SECTION C: Housing and Furnishings and the Consumer
SECTION D: Extended Writing Response
 3. Read the questions carefully.
 4. Some of the sections have multiple-choice questions. Write only the question number and the correct **capital letter**, e.g. 1.1.8 A, in your Answer Book. Do not use the grid printed on the inside front cover of the Answer Book.
 5. Number the answers exactly as the questions are numbered.
 6. Leave adequate spacing between each answer.
 7. Do not write in the margins; leave these blank for the recording of marks.
 8. The marks allocated to each question will indicate the detail required.
 9. Calculators may be used.
 10. It is in your own interest to write legibly and to present your work neatly.
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SECTION A FOOD AND NUTRITION AND THE CONSUMER

Spend approximately 60 minutes on this section.

QUESTION 1

Do not use the grid printed on the inside front cover of the Answer Book.

Write only the correct capital letter (A–D) next to Questions 1.1–1.5.

1.1 AIDS sufferers often suffer from malnutrition because of:

- A a lack of lactase.
- B too much insulin.
- C a lack of appetite.
- D a lack of exercise.

1.2 Physical symptoms of anorexia nervosa include:

- A excessive weight loss, bloating and diarrhoea.
- B excessive weight loss, fatigue and constipation.
- C excessive weight loss, social withdrawal and lack of emotion.
- D depression, mood swings and dental problems.

1.3 Choose the best recommendation for the management of anaemia:

- A omit the food causing the reaction for a certain period.
- B follow a healthy diet that includes red meat, lentils and tomatoes.
- C do regular weight-bearing exercises.
- D lower the total GI of a meal by combining high-GI and low-GI foods.

1.4 Genetically modified foods can best be defined as:

- A food that is treated with very short light and radio waves.
- B food that is nutritious and safe and available to all households.
- C food that is produced through methods that sustain the productivity of the ecosystem.
- D food that is developed through the manipulation of the DNA molecule.

1.5 The main purposes of food labelling are:

- A to protect the consumer and give information regarding specific foods.
- B to act as a preservative and slow down the growth of micro-organisms.
- C to prevent diseases or conditions such as cancer, nervous disorders and obesity.
- D to show consumers that certain foods are safe to consume and easy to eat.

[5]

QUESTION 2

Categorise the following taxes into direct or indirect taxes. Tabulate your answer as shown below:


- value added tax
- excise duty
- property tax (rates)
- capital gains tax
- PAYE tax
- import tax
- provisional tax
- licences
- transfer duty
- estate duty

Direct tax	Indirect tax

[10]

QUESTION 3

Study the ingredient information on the food label below and answer the questions that follow.

	<p>Vegetables (minimum 52%) (carrots, onions, cabbage, green peppers, chillies) (in variable proportions), water, tomato purée, vegetable oil (sunflower seed) (antioxidant TBHQ (E319)), spices (irradiated), wheat, salt (non-iodated), genetically modified maize starch (E1401), acidity regulator (E330).</p>
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[Adapted from: <www.koo.co.za/products/range/chakalaka>]

- 3.1 The maize starch in the Chakalaka is genetically modified and therefore has some advantages. Identify any four advantages by writing only the capital letters of your choice.
- A It often has more blemishes.
 - B Crops become resistant to pests.
 - C The regular intake of antibiotic-resistant genes may cause humans to become resistant to antibiotics.
 - D Produce has a longer shelf-life and has better processing and manufacturing properties.
 - E Crops may have an improved flavour, appearance and texture.
 - F Animals could grow bigger and faster, which is unethical.
 - G Foods could be more nutritious.
 - H The maize starch could become a super organism. (4)
- 3.2 State one reason why the spices in the Chakalaka are irradiated. (1)
- 3.3 Elaborate on why irradiated foods may be beneficial to HIV/AIDS patients. (2)
- 3.4 Analyse the ingredient list to show that this Chakalaka is a suitable choice to include in the diet of an HIV/AIDS patient.

Tabulate your answer as shown below:

Ingredient	Motivation

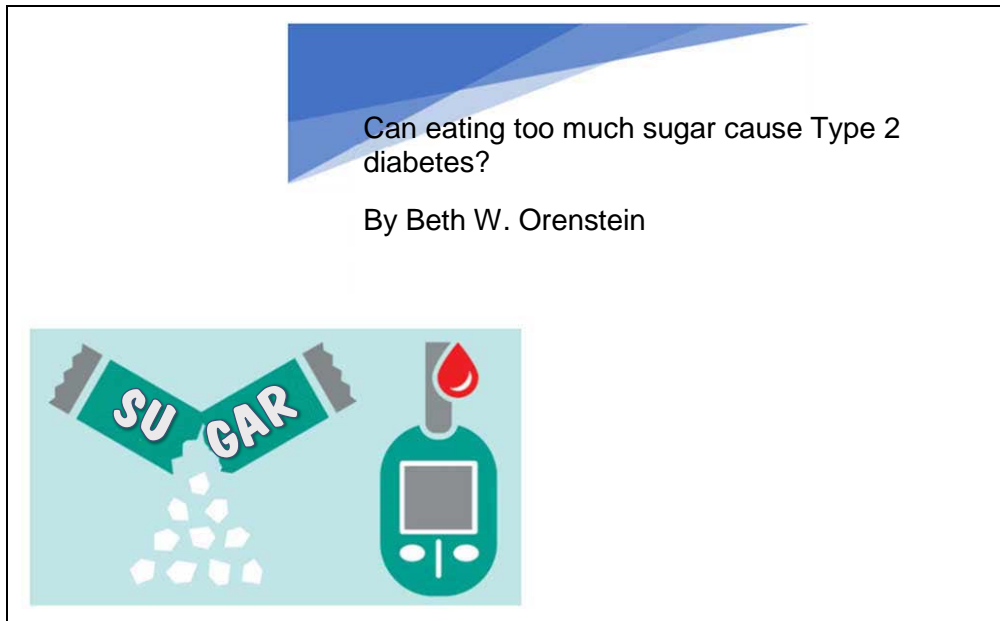
(5)

- 3.5 Compile a suitable nutritious lunch menu that includes the Chakalaka and could be served to manage the health of an HIV/AIDS individual. Motivate your choices. (4)

[16]

QUESTION 4

You are a Nutrition blogger and the following question was posted on your blog by Beth.



[Adapted from <www.everydayhealth.com>]

4.1 Clarify Beth's blog question by identifying two causes below for the development of type 2 diabetes. Write only the correct capital letters of your choices.

- A The pancreas does not synthesise enough insulin to control the blood glucose levels effectively.
- B After a meal, proteins are digested and metabolised and used by the body for energy.
- C The body cannot use the insulin effectively and body cells may become resistant to insulin.
- D There is not sufficient insulin to unlock the body cells and provide energy, thus causing high blood pressure.

(2)

4.2 Provide Beth with five diet-related guidelines that she would need to implement if diagnosed with type 2 diabetes. Justify these guidelines.

(5)

[7]

QUESTION 5

Read the extract below before answering Questions 5.1–5.5.

Tebogo's story

Tebogo has struggled with her weight for as long as she can remember. She is 21 years old and currently studying at university. She is 163 cm tall and used to weigh 70 kg. Binge eating has become a way of life for her. The frequency of her binge eating has increased over the last few months and her weight has suddenly increased by another 15 kilograms. Tebogo is very stressed about her weight.

Even though Tebogo hates the way she looks and is very concerned about what she is doing to her body, she does not know how to stop. She tries to limit her food intake during the day, but the urge to binge eat usually overcomes her later in the afternoon. A variety of fast foods are usually the first thing she eats, followed by lots of sugary treats. She tries to finish the food before her brother returns from soccer practice.

The guilt over what she is doing is making her feel depressed, thus, after the binge-eating episodes, she usually spends a lot of time in the bathroom purging. She is ashamed, but is caught up in this vicious cycle.

Eventually, after a doctor's consultation, Tebogo is diagnosed with bulimia nervosa.

[Adapted from: v/d Merwe (2013)]

- 5.1 Identify, from the extract, three reasons why Tebogo was diagnosed with bulimia nervosa. (3)
- 5.2 Name two digestive system side effects of Tebogo's eating disorder not mentioned in the extract. (2)
- 5.3 Suggest a management strategy for bulimia nervosa to Tebogo. (3)
- 5.4 Define the term "body mass index" and explain to Tebogo how to calculate her BMI. (2)
- 5.5 Calculate Tebogo's BMI. Use the table below to explain to her which category of classification she falls into and then determine her ideal body weight. (Show all calculations.)

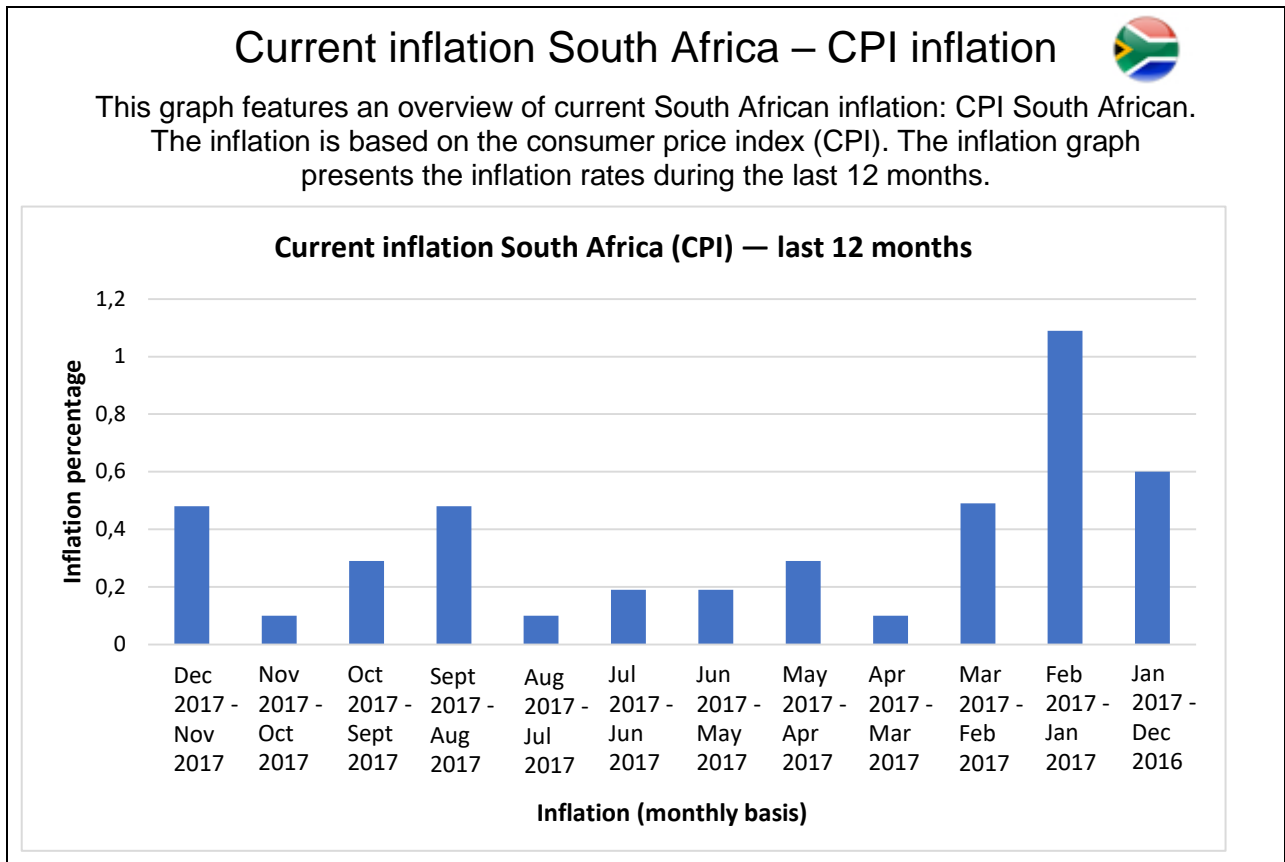
BMI Table:

Classifications	BMI
Underweight	<18,5
Normal	18,5–24,9
Overweight	25,0–29,9
Obesity, class I	30,0–34,9
Obesity, class II	35,0–39,9
Extreme obesity, class III	≥40

(4)
[14]

QUESTION 6

Study the following graph and answer Questions 6.1–6.7.



[Adapted from: <<http://www.inflation.eu/inflation-rates/south-africa/current-cpi-inflation-south-africa.aspx>>]

- 6.1 The above-mentioned graph refers to the Consumer Price Index (CPI). Define the term. (2)
- 6.2 According to the monthly basis inflation rates, between which months of 2017 did South African consumers experience the highest level of inflation, and what was the percentage? (2)
- 6.3 Predict what the consequences will be for South African households if the inflation rate keeps escalating at the above-mentioned rate. (3)
- 6.4 Give two possible reasons for the increased inflation rate. (2)
- 6.5 Discuss the measure the government has taken to assist low-income households with food purchases. (2)
- 6.6 Predict the outcome if children suffer from a severe protein deficiency. Name four symptoms of this disease. (5)
- 6.7 Suggest two protein-rich foods that are VAT exempt and therefore more affordable. (2)

[18]





70 marks


SECTION B CLOTHING AND THE CONSUMER

Spend approximately 40 minutes on this section.

QUESTION 7

Match the illustration in Column A to the fashion term in Column B and the best description in Column C. Write only the capital letter and Roman numeral for each answer. (i.e. 7.6 G vii). See continuation of table on next page.

Column A Illustration		Column B Fashion terminology		Column C Description	
7.1		A	Haute couture	i	This fashion is timeless, simplistic and remains popular.
7.2		B	Fashion trend	ii	These garments are created by fashion designers and worn by a few fashion leaders.
7.3		C	Silhouette	iii	Styles that are generally accepted by the majority of the public.
7.4		D	Mass fashion	iv	This fashion is quickly accepted by a relatively small group of consumers as it is short-lived.

7.5		E	Fashion fad	v	Outline of your body or garment, which you can see from a distance.
		F	Fashion classic	vi	Fashion that is changing in a certain general direction.

[10]

Sources:

- Picture 7.1: [https://image.freepik.com/free-vector/fashion-models-silhouette-pack_23-2147563634.jpg]
- Picture 7.2: [<https://za.pinterest.com/explore/audrey-hepburn-black-dress/>]
- Picture 7.3: [<https://i.pinimg.com/originals/20/cc/ee/20ccee8556298f38fbcaa191025051de.jpg>]
- Picture 7.4: [https://i.ytimg.com/vi/mc-VF4_xtqkx/hqdefault.jpg]
- Picture 7.5: [<https://i.pinimg.com/736x/fb/3d/4c/fb3d4ce105075fb0096dfab06fa542c3--kate-middleton-dress-kate-middleton-style.jpg>]

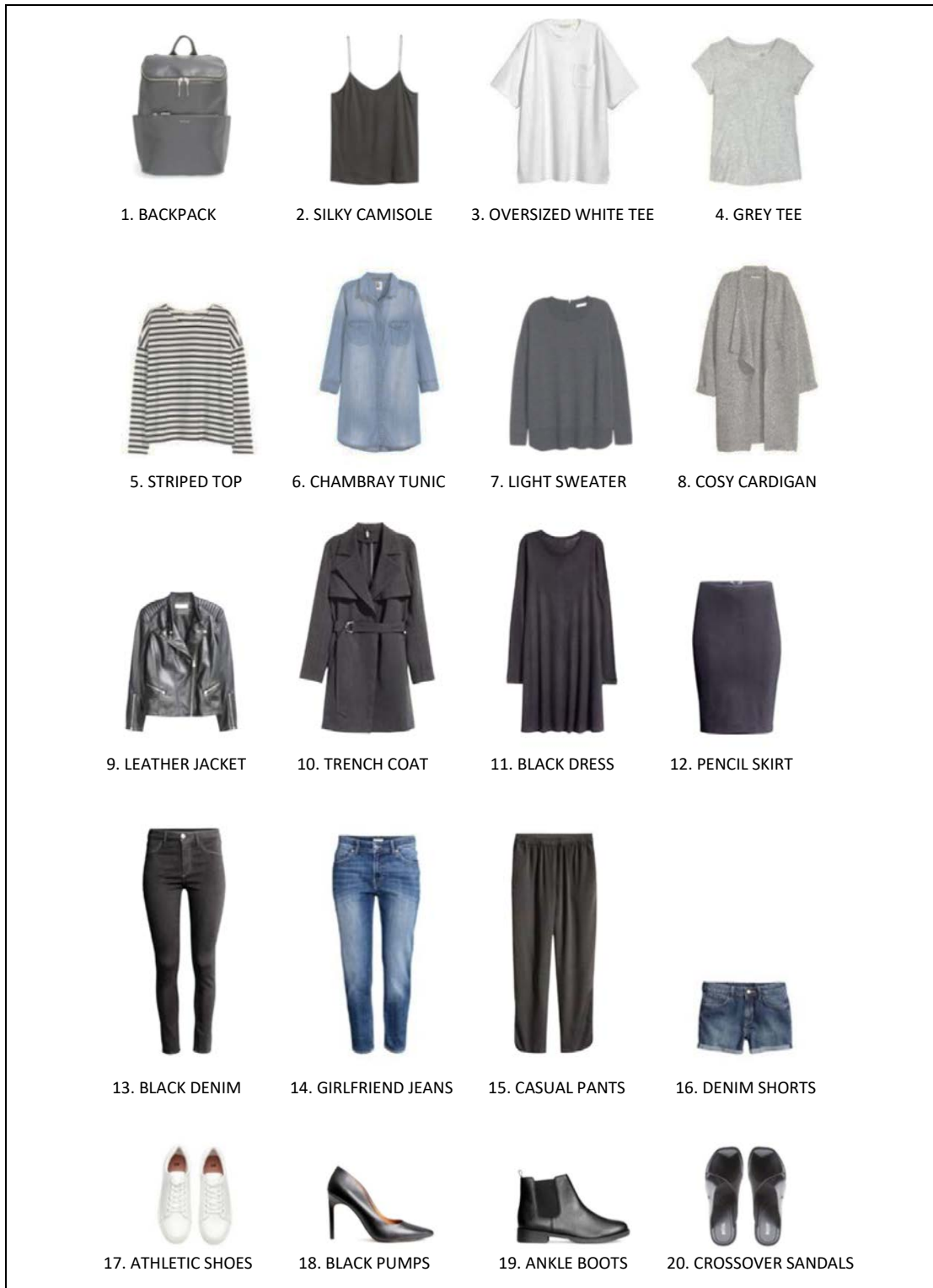
QUESTION 8

Read the text below before answering the questions that follow.

Shirley is 25 years old and has just finished her law degree. She is starting her first job at a well-known law firm and will be spending most of her time in court. However, she is lost when it comes to wardrobe planning and needs your advice.

[Own text]

Shirley has the following items in her student wardrobe.



[Source: <<https://i.pinimg.com/originals/66/a7/f4/66a7f499867c48dc7f69d96081285359.jpg>>]

- 8.1 Suggest five classic items that Shirley can incorporate into her existing wardrobe to make it appropriate for her new job at the law firm. (5)
- 8.2 Evaluate Shirley's existing wardrobe for her new career. (5)
- 8.3 Create a complete and appropriate outfit for Shirley to appear in court, using items from her current wardrobe and some of the classic styles suggested in Question 8.1. (3)
- [13]**

QUESTION 9

Fashion choice and change are influenced by various factors.

In each of the following instances select the factor that has nothing in common with the other two and provide a reason for your selection.

- 9.1 Religion / Recession / Culture. (2)
- 9.2 Physical self / Psychological self / Picture a person has of themselves. (2)
- 9.3 Identifiable / Standard of appearance is ensured / No individuality. (2)
- 9.4 Minimal make-up / Extreme high heels / Lots of perfume. (2)
- [8]**

QUESTION 10

Read the extract below and answer the questions that follow.

Olympic fashion: winning or not?



Ralph Lauren designed Team USA's uniform for the closing ceremony of the 2018 Winter Olympics



The "home" jersey for the United States hockey team, designed by Nike.

Canada, France, and Poland began to roll out their outfits in October 2017 for the 2018 Winter Olympic Games in PyeongChang, South Korea. There was even a special Olympic fashion show in Warsaw that also featured Croatia, Greece, Latvia and Serbia.

In November 2017, the United States hopped off the starting blocks and into the fray. In a kind of style relay, Ralph Lauren unveiled the closing ceremony looks for Team USA, Burton showed off the snowboarding kit, and Nike introduced the hockey jerseys for both the United States and Canada.

Thus far, the leader seems to be ... sportswear!

This may sound ridiculous, but fashion has become so much part of the Olympic Games that the out-of-competition clothing that athletes wear, and even some of the in-competition stuff, has increasingly started to seem like basic runway merch.

[Adapted from: <<https://www.nytimes.com/2017/11/02/fashion/olympics-ralph-lauren-burton.html>>]

- 10.1 Name the four main factors that influence fashion change. (4)
- 10.2 "... fashion has become so much part of the Olympic Games ..." Identify the factor mentioned in Question 10.1 this statement will form part of. (1)
- 10.3 Brand names like Ralph Lauren and Nike were mentioned in the extract. Discuss how the use of these names could influence the buying behaviour of consumers for this current Olympic Games fashion trend. (8)

[13]

QUESTION 11

Explain how consumers can manage their use and choice of clothing to support sustainability and thus leave a smaller carbon footprint.

[6]

50 marks

SECTION C HOUSING AND FURNISHINGS AND THE CONSUMER

Spend approximately 50 minutes on this section.

QUESTION 12

Match the example in Column A with the most appropriate role player in Column B and the financial requirement or council in Column C. Write only the capital letter and the Roman numeral for each answer (i.e. 12.6 G vii).

Column A Example		Column B Role player		Column C Financial requirement or council	
12.1	Renting	A	Estate agent	i	NHBRC
12.2	Building	B	Tenant	ii	Lease
12.3	Buying	C	Home owner	iii	Salary
12.4	Refuse removal	D	Inspector	iv	Home loan
12.5	Insurance	E	Government	v	Property taxes
		F	Municipality	vi	Comprehensive

[10]

QUESTION 13

Compare buying, building and renting a house with regard to:

- 13.1 Lifestyle
- 13.2 Cost
- 13.3 Investment
- 13.4 Maintenance

Tabulate your answer as shown below:

	BUYING	BUILDING	RENTING
LIFESTYLE			
COST			
INVESTMENT			
MAINTENANCE			

[12]

QUESTION 14

Kevin and Jo-Anne cannot find a home that suits their lifestyle and interests. They decide to rather buy a plot and build their own home.

- 14.1 Name five factors to take into consideration when building your own home. (5)
- 14.2 Finding the right builder is very important when building your own home. State two disadvantages when an unreliable builder is chosen. (2)
- 14.3 State five criteria to be included in the building contract in order to protect Kevin and Jo-Anne. (5)

[12]

QUESTION 15

Study the advertisement for a three-bedroom townhouse below and use the information to answer Questions 15.1–15.9.

R900 000
3 Bedroom townhouse



The most exciting new development Centurion has seen in years has just launched! This well-designed, free-standing duplex has 3 bedrooms, 2,5 bathrooms (en suite is a full bathroom) with a spacious private garden and a single garage and single carport. The Hudson has a beautiful communal clubhouse with pool, built-in braais and a children's play area. Excellent security includes 24-hour access control with patrolling guards and a 2,1 m-high wall with 8-strand electric fence on top. Each home has a solar geyser and fibre to the home with 1 year's free internet. No transfer duty. Levy only R1 861. Developer has given sole mandate to sell these unique units to Rawson Estate Agents.

[Adapted from: <Property24.com>]

- 15.1 Identify the type of home ownership in the advertisement. (1)
- 15.2 Define the term "sole mandate". (1)
- 15.3 Discuss the role the estate agent plays when selling this property. (4)
- 15.4 The advertisement states "No transfer duty". Clarify what is meant by this term. (2)
- 15.5 Explain why it is not necessary to pay transfer duty when buying one of these town houses. (2)
- 15.6 Even though no transfer duty is necessary for this property, there are other costs involved when buying a property. List two additional transfer costs that need to be paid. (2)
- 15.7 State to whom the costs mentioned in Question 15.6 are payable and for what reason. (4)
- 15.8 A monthly levy is payable every month. What is the levy for this advertised property? (1)
- 15.9 Suggest four specific uses for this levy. (4)
- [21]**

QUESTION 16

Advise the consumers in Cape Town on buying a washing machine in order to reduce their water consumption and have less impact on the environment.

[5]

60 marks

SECTION D EXTENDED WRITING RESPONSE

Spend approximately 30 minutes on this section.

QUESTION 17

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

"Food too expensive" (www.news24.co.za)
 2017-10-26 14:10
 Chelsea Pieterse, The Witness



Poor families spending less than half of what they should on food.

Low-income residents of Pietermaritzburg are spending 54% less than they should on food. This is according to the Pietermaritzburg Agency for Community Social Action (Pacsa), which presented its annual food price barometer on Wednesday. The report said people were prioritising issues, such as education, debt, electricity and transport, ahead of food. Among the reasons people were feeling the pinch were low wages and unemployment. It revealed that on average there were at least seven people per urban household in Pietermaritzburg living on low incomes. In September this year, the cost of a basic but nutritional basket of food for these households was just over R4 000 a month.

However, Pacsa found that low-income households were spending just under R2 000 on food. "It suggests that households living on low incomes are only able to secure half the food they require each month," said the report. Presenting the report was Pacsa's Julie Smith who said two-thirds of black South Africans lived below the poverty line in 2017. She said a quarter of them could not afford to put "proper food on the table".

Smith said that the median wage of R2 900 a month should be considered below the poverty line as the wage was dispersed among occupants of households. She added that the scale of inflation on food "is extraordinary". Smith said another issue is that social grant payments were too low. "Child support is R380 a month. It is below the food poverty line. In September, we found the cost of feeding a child was R578 a month," she said. The report also found that some supermarkets were reducing the amount of produce per package without changing the price. "For example: a seven-kilogram pocket of potatoes now costs what a ten-kilogram pocket used to cost. Pacsa has been monitoring these shifts in weights — this practice has accelerated over the past year and covers many of the foods in the trollies that women say they try and buy each month," said Smith.

"We are of the opinion that the crisis we face in both the very low-level grants and in the economy, is of such a grave nature ... that the state must review and reprioritise its entire budgetary allocations," she added.

The foods that show significant levels of inflation year on year include:

<ul style="list-style-type: none"> • Eggs – 5% • Frozen chicken pieces – 36% • Chicken feet – 50% • Chicken necks – 44% • Beef – 26% • Spinach – 93% 	<ul style="list-style-type: none"> • Baked beans – 6% • Salt – 19% • Coffee – 7% • Cabbage – 48% • Tomatoes – 34%
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There is a very real threat to household food security in poor communities in South Africa. Write an article as a response to this news24 extract discussing the reasons for this threat and for problems associated with food production. Suggest solutions to help consumers in poorer communities.

The article must:

- have an applicable heading and introduction.
- contain about 500 words (1½–2 pages) and appropriate paragraphs.
- come to a clear conclusion and give a valid reason for your answer.

Marks will be allocated according to the rubric.

Category	4 marks	3 marks	2 marks	1 mark
Focuses on and uses article.	The entire response is accurately related to the topic and allows the reader to understand clearly.	Most of the response is related to the topic. Wanders off at one point, but the reader can still learn something about the topic.	Some of the response is related to the topic. Not a strong link to the topic.	No attempt has been made to relate the response to the topic.
Content: Thoroughness	All facts presented in the response are accurate. Definite link to poor communities in South Africa and the article.	Almost all facts presented in the response are accurate. Some reference to South Africa and the article.	Some facts presented in the response are accurate. Very little reference to South Africa and the article.	Facts irrelevant or incorrect. No mention of South Africa or the article.
Content: Relevance	Response relevant and many reasons and solutions are mentioned.	Response relevant and mentions a few reasons and solutions.	Discusses only the reasons for food security crisis.	Response not relevant to either food security reasons or solutions.
Conclusion	Clearly understands the topic in depth and presents a clear and concise conclusion.	Understands the topic. Conclusion relevant.	Somewhat understands the topic. No clear conclusion.	No understanding of the topic. No clear conclusion.
Presentation	Tone of article is mature. Suited, appropriate and professional argument. Excellent and appropriate use of language and terminology. Appropriate heading for article. Interesting introduction. Correct paragraphing with good transitions.	Tone is consistent and suited to professional argument. Good and appropriate use of language and terminology. Heading given for article. Mostly appropriate introduction and paragraphing.	Tone, language and terminology is weak. Heading does not relate to article. Attempts at correct introduction and paragraphing.	Writing is almost unintelligible. Tone, language and terminology exceptionally weak. Introduction and paragraphing not present.

20 marks

Total: 200 marks