



NATIONAL SENIOR CERTIFICATE EXAMINATION
NOVEMBER 2012

CONSUMER STUDIES

Time: 3 hours

200 marks

PLEASE READ THE FOLLOWING INSTRUCTIONS CAREFULLY

1. This question paper consists of 16 pages and a Resource Sheet of 2 (i – ii) pages. Please check that you have the correct number of pages.
 2. Start **each section** on a **new** page.

SECTION A: Food and Nutrition

SECTION B: Clothing

SECTION C: Housing and Furnishings

SECTION D: Theory of Micro Enterprise Development
 3. Read the questions carefully.
 4. Some of the sections have multiple choice questions. Write only the correct letter next to each question number, e.g. 1.1.8 A.
 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 recording of marks.
 8. The marks allocated to each question will indicate the detail required.
 9. Use the resource material supplied on the Resource Sheet when required to do so.
 10. Calculators may be used.
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SECTION A FOOD AND NUTRITION**QUESTION 1**

Write only the correct letter (A – D) next to question numbers 1.1 – 1.6.2.

1.1 The following picture is characteristic of a child with:



[Adapted from : <<http://gerlib.org>>]

- A AIDS
 - B Anaemia
 - C Kwashiorkor
 - D Marasmus
- (1)

1.2 The child in Question 1.1 is suffering from a deficiency of which nutrient?

- A Protein
 - B Vitamin C
 - C Omega 3
 - D Vitamin B12
- (1)

1.3 The following facts apply to irradiation:

1. It is used to extend the shelf-life of foods such as vegetables
2. It improves the vitamin content of fruit and vegetables
3. It is done so foods can be exported to other countries
4. It reduces the number of disease causing organisms
5. Only foods are irradiated

- A 1, 2, 5
 - B 2, 3, 4
 - C 2, 4, 5
 - D 1, 3, 4
- (2)

1.4 Facts that are true of celiac disease include:

1. It is a digestive disease that affects the lining of the stomach
2. It is also called gluten intolerance
3. The condition is suitably cured by prescription medication
4. Long term effects can include malnourishment
5. It is an autoimmune disease that affects the lining of the small intestine
6. It is caused mainly from stress and is not genetic

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

(2)

1.5 Which foods should be avoided in a Celiac's diet?

1. Rye bread
2. Potato flour
3. Rice cakes
4. Pearl barley
5. Brown wheat bread
6. Quinoa
7. Cornflour

- A 1, 4, 5
 B 2, 3, 6
 C 1, 3, 7
 D 2, 5, 6

(2)

1.6 Study the cartoon to assist you in answering Question 1.6.1 and Question 1.6.2:



[Adapted from : <<http://www.otherwords.org>>]

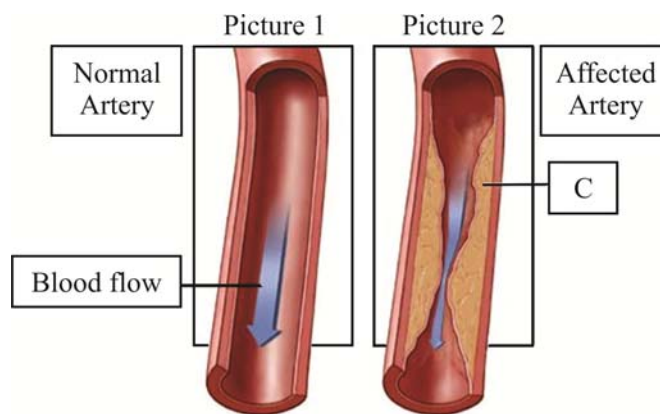
1.6.1 The above cartoon is related to which type of foods?

- A Irradiated foods
 - B Genetically modified foods
 - C Organic foods
 - D Radurised foods
- (1)

1.6.2 A cartoon character says it 'helps to be dumb'. Why do you think he says this?

- A These foods are classified as super foods and hence do not pose as a health risk to consumers
 - B These foods have only been developed in the last 3 years and hence have not been well researched
 - C These foods may have side effects and hence concerns are raised about possible long term health effects
 - D These foods have been well researched and are adequately labelled for consumers to make informed decisions
- (1)

1.7 Study Pictures 1 and 2 below and answer the questions that follow:



[Adapted from: <<http://www.health.com>>]

1.7.1 Identify the food related health condition that is depicted in Picture 2. (1)

1.7.2 Name the substance labelled C in Picture 2. (1)

1.7.3 Refer to Picture 2 to explain the possible consequences of the disease, on the health of an individual. (3)

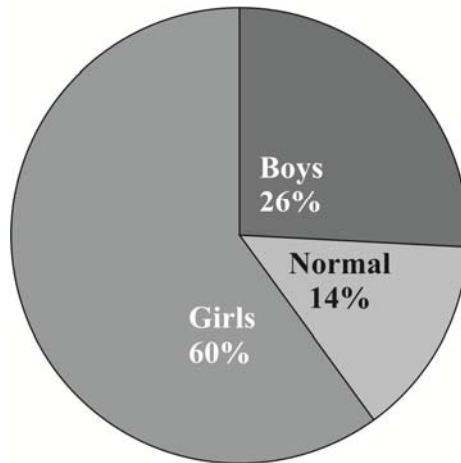
1.7.4 State and motivate TWO lifestyle changes that need to be made in order to prevent this disease. (4)

[19]

QUESTION 2

Study the pie chart below to assist you in answering Questions 2.1 – 2.3.

**Anaemic Levels in a sample
of Grade 8 to 12 learners**



[Adapted from <<http://www.blogs.rediff.com>>]

- 2.1 Identify the group with the highest incidence of anaemia. (1)
- 2.2 Name the **main** nutrient lacking in the diet of an anaemic person. (1)
- 2.3 Give ONE reason why this group may have a higher incidence of anaemia, in comparison to the other groups. (1)
- 2.4 Evaluate the suitability of the following meal plan for an **anaemic** teenager. It is important to justify your answer by relating your answer to the suitability of **all** the types of foods given. Tabulate your answers as follows: (9)

MEAL	SUITABILITY
BREAKFAST: Raisin Bran Fresh Strawberries Tea LUNCH: Chicken with spinach and tomato salad DINNER: Steak and chips	
Conclusion:	

[12]

QUESTION 3

A study was conducted at Cornell University to determine peoples' perceptions of organic foods.

- 3.1 3.1.1 Define the term organic foods. (2)
- 3.1.2 Organic foods tend to be more expensive than conventional foods. Explain why this is so. (2)
- 3.2 Some of the research participants said they prefer the taste of organic foods. Decide why organic foods may taste better. (4)
- 3.3 Debate whether organic foods are lower in fat and kilojoules and are more nutritious than non-organic foods. (4)
- [12]**

QUESTION 4

Read the '**Stop Wasting Food Movement**', (**RESOURCE ONE**) on page i of the Resource Sheet and answer Question 4.

If such a movement was established in South Africa, how would it benefit the population as well as the natural environment?

[4]

QUESTION 5

- 5.1 5.1.1 Explain the reason why the government has made milk a VAT exempt product. (1)
- 5.1.2 Name TWO other protein rich foods that South Africans do not pay tax on. (2)
- 5.2 Differentiate between lactose intolerance and a milk allergy. (4)
- 5.3 China is not traditionally a nation of milk-drinkers, but there is no evidence showing that Chinese people suffer more from osteoporosis than Europeans, Americans or South Africans. State why you think the incidence of osteoporosis amongst the Chinese population is not higher than other populations. (2)
- [9]**

QUESTION 6

'It is known that good nutrition can contribute to the wellness and sense of well-being of a person with HIV/AIDS at all stages of the disease and may even prolong life.'

[<<http://www.sahealthinfo.org>>]

Write a 200 – 250 word paragraph to support this statement, showing your understanding of the link between HIV/AIDS and nutrition as well as the functions of the nutrients specifically related to HIV patients. Use the rubric **RESOURCE TWO** on page i of the resource document to assist you in structuring your response.

[10]

QUESTION 7

'Eating too much sugar causes Type II diabetes.' Discuss the validity of this statement.

[4]

70 marks

SECTION B CLOTHING**QUESTION 8**

Write only the correct letter (A – D) next to question numbers 8.1 – 8.5 in your answer book.

8.1 A first impression is always a correct impression, if there is no second impression.

[A guide for the consumer 4th Ed Kefgen, M and Touchie-Specht, P]

This statement means:

- A A person will not be judged a second time if they have made the right first impression.
- B First impressions are mainly inaccurate impressions except within the work environment.
- C You can really only have a true impression of someone after your second encounter.
- D If the first impression was incorrect, a person will usually have a second chance. (1)

8.2 Characteristics of fashion are that:

- 1. All styles are repeated at some stage in the fashion cycle.
- 2. Fashion is constantly changing.
- 3. Fads tend to have a shorter life span than classics.
- 4. Fashion is based on price.

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

8.3 A misleading clothing advertisement should be reported to the:

- A National Consumer Forum
- B National Broadcasting Commission
- C Advertising Standards Authority
- D South African National Consumer Union (1)

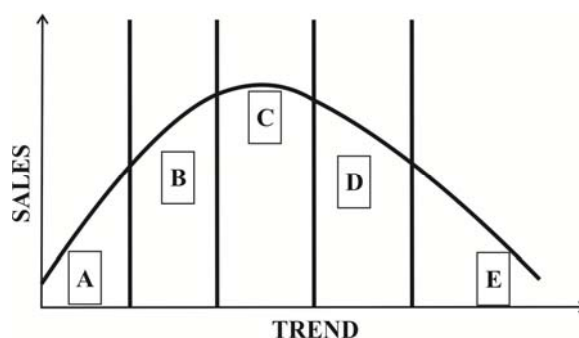
8.4 Helen has been living on an old age pension for the past 15 years. She is finding it increasingly difficult to pay her monthly clothing bills. This is because of:

- A Interest rates
- B Inflation
- C Bank charges
- D Repo rate (1)

8.5 What is the name of the tax that is charged at all stages of the production and distribution processes?

- A GCT
- B PAYE
- C SITE
- D VAT (1)

8.6 Study the graph below of a fashion cycle and answer Questions 8.6.1 and 8.6.2:

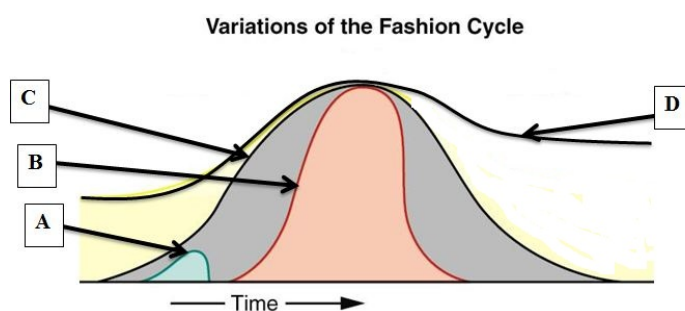


8.6.1 Label stages A – E of the above fashion cycle, in your answer book. (5)

8.6.2 Determine at which stage of the fashion cycle the following processes will occur. Write **only** the letter/s A – E for each of the answers below. (You may use a letter more than once.)

- The stage at which garments mostly go on discounted sales. (1)
- The stage at which fashions are previewed at fashion weeks. (1)
- The **TWO** stages where fashion cycles overlap. (2)
- The stage where fashion becomes affordable for the majority of the population. (1)
- The stage at which fashion conscious consumers are no longer interested in buying the garment. (1)
- The stage where the garments are actively marketed and advertised to the public. (1)

8.7 The illustration below shows graphs of various fashion cycles.



[Adapted from: <www.kellhighschool.typepad.com>]

8.7.1 Label the types of fashions shown in graphs B, C and D. (3)

8.7.2 Predict what has happened to the type of fashion in graph A. Motivate your answer. (2)

8.8 Fashion is passing. Style is eternal.

8.8.1 Explain the meaning of the above statement. (4)

8.8.2 Differentiate between fashion and style. (2)

[29]

QUESTION 9

Use **THREE** visual aspects from the cartoon to discuss the importance of dressing appropriately for the world of work.



[Adapted from: <www.cartoonstock.com>]

[3]

QUESTION 10

Study '**Heard the one about buying South African**', (**RESOURCE THREE**) on page i of the Resource Sheet to assist you in answering Questions 10.1 – 10.3.

- 10.1 State **THREE** ways the government can create the right conditions and environment for job creation. (3)
- 10.2 Explain the impact of Chinese imported goods on the South African economy. (4)
- 10.3 Why are these imported goods sold at inflated prices? (3)
- 10.4 South Africa introduced the Quota system on Chinese clothing imports in 2007.
 - 10.4.1 Explain the term quota system with reference to the clothing industry. (2)
 - 10.4.2 Evaluate whether this was a positive move made by the government. (4)

[16]

QUESTION 11

Study '**No K!!!k Environmentally Friendly Design Competition**', (**RESOURCE FOUR**) on page ii of the Resource Sheet to assist you in answering Question 11.

Assume you are a fashion design student who would like to enter their 2012 competition. Explain how you will meet the qualifying criteria of creating an outfit in an 'environmentally responsible manner'.

[7]

55 marks

SECTION C HOUSING AND FURNISHINGS**QUESTION 12**

Write only the correct letter (A – D) next to Question numbers 12.1 – 12.4.

12.1 A body corporate is essential in which type of home ownership?

- A Freehold
 - B Single title
 - C Sectional title
 - D Full title
- (1)

12.2 The lessee is also termed the:

- A Tenant
 - B Landlord
 - C Owner
 - D B and C
- (1)

12.3 Transfer Duty is paid to:

- A The owner of the property
 - B Receiver of revenue
 - C Estate agent
 - D Bank
- (1)

12.4 A tax levied on the profit of the resale of your home usually not your primary residence is termed:

- A Capital Gains Tax
 - B Property Tax
 - C Transfer Fees
 - D Estate Tax
- (1)

- 12.5 Study the following costs and identify which are applicable to only the buying of a home or only the renting of a home and which are applicable to both, tabulate your answer as follows:

Water and electricity
 Valuation fees
 Occupational rent
 Household insurance
 Bank initiation fees
 Rental
 Rental deposit
 Moving costs

Costs applicable to buying only	Costs applicable to both renting and buying	Costs applicable to renting only

(8)

- 12.6 State whether the following statements are true or false. If the answer is false, correct the **underlined** word/s.

12.6.1 Since 1999, all home builders must be registered with the BRC.

12.6.2 An offer to purchase becomes a Deed of Sale once the seller accepts the offer and signs it.

12.6.3 A loan is only granted to a single person if their bond repayment is less than 10% of their income.

12.6.4 A measure of the costs of goods and services over a period of time is termed the CPI(X).

12.6.5 Compound interest is calculated on the original amount borrowed for short-term loans from a bank.

(8)

12.7 12.7.1 Identify the type of housing depicted below.

(1)



[Adapted from: <www.mccaulauctioneering.com>]

12.7.2 State TWO advantages of this type of housing.

(2)
[23]

QUESTION 13

In the same way you would not attempt a root canal procedure without a dentist or most likely not appear in court without a lawyer, why would you buy a home without an estate agent?

[Adapted from: *Sunday Tribune* 21 August 2011]

Debate whether an estate agent is necessary when buying a home.

[8]

QUESTION 14

Compare the advantages and disadvantages of fixed and variable/flexible interest rates for the home owner. Tabulate as follows:

	Fixed		Variable/Flexible
Advantages		Disadvantages	
Disadvantages		Advantages	

[4]

QUESTION 15

- 15.1 Study Annabel's eco-friendly day below and explain, using sound reasons why they are eco-friendly practices. (10)

ANNABEL'S ECO FRIENDLY DAY

05:00	Water the garden
06:00	Get up and shower
07:00	Switch off the geyser
08:00	Catch your lift club to work
13:00	Shop and pay bills online
15:00	Wash clothes in the washing machine – only when there is a full load on a cool cycle
18:00	Prepare dinner, compost the vegetables
18:30	Turn on the dishwasher when full
21:00	Turn off all appliances
22:00	Bed time – switch lights off and if it is cold use an extra blanket

[Adapted from The wonderful world of green – Pick n Pay]

- 15.2 The 3 'Rs' are great but sorely lacking is a fourth, i.e. Refuse.

[<<http://www.mnn.com>>]

Formulate with reasons, strategies to help a family comply with the 4 Rs of managing waste in the home. (8)

- 15.3 Explain the role of a local municipality with regards to the recycling process. (2)
[20]

55 marks

SECTION D THEORY OF MICRO ENTERPRISE DEVELOPMENT**QUESTION 16**

Read the article '**Entrepreneur Couple Rustle Up Delicious Venture**', (**RESOURCE FIVE**) on page ii of the Resource Sheet to answer the following questions.

16.1 Define the following terms:

16.1.1 Entrepreneur (2)

16.1.2 Cash flow (2)

16.2 By law, the Samsons must have an employment contract with each of their 13 employees. The employees' contracts included the following:

CONTRACT OF EMPLOYMENT	
Name of employer and employee	
Commencement date	
Wage/salary	
Hours of work	
Leave including annual, sick, maternity and family responsibility leave	
Signed and dated by both parties with 2 witnesses	

State **THREE** other essential items of information that must, by law be included in their contracts. (3)

16.3 Decide which type of production method (A – C) would be most suitable for use in their factory to produce the Foodie products. Give a reason for your answer.

- | | | |
|---|------------------|-----|
| A | One-off | |
| B | Batch production | |
| C | Assembly line | (2) |

16.4 Explain the importance of market research within the Foodies business. (3)

- 16.5 Below is a diagram illustrating three aspects that can contribute to quality and price of a product, produced by Foodies. Use the diagram to answer Questions 16.5.1 and 16.5.2.



[Adapted from: <www.egrafxx.com>]

- 16.5.1 Explain the concept 'quality versus price' in producing a Foodies product. Refer to the article to explain your answer. (4)
- 16.5.2 Based on the article decide which two aspects from the triangle above contribute to the quality of the product. Motivate your decision. (4)

20 marks

Total: 200 marks