



NATIONAL SENIOR CERTIFICATE EXAMINATION
NOVEMBER 2013

CONSUMER STUDIES

Time: 3 hours

200 marks

PLEASE READ THE FOLLOWING INSTRUCTIONS CAREFULLY

1. This question paper consists of 13 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. Some of the sections have multiple choice questions. Write only the correct **letter** next to each question number, e.g. 1.1.8 A in your answer book.
 4. Number the answers exactly as the questions are numbered and leave adequate spacing between each answer.
 5. Do not write in the margins; leave these blank for the recording of marks.
 6. The marks allocated to each question will indicate the detail required.
 7. Use the resource material supplied on the Resource Sheet when required to do so.
 8. Calculators may be used.
 9. It is in your interest to write legibly and to present your work neatly.
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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.

1.1 BMI is a measure of:

- A Blood pressure
- B Glucose levels
- C Obesity
- D Cholesterol

(1)

1.2 Identify which of the following are misleading descriptions on food labels

- 1. This product is 95% fat free.
- 2. This product contains only 3% fat.
- 3. Natural fruit juice contains no added sugar.
- 4. Diet Soda is effective when used in conjunction with a kilojoule controlled diet.
- 5. Friskies Fibre cereal will cure intestinal ailments.

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

(2)

1.3 The following are examples of indirect tax:

- 1. Excise duty
- 2. Rates
- 3. VAT
- 4. Sin tax
- 5. PAYE
- 6. Provisional tax

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

(2)

1.4 The following statements are characteristics of organic foods:

1. They are free of genetically modified organisms.
2. No harmful chemicals are used to fertilise the food crops.
3. They are free of unnatural hormones but may have trace amounts of growth stimulants.
4. They are usually cheaper than non-organic foods.
5. Companion planting is often used to control pests and insects as this is a natural process.
6. Natural on a label means the food is organic.

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

(2)

1.5 Last year a basket of food cost R560.00 and this year the same basket costs R650.00, this is due to:

- A Inflation
 B Internationalisation
 C Deflation
 D Globalisation

(1)

1.6 Decide which of the following foods are VAT exempt:

1. Condensed milk
2. Mealie rice
3. Frozen vegetables
4. Evaporated milk
5. Tinned pilchards in tomato sauce
6. Brown bread

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

(2)

1.7 Fill in the missing answers **1.7.1 – 1.7.5** in the table below. Write the answers in your answer book.

Additive/Food	Function	(Allergic) Reaction
Tartrazine	1.7.1	1.7.2
Benzoates	Preservative	1.7.3
Monosodium Glutamate	1.7.4	Tingly feeling in the limbs, neck or chest
Peanuts	Used in various menu items	1.7.5

(5)

[15]

QUESTION 2

The following symbol is indicated on some foods.



2.1 Identify this symbol.

(1)

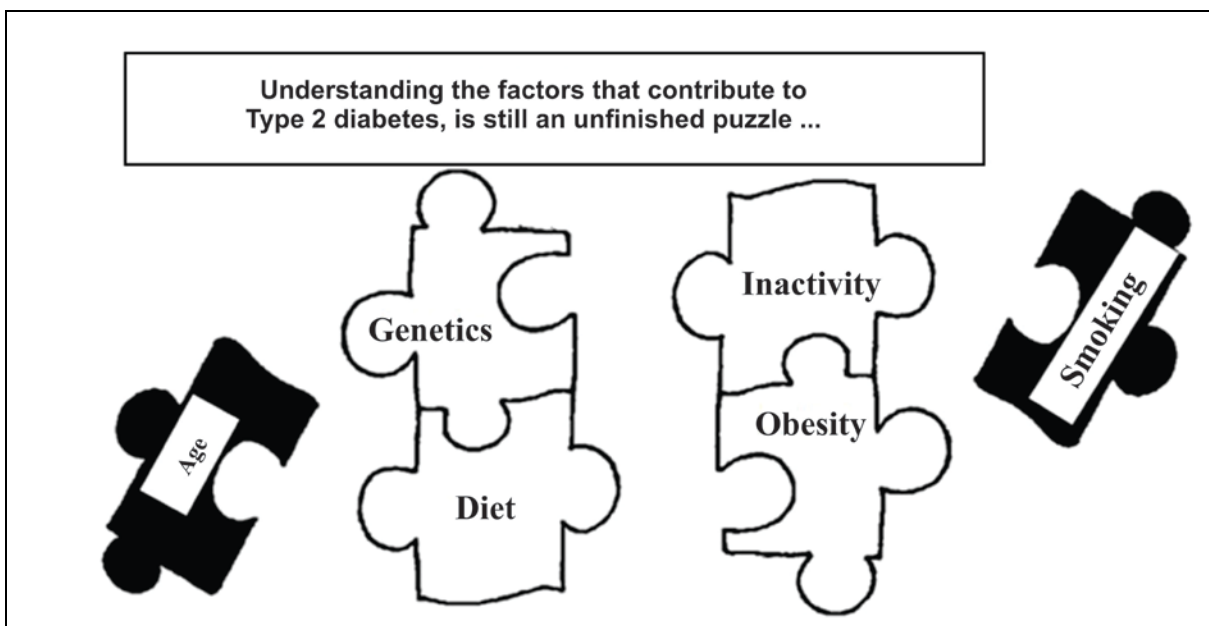
2.2 State how a food qualifies to carry this label.

(4)

[5]

QUESTION 3

Study the following picture depicting some of the factors that cause Type 2 diabetes and answer Questions 3.1 – 3.3.



[Adapted from < www.healthymeat.com >]

3.1 Define Type 2 diabetes.

(2)

3.2 Discuss how FOUR of the above factors contribute to Type 2 diabetes.

(8)

3.3 Suggest reasons why it is stated in the heading that understanding the factors that contribute to Type 2 diabetes, is still an unfinished puzzle.

(4)

[14]

QUESTION 4

Read the following cartoon and answer Questions 4.1 – 4.4 that follow.



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

- 4.1 Define the term 'Genetically Modified foods'. (2)
- 4.2 List TWO examples of edible crops that are genetically modified in South Africa. (2)
- 4.3 Give FOUR reasons why foods are genetically modified. (4)
- 4.4 Debate whether the cartoon character is just, in suggesting that genetically modified foods are safe to eat and pose no risks to the consumer. (6)
- [14]**

QUESTION 5

1 in 3 women and 1 in 5 men will get osteoporosis (potentially 4 – 6 million South Africans will get osteoporosis).

[<<http://www.osteoporosis.org.za>>]

Suggest FOUR guidelines for the prevention of osteoporosis.

[4]

QUESTION 6

Read the extract '**Vuka – Move for your health**', **RESOURCE ONE**, on page i of the Resource Sheet to assist you in answering Question 6.

Discuss the physical and economical effects this campaign will have on the South African population.

[8]**QUESTION 7**

Dr. Craig Johnson from the National Eating Disorders Association says (of anorexia) –'**Genetics loads the gun and environment pulls the trigger**'.

[<<http://www.anorexia-reflections.com>>]

Evaluate the truth of this statement in relation to anorexia.

[10]**70 marks**

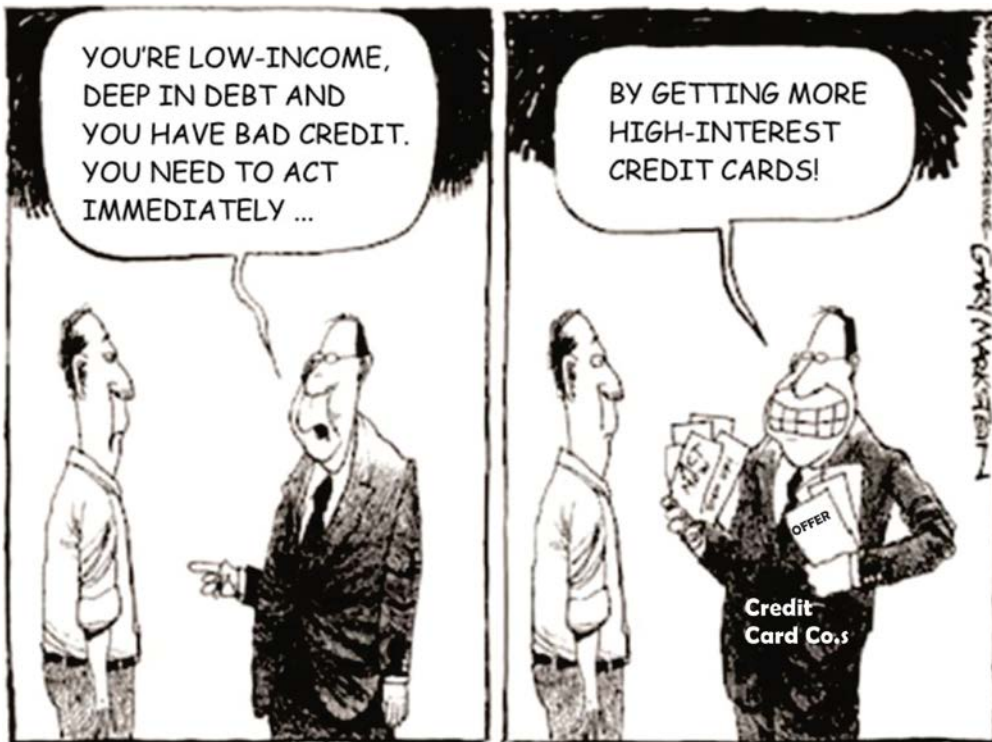
SECTION B CLOTHING**QUESTION 8**

Read the extract '**The Kate Effect**', **RESOURCE TWO** on page i of the Resource Sheet and answer Questions 8.1 – 8.7 that follow.

- 8.1 Provide another fashion term for the following words as used in the passage:
- 8.1.1 Imitations or 'copy-kates'
 - 8.1.2 Timelessly elegant fashion
 - 8.1.3 High street fashion (3)
- 8.2 Explain the term 'style'. (2)
- 8.3 State how hats and shoes worn by Kate Middleton can be used to accessorise her fashion outfits for different occasions. (3)
- 8.4 Discuss the effect 'copy kates' will have on the purchasing of branded clothing and the economy. (3)
- Kate Middleton has created the 'Kate Effect' as mentioned in the article.
- 8.5 Describe the influence the 'Kate effect' will have on:
- 8.5.1 The fashion industry (5)
 - 8.5.2 The natural and economic environment (5)
- 8.6 A top fashion designer would like to design Kate an eco-friendly dress for a World Environment Day function she has to attend. State and describe FIVE eco-friendly practices the designer could use when making this dress. (10)
- 8.7 The article indicates that the Duchess of Cambridge 'always wears an outfit appropriate to the occasion'. Discuss how to achieve a professional look through the appropriate choice of outfits. (4)
- [35]**

QUESTION 9

- 9.1 Differentiate between self-esteem and self-image. (4)
- 9.2 Discuss how self-esteem and self-image will influence the way a teenager dresses. (4)
- 9.3 Explain why a teenager may decide to conform to fashion rather than practice individuality when dressing. (4)
- [12]**

QUESTION 10[<Adapted <http://2.bp.blogspot.com>>]

- 10.1 Evaluate whether the advice given by the cartoon character is a good solution to getting out of debt. (4)
- 10.2 Explain how consumers can get into 'deep debt' when purchasing items such as clothing. (4)
- [8]**

55 marks

SECTION C HOUSING AND FURNISHINGS**QUESTION 11**

Write only the correct letter (A – D) next to question numbers 11.1 – 11.8.

11.1 A duplex is an example of which type of property ownership?

- A Full title
 - B Free-hold
 - C Sectional title
 - D Free standing
- (1)

11.2 The sun is classified as which type of resource?

- A Economic
 - B Natural
 - C Material
 - D Tangible
- (1)

11.3 What is the name of the tax paid on the resale of assets, such as a house?

- A Capital Gains tax
 - B Estate Duty
 - C VAT
 - D Sin tax
- (1)

11.4 Assuming you have a fixed interest rate on your home loan, if the repo rate increases what would the effect be on your monthly home loan payments?

- A Increase
 - B Decrease
 - C Remain unchanged
 - D Fluctuate
- (1)

11.5 The monthly municipal rates the homeowner pays is used for:

- 1. Rubbish removal
- 2. Newspaper deliveries
- 3. Electricity for street lights
- 4. Pest control on your verge

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

11.6 If a consumer is having problems with their builder they should contact the:

- A SABS
 - B NHBRC
 - C SANCU
 - D ASA
- (1)

11.7 The following are true of instalment sales transactions:

1. It is a popular way of financing a house in South Africa.
2. A deposit is usually required when using this payment method.
3. The buyer takes possession of the goods immediately but the seller retains property rights until the last payment has been made.
4. This is an inexpensive way of financing a house.
5. The longer the term of the loan, the more interest the buyer must pay.

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

(2)

11.8 A term used for the total set of greenhouse gas emissions caused by an organisation, event, product or person is:

- A Carbon imprint
B Carbon footprint
C Carbon dioxide
D Carbon monoxide

(1)

[10]

QUESTION 12

'Bad tenants get plenty of exposure, but good tenants can fall victim to terrible landlords. Typically, tenants are subjected to extensive checks before being allowed to sign a lease, but checks against landlords are not so rigorous and tenants need to ensure the person they are paying deserves their loyalty.'

[Adapted from *KZN Property Guide* 24 July 2011]

12.1 Explain the following terms in the above passage as applicable to renting:

12.1.1 Lease (1)

12.1.2 Landlord (1)

12.1.3 Tenant (1)

12.2 Compare the responsibilities of the tenant and the landlord when renting a property. Tabulate your answer as follows.

Responsibilities of the tenant	Responsibilities of the landlord

(8)

12.3

'The difference between buying and renting is money. Many people feel that they don't have enough money to buy a house, so they rent one'.

[<http://www.jumpstarthandbook.co.za>]

Evaluate the above statement and decide whether money is the only deciding factor when choosing to rent rather than buy a property.

(6)

[17]

QUESTION 13

Read the article '**Buying a plot and building a house you designed**', **RESOURCE THREE** on page ii of the Resource Sheet and answer Questions 13.1 and 13.2 that follow.

13.1 Identify **THREE** disadvantages of building a house as identified **in the article**. (3)

13.2 Explain why building a house would be a good idea for the writer of the article. (5)

13.3 Name **TWO** hidden costs involved in the buying of a house. (2)

[10]

QUESTION 14

Use the following cartoon as stimulus and answer Questions 14.1 – 14.2 that follow.



[Adapted from: *Sunday Tribune*, 10 June 2012]

- 14.1 State FIVE ways (other than the one mentioned in the cartoon) in which the cartoon character can save electricity whilst cooking and contribute to making the environment a greener place. (5)
- 14.2 14.2.1 Explain the importance of recycling food packaging. (6)
- 14.2.2 Name TWO food packaging materials that can be recycled. (2)
- [13]**

QUESTION 15

'Drying your laundry in a tumble drier is not an environmentally friendly practice.'

Evaluate the truth of this statement, giving sound reasons to support your argument.

[5]

55 marks

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

Read the article '**Cookie Gift Business**', **RESOURCE FOUR** on page ii of the Resource Sheet and answer Questions 16.1 – 16.5.

- 16.1 Name **THREE** start-up costs in the Cookie Gift Business. (3)
- 16.2 Describe the target market of this business. (2)
- 16.3 This cookie business uses batch type production; explain this production method. (2)
- 16.4 Describe **TWO** important criteria to ensure that the cookies will be attractively packaged. (2)
- 16.5 Explain why quality control is such an important part of this business. (3)
- [12]**

QUESTION 17

'Support a small business and you can make a big difference'.

[The wonderful world of green – Pick n Pay]

Explain why it is so important to support small local businesses.

[3]

QUESTION 18

Discuss how the following will contribute to a successful business.

- 18.1 Good customer relations (3)
- 18.2 Staff training (2)
- [5]**

20 marks

Total: 200 marks