



NATIONAL SENIOR CERTIFICATE EXAMINATION
NOVEMBER 2014

CONSUMER STUDIES

MARKING GUIDELINES

Time: 3 hours

200 marks

These marking guidelines are prepared for use by examiners and sub-examiners, all of whom are required to attend a standardisation meeting to ensure that the guidelines are consistently interpreted and applied in the marking of candidates' scripts.

The IEB will not enter into any discussions or correspondence about any marking guidelines. It is acknowledged that there may be different views about some matters of emphasis or detail in the guidelines. It is also recognised that, without the benefit of attendance at a standardisation meeting, there may be different interpretations of the application of the marking guidelines.

SECTION A FOOD AND NUTRITION**QUESTION 1**

1.1	C
1.2	B
1.3	A
1.4	C
1.5	B
1.6	C
1.7	A

(1) C
 (2) K
 (2) K
 (1) C
 (1) K
 (1) K
 (1) C

QUESTION 2

Study the following cartoon and answer Question 2.1 and 2.2 that follow:

Cartoon:

- 2.1 Many of them are high in sugar, such as soda, cookies, granola, fast foods and chocolate, excess sugar if not used will be converted to fat.
 Chocolate, fast food and granola cookies are high in fat, especially saturated and trans fats, and if these are not used they are stored and contribute to obesity.
 Pasta, Granola, Cookies are high in refined carbohydrates, excess carbohydrates are stored as fat if not used as energy.
 Many fast foods and soda may be sold in large sizes, and consumers tend to over eat which contribute to obesity. (8) App
- 2.2 Lack of exercise or a sedentary lifestyle – excess kilojoules are not burned and are turned to fat.
 Genetics – if a family member is obese you are more likely to develop obesity.
 Medical disorder – in some instances people have a medical condition that prevents them from losing weight and therefore become obese. (4) K

QUESTION 3

Besides nutrition what other tips could an HIV/AIDS patient practice to improve his/her daily life? These must be strictly related to AIDS and not general points.

- 3.1 Exercise – to increase a person's appetite and to make them feel better about themselves
Medication or HRVs – this is important to improve their health and wellbeing and control the disease.
Counselling – support is essential to cope with this disease and sometimes these patients are unable to do it on their own and need the help of professionals to guide them through the process.
Any 2, but must be specific to AIDS

(2) C

Suggest two recommendations with reasons of how to make the above menu more suitable, for lower socio economic patients suffering with HIV/AIDS.

- 3.2 Larger variety of foods as mostly carbohydrates a larger variety is needed to ensure they are receiving all their nutrients
Also lacking 'green' vegetables to obtain a variety of nutrients for a balanced diet
More vitamin C other vitamins and minerals could be included to build their immune system
If the patient is suffering from diarrhoea it may be better to have black tea or reduce the amount of milk and whole-wheat bread as this interferes with their diarrhoea.
Soya instead of chicken stew – cheaper, more economical for lower socio economic group and contains all amino acids to build and repair tissue
(2 recommendations plus reason)

(2 × 2 = 4) AP

3.3 Evaluate the menu for its suitability for an HIV/AIDS patient.

Meal	Foods:	Evaluation
Breakfast	Maize porridge, paw paw, tea with milk and sugar, whole-wheat bread	Maize Porridge <ul style="list-style-type: none"> • Starch for energy • Zinc and selenium for immune system • Vitamin B – immune system
		Pawpaw <ul style="list-style-type: none"> • Sugar for energy • Paw-paw – vitamin C for a healthy immune system • Vitamin A for linings of digestive tract healthy eyes
		Tea, milk, sugar Water – hydration Milk – protein body building and energy Calcium for strength of bones Milk – selenium and zinc healthy immune system Sugar – energy
		WW Bread <ul style="list-style-type: none"> • Selenium and zinc – immune system • Fibre – prevent constipation
Tea meal	Water with sweet biscuit, eggs	Water – hydration Sweet biscuit – carbohydrates and fat – energy Eggs – protein – body building and energy Eggs – fat in the yolk – energy Eggs – Vitamin A – healthy mucous membranes, healthy eyes Eggs – Selenium and Vitamin B – healthy nervous system, immune system
Lunch	Handful of Peanuts, Vegetarian Potato Stew, Fruit Juice	Peanuts Protein – body building and energy Zinc – healthy immune system Vitamin B – healthy immune system, healthy nervous system Fats – heat and energy
		Potato Stew Vitamin B – healthy immune system Starch – energy – sustained energy
		Fruit Juice Vitamin C – immune system Vitamin A – healthy mucous membranes, healthy eyes
Supper	Chicken stew, rice, cooked pumpkin and carrots	Chicken Protein – body building Energy Zinc and Vitamin B – healthy immune system
		Rice Carbohydrates – energy, warmth Vitamin B complex – healthy immune system
		Vegetables (pumpkin and carrots) Vitamin A – healthy mucous membranes, healthy eyes Vitamin C – immune system

(15) 13 Syn + 2 Ev

Conclusion: Suitable budget meal to support the condition due to the high content of vitamins and minerals to build a healthy immune system as well as protein and starch for body building and energy.

13 marks for the menu items and 2 marks for the conclusion

Marks are only awarded for those nutrients specific to the condition (HIV/AIDS) and **NOT** just general nutrients and their functions.

QUESTION 4

Information Card

- | | | |
|-----|---|--------|
| 4.1 | Incomplete protein, found in wheat products | (2) K |
| 4.2 | Celiac disease, Wheat intolerance/allergy | (1) K |
| 4.3 | Asthma, skin hives, eczema, cramps, vomiting, diarrhoea, nausea, swelling of the face or throat. | (4) K |
| 4.4 | Barley, oats, rye | (3) K |
| 4.5 | Sometimes these foods contain hidden gluten and will cause symptoms of gluten intolerance and therefore need to be avoided. | (2) Ap |

QUESTION 5

Discuss these 4C's as an effective way to manage diabetes.

- **Check your diabetes**

- Test your sugar levels often – to ensure they do not fluctuate too much and also so more or less insulin can be administered so you can control what you are eating i.e. less carbohydrates if your sugar is too high or vice versa if it is low
- Keep records and monitor as you may need to see a doctor if the levels are not stable

- **Control your diabetes**

- Control it through diet and healthy eating – eat those foods that you know will not cause unnecessary fluctuations
- Correct doses of insulin – too ensure your sugar levels remain constant, if you have had a heavy carbohydrate meal may need to inject more or vice versa if you haven't eaten enough
- Check sugar levels often – to ensure they remain stable
- Exercise – to control weight and to break down the carbohydrates so they don't remain in your bloodstream

- **Consume healthy food**

- Not too many refined carbohydrates – spike sugar levels
- Decrease fat intake – usually overweight as in type 2 diabetes and need to eat healthy to lose weight
- Control carbohydrate intake especially refined carbs – excessive can lead to increased blood sugar levels
- Increase low GI foods – stabilise blood sugar levels
- Lots of vegetables especially the low carbohydrate ones – rich source of vitamins and minerals for a healthy body and the low ones don't raise blood sugar levels unnecessarily

- **Care for yourself**

- Exercise – to control weight and to break down the carbohydrates so they don't remain in your bloodstream
- Have yourself tested – be aware of what type you have i.e. can you control with diet, pills or insulin.
- Know your sugar readings – in order to control them through diet or medication
- Balanced healthy diet – lose weight, gain the necessary vitamins and minerals and keep the diabetes under control

2 marks for each question ($4 \times 2 = 8$)

(8) Syn

QUESTION 6

Better for the natural environment:

- No artificial fertilisers are used in the soil and therefore do not pass into water and rivers
- Organic farming creates richer soil and possibly more nutrients in the food
- Organic farming uses less energy than conventional farming and therefore saves this scarce resource
- Animals are allowed to roam freely and not subjected to poor living conditions
- Animals are not injected with growth hormones and can be allowed to grow at their own rate

Better for you:

- No artificial fertilisers and pesticides are used therefore healthier
- Animals are allowed to roam freely and are therefore leaner and healthier to eat
- No GM foods and therefore no tampering with genes which is linked to cancer
- No antibiotics used on animals and therefore no chance of them being passed on to humans
- Food tastes better and is seen to be more nutritious and therefore better for you
- Crops or products are not irradiated and therefore pose no risks that these products would pose such as cancer or allergies

Conclusion:

Organic farming is better for you and the environment as neither is exposed to artificial fertilisers or chemical pesticides which may pollute the environment and be ingested by humans, which could pose a possible cancer risk.

6 marks for the argument marks candidates should answer in both categories (3 each), i.e. better for you or the environment and 2 marks for the conclusion.

(8) Ev

SECTION B CLOTHING

QUESTION 7

7.1	B
7.2.1	C
7.2.2	A
7.2.3	A
7.2.4	D

(1)AP
 (1)AN
 (1)AN
 (1)K
 (1)AN

7.2.5 Discuss factors that influenced the lengths of skirts over the period

- Fashion trends – as fashion changes so the length of the skirt is also susceptible to change, it depends what is in fashion
- Economics – during times when there is a recession skirts may have been worn shorter to save on material or worn for a longer period of time as they couldn't afford to change clothing, during times when there is economic freedom styles may change more often and hence a change in the length of the skirts.
- Political situation – The government style, the leadership and stability of the country will influence the length of the skirt as a conservative political government will ensure skirts are worn longer and do not reveal too much flesh, if the government is not stable changes in styles of skirts (fashion) will be limited.
- World events e. g World War – certain fashions were worn such as longer type military skirts and also people didn't have money to change their styles and clothing so often so they may have worn them for a lot longer period of time.
- Time period – many years ago women were more conservative and so wore their skirts longer and then as women started to work and become aware of their bodies and fashion and then started to wear their skirts shorter.

(5) Syn

QUESTION 8

'One is never over-dressed or under-dressed with a Little Black Dress.' – Karl Lagerfeld. Evaluate the above statement.

A black dress is a classic and tends to be associated with smart, and formal conservative and appropriate for most people. The black dress can be dressed up with a jacket or accessories and high heeled shoes to make it smarter. A black dress can also be worn with flat shoes for a more informal look.

Conclusion: A black dress is both smart and casual depending on what you wear with it to dress it up or down.

(5) Ev

QUESTION 9**Explain the following fashion terms in the article:**

- 9.1 9.1.1 eco-friendly
Fashion brands that will not harm the environment in any way such as organic cotton or the use of fabrics such as hemp that are sustainable and green
- 9.1.2 organic
Fashion brands where no artificial or chemicals pesticides are used in their growth of the crops that are used to make the fabrics, for the garments, e.g. organic cotton or linen. Also no GM seeds are used.
- 9.1.3 sustainable (6) K
Capable of being continued/grown/produced with minimal long-term effect on the environment

Do you agree or disagree that companies are using these terms in Question 9.1 as 'feel good' marketing terms?

- 9.2 Agree:
These terms are widely used all over the world and are 'fashionable' so retailers and manufacturers use the words to entice the consumer to buy thinking they are doing good for the environment.

Disagree:

The world is in a serious state of environmental chaos and uncertainty and manufacturers and retailers are forced to change the way they are currently doing things to make genuine improvements to products and make them more environmentally sound.

Candidates can partly agree and disagree but they need to have a sound reason for their choice.

One mark is allocated for agree or disagree and 2 marks for their reason. (3) Syn

Discuss using examples how companies can take a holistic approach to sustainable design.

- 9.3
- Use organic textiles
 - Use recycled trimmings such as zips and buttons
 - Use environmentally sound textiles such as hemp and ramie
 - Support local products to lessen carbon footprint
 - Choose companies that practice fairtrade
 - Only support companies that don't use child labour and only use fair labour practices
 - Reuse textiles or products and turn them into something new or combine them with existing designs
 - Use clothing that has been worn before – secondhand (5) Syn

QUESTION 10**Explain your understanding of fast fashion.**

10.1 Affordable, designed and manufactured quickly and aimed at the majority. (3) App

This fast fashion is also termed 'throw away' fashion, decide why this is so.

10.2 Wear it for a short time, not very well made, quality is not very good – this is because the clothes are made to be affordable to dispose of them after one season, they are not made to last. They are designs of the season, i.e. winter or summer. (3) Syn

Explain the effect of this 'fast fashion' on the economic environment.

10.3

- Creates jobs in the clothing industry e.g. factories to produce the products, retailers to sell the products
- Boosts economy as more people are buying fashion more often (short life span)
- Retailers get more profit and are able to bring in more stock to sell to the consumers quicker
- May cause people to overspend as clothes are deemed affordable and the demand is there to have them
- May cause consumers to buy on credit and get deeper into debt and then have less disposable income
- May cause consumers to buy on credit – sales of the stores increase and they obtain more profit

(5) Ap

Why do you think fast fashions closely follow fashion trends (rather than set new trends) and produce designs of the season (not ahead of time)?

10.4

- Time is of the essence to get garments out so it is quicker to copy designs out there already.
- There is no time to be a season in advance as they are constantly changing and keeping up with the trends.
- Because they are so fast they are able to change quickly to the new designs when needed.

(2) Syn

Describe the effect branded clothing has on the buying behaviour of young teenagers.

10.5

- Branded clothing is seen as desirable by young teenagers – buy more of the clothing also boost self esteem
- Perceived as wealthy or from a higher economic status – encouraged to buy
- Clothing is perceived as better quality – encourage to buy the clothes as they will last longer
- Perceived as successful – buy clothes to fit into your success
- Peers may think of you as more fashionable or have style as branded clothing keep up to date with trends – buy more clothing so your peers perceive you as fashionable, therefore feel like part of the group
- Branded clothing is desirable but possibly can't afford them and will not be able to buy them
- Socio-psychologically more acceptable
- Improves self-esteem

(8) C

SECTION C HOUSING AND FURNISHINGS

QUESTION 11

11.1	C
11.2	D
11.3	A
11.4	B
11.5	B

- (1) K
 (1) K
 (1) K
 (1) K
 (1) K
[5]

QUESTION 12

Agree:

- Communal areas are maintained by the body corporate – saves time and responsibility
- Communal facilities such as a pool – saves money as you don't have to build and maintain your own
- Save money – properties are often smaller as well as gardens
- Often more secure as properties are closer together
- Property will be an asset and will be able to be sold for a bigger house later
- Sectional title properties usually in high demand and therefore tend to sell quickly
- Rules and regulations of the body corporate often ensure the asset is maintained and therefore guarantees return on your investment as compared to a free standing home

Disagree:

- May lack privacy compared to a free standing plot
- May have to incur special levy costs
- Have to get permission from body corporate for changes you want to make
- Parking space could be limited
- Have to follow rules – young people that want to entertain and play loud music will need to comply with rules (4) Ap

QUESTION 13

Explain your understanding of retrofit.

- 13.1 Taking an existing house and upgrading it with new facilities or equipment or parts so that it is better than it was before it was built in this case greener or more eco-friendly. That is environmental benefits, resource efficiency, sustainable design and improvement of the quality of life by the inhabitants (3) Syn
- 13.2 13.2.1 That their electricity usage is reduced. (4) Ap
 Solar heating and geysers, geyser blankets, insulated heating in the roof, provision for gas or paraffin cooking, fittings for energy saving bulbs
- 13.2.2 That their water usage is reduced. (4) Ap
 Build showers instead of baths, efficient shower heads, rain fall catching tanks, e.g. Jo-Jo, drainage installed to re-route grey water, water efficient toilets such as dual flush or water less toilets

Explain how these residents could reduce their household waste.

- 13.3
- Recycle materials such plastic, paper and glass
 - Reuse old containers to store food or housing items in
 - Compost vegetable and fruit peels to be used on their gardens
 - Reduce the amount of foods they buy that are packaged
 - Grow their own vegetables so that they are not buying products that are packaged
 - Start a worm farm
 - Buy reusable shopping bags
- (5) C

Discuss two maintenance costs related to the following housing features they may encounter:

- 13.4
- 13.4.1 Walls
Cracked walls, peeling paint, damp walls, crumbling walls, chipped plaster
general painting of walls (2) Ap
- 13.4.2 Roof
Leaking roof, missing roof tiles, broken roof tiles painting of the roof (2) Ap
- 13.4.3 Windows
Broken windows, cracked windows, rotten window frames (wood), termites eat wood, peeling paint, general varnishing of windows, painting window frames, renovating putty in windows (2) Ap

QUESTION 14**What professional body should the builder belong to?**

- 14.1 National Home Builders Registration Council/NHBRC (1) K

Why should the writer have enquired about his membership to this professional body prior to accepting his quote?

- 14.2 She would have had some sort of recourse on the builder
They would hear her complaint – save her money as she now may have to get a lawyer to hear her complaint
She would have been guaranteed a particular standard of workmanship
The NHBRC will also ensure the house foundations comply to certain standards
This would also guarantee regular inspections of the site by an assessor from the NHBRC (5) Ap

State five disadvantages, evident in the resource that have contributed towards the plight of the couple.

- 14.3
- Rain and weather can delay building
 - Unreliable builders can cost you more money and time
 - Delays in building can cost unnecessary money
 - Builders who don't have a good reputation may not build a quality home – cost you more money
 - Can be time consuming
 - More expensive to build
 - Cost of renting alternative accommodation
 - Cost of storage of furniture
- (5) An
- Not general points, only those related to the article.

Identify which of the following costs the writer is responsible for, to build their home. Write only the correct letters next to the question number.

14.4 D, F, G, H

(4) C

14.5 Compare the advantages and disadvantages of building a house and renting a home.

Building	Renting
• Own the home and it is an asset	• You do not own the home so no asset
• The home can be bequeathed to your children	• You cannot leave the home to anyone in your will
• You can design the house to your own liking	• Any changes you would like to make will have to be approved by the landlord
• The latest features and designs can be built into the home	• The house is already built and it may be old
• Sometimes it is difficult to sell up and leave a home as there are no buyers	• You can terminate your contract and leave
• Building a home can be expensive	• Renting is often a cheaper option
• Building can be stressful	• Renting is not as stressful as you are not responsible for the property
• Maintenance is the owners responsibility	• The maintenance is the responsibility of the landlord

There must be direct comparisons made otherwise marks cannot be awarded. Marks cannot be awarded for advantages or disadvantages of buying a home they must be specific to building and renting.

(6) Syn

A home owner would like to purchase a new gas stove. Explain the following type of credit transactions:

14.6 14.6.1 Lay-by

A deposit is paid. Goods are retained by the retailer until such time as the goods are paid for in full. No interest is charged. Usually used for small items e.g. clothing. Sometimes a handling fee is charged.

(3) K

14.6.2 A contract is entered into between the consumer and the retailer and the goods are paid over an agreed period of time. A deposit is usually paid and then a set amount is paid each month. Usually used for more expensive items and items you are unlikely to be able to afford by paying cash, e.g. stoves, fridges. High interest is charged. Goods may be taken immediately.

(3) K

14.6.3 Which will be the most suitable to use to purchase her gas stove plus reason. Instalment sales transaction – usually for larger items. You are able to take the goods away and then pay later.

Lay-by is not used for larger items and hence cannot be used as a method to purchase the gas stove. You will want to use the stove straight away and therefore lay-by is not a good option.

(2) Ap

SECTION D ENTREPRENEURSHIP AND PRODUCTION**QUESTION 15****William Hughes is considered an entrepreneur, define this term.**

- 15.1 A person who finds a niche or gap in the market to start a new business
 A person who takes risks and starts a new venture
 A person who starts and manages their own business. (2)K

The company logo is a Flame Lily; explain the importance of a logo.

- 15.2 Identifies the company or the product (1)C

Impahla is considered a successful business; discuss the factors that have contributed to the success of this business.

- 15.3 Privately owned
 Relationships with stakeholders
 Quality fabrics
 Quality manufacture
 Excellent branding of their products
 Agreement with PUMA International
 The use of eco-friendly manufacturing.
 Serve the market both now and future demands
 Products are produced on time
 Able to produce the products within the consumer budget (8)Ana

Answers must be based on the article not general comments such as committed, work hard, creative, etc.

Suggest how they will ensure quality in Impahla.

- 15.4
- Raw material, e.g. fabrics, dyes and trimmings – quality
 - Machinery – up to date to ensure the best quality manufacturing process
 - Staff – well trained and up skilled to ensure quality
 - Production process – constantly monitored in the factory to ensure garments are well made
 - Manufacturing process is environmentally sound as they pride themselves on being environmentally sound
 - Professional quality control system implemented (4)Syn

Explain in detail the meaning of the terms UIF and Job description.

- 15.5 15.5.1 It is compulsory for all employees to register for the Unemployment Insurance Fund. The fund will provide short term cover should you become unemployed. This is a deduction either from their salary or wage and it is 1% contribution from each party. The money is paid to the department of labour. (3)K
- 15.5.2 Written statements that describe an employee's duties, responsibilities and roles within the organisation. The job employees are expected to do or perform. (2)K