



NATIONAL SENIOR CERTIFICATE EXAMINATION
NOVEMBER 2014

CONSUMER STUDIES

Time: 3 hours

200 marks

PLEASE READ THE FOLLOWING INSTRUCTIONS CAREFULLY

1. This question paper consists of 11 pages and a Resource Sheet of 4 (i – iv) 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: Entrepreneurship and Production
 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 in your 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. Use the resource material supplied on the Resource Sheet when required to do so.
 10. Calculators may be used.
 11. It is in your interest to write legibly and to present your work neatly.
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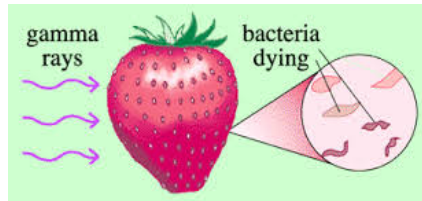
SECTION A FOOD AND NUTRITION

QUESTION 1

Write only the correct letter (A – D) next to question numbers 1.1 – 1.7.

1.1 The picture depicts:

- A organic food
- B genetically modified food
- C irradiated food
- D non-organic food



(1)

1.2 The following foods will increase iron absorption:

1. Tomatoes
2. Whole-wheat bread
3. Oranges
4. Low fat milk

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

(2)

1.3 Foods that qualify to carry this symbol should be:

1. low in fat
2. high in sodium
3. high in refined sugars
4. high in fibre
5. low in cholesterol



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

(2)

1.4 A good choice of snacks for a person suffering from hypertension is:

- A. popcorn, biltong, carrot sticks and gherkins
- B. roasted peanuts, fruit, boiled eggs, biltong
- C. carrots, crackers, low fat cottage cheese
- D. cooked ham, Vienna sausages, fruit

(1)

1.5 A dairy intolerance is related to too little of the following enzyme in the digestive system:

- A Maltase
- B Lactase
- C Glucose
- D Amylase

(1)

1.6 Certain foods are VAT exempt because:

- A they are very expensive and suppliers need to make them more affordable for consumers
 - B they are produced in bulk and therefore the manufacturers can afford not to tax the items
 - C they are basic food stuffs and are not taxed to make them more affordable for the general population
 - D these foods are not exported and therefore there is an excess of them and retailers can afford to charge cheaper prices
- (1)

1.7 'The world is getting smaller', depicts:

- A globalisation
 - B inflation
 - C deflation
 - D entrepreneurship
- (1)
[9]

QUESTION 2

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



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

Notes:

- Granola (similar to muesli) is a breakfast cereal which consists of ingredients such as oats, brown sugar, raisins, coconut and nuts.
- Soda is an American term for sweet fizzy drinks.

2.1 Explain why the foods in the cartoon are often 'blamed' for the increasing incidences of obesity in South Africa. (8)

2.2 Discuss two factors other than diet that can be 'blamed' for obesity. (4)
[12]

QUESTION 3

Read the following menu designed for HIV/AIDS patients in the lower socio economic groups and answer Questions 3.1 – 3.3 that follow:

Meal	Foods
Breakfast	Maize porridge, paw paw, tea with milk and sugar, whole-wheat bread
Tea meal	Water, sweet biscuit, eggs
Lunch	Handful of peanuts, vegetarian potato stew, fruit juice
Supper	Chicken stew, rice, cooked pumpkin and carrots

- 3.1 Besides nutrition what other tips could an HIV/AIDS patient follow to improve his/her daily life? These must be strictly related to AIDS and not general points. (2)
- 3.2 Suggest two recommendations with reasons of how to make the above menu more suitable for lower socio economic patients suffering with HIV/AIDS. (4)
- 3.3 Evaluate the above menu for its nutritional suitability to HIV/AIDS patients. You need to make specific reference to the foods and beverages and suitability to the condition. (15)
- [21]**

QUESTION 4

Read the following Information Card and answer Questions 4.1 – 4.5 that follow:

Gluten-free Information Card

I cannot eat gluten because I suffer from gluten intolerance. Even trace amounts of gluten will cause sickness. Avoid cross contamination by cleaning all utensils, pans, cooking surfaces and cutting boards. Please verify that safe cooking oils, marinades, sauces, toppings, seasonings, and ingredients are used in my meal.

[Reference: <<http://www.allergyfreetable.com>>]

- 4.1 What is gluten? (2)
- 4.2 Provide another name for this condition other than the one mentioned in the article. (1)
- 4.3 List the 'sickness' (symptoms) that will be experienced when eating gluten. (4)
- 4.4 Provide three grains other than wheat that gluten intolerant people will not be able to eat. (3)
- 4.5 Cooking oils, marinades ... seasonings should also be avoided. Explain why this is so. (2)
- [12]**

QUESTION 5

The 4Cs are an effective way to manage Type II Diabetes. They are ...

- Check your diabetes
- Control your diabetes
- Consume healthy foods
- Care for yourself

Discuss these 4Cs as an effective way to manage diabetes.

[8]

QUESTION 6

'Organic food farming is better for the natural environment and better for you.'
Evaluate the truth of this statement.

[8]

70 marks

SECTION B CLOTHING**QUESTION 7**

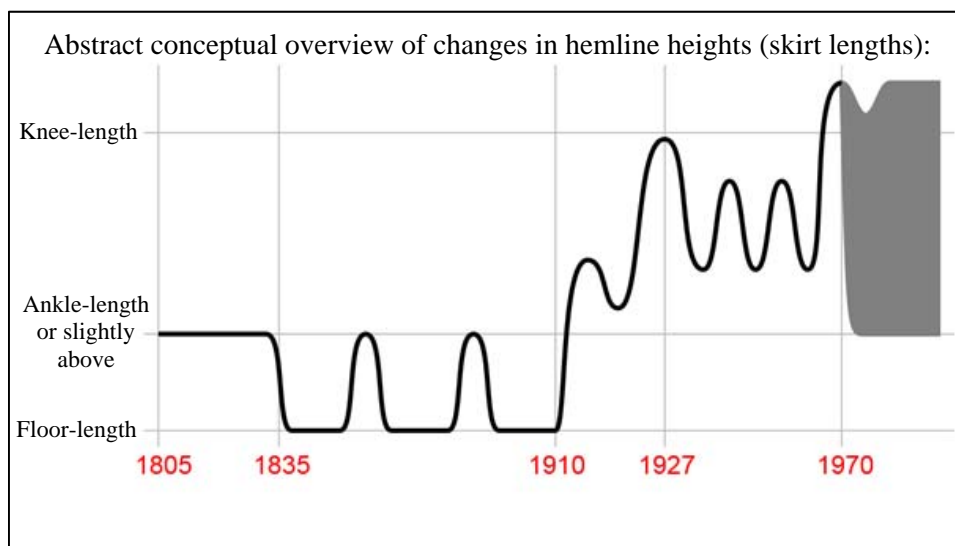
Write only the correct letter (A – D) next to question numbers 7.1 – 7.2.5.

7.1 This quote by Marie Von Ebner-Eschenbach, 'as soon as a fashion is universal, it is out of date', means:

- A Fashion fads are costly
- B Contemporary fashion changes quickly
- C Classic items suit most people
- D Fashion designers need to work quicker

(1)

7.2 Study the graph below and answer Questions 7.2.1 – 7.2.5 that follow:



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

7.2.1 In which year did the women wear their skirts the shortest?

- A 1835
- B 1910
- C 1970
- D 1927

(1)

7.2.2 The period between 1927 and 1970 shows that fashion:

- A repeats itself
- B sales declined between this time
- C sales increased in 1927
- D classics last a very long time

(1)

7.2.3 The change in skirt length is an example of:

- A a trend
- B a silhouette
- C mass fashion
- D couture

(1)

7.2.4 This skirt pattern below would have been popular in which year according to the graph?

- A 1919
- B 1947
- C 1910
- D 1927



[Ref: <www.bustingdiva.com>]

(1)

7.2.5 Suggest the factors that may have influenced the lengths of skirts over the period of time depicted in the graph in Question 7.2.

(5)

[10]

QUESTION 8

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

[5]

QUESTION 9

Read **RESOURCE ONE** on page (i) of the Resource Sheet and answer Questions 9.1 – 9.3 that follow:

9.1 Explain the following fashion terms in the article:

9.1.1 eco-friendly

9.1.2 organic

9.1.3 sustainable

(6)

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

(3)

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

(5)

[14]

QUESTION 10

Read **RESOURCE TWO** on page ii of the Resource Sheet and answer Questions 10.1 – 10.5 that follow.

- 10.1 Explain your understanding of fast fashion. (3)
- 10.2 This fast fashion is also termed 'throw away' fashion, decide why this is so. (3)
- 10.3 Explain the effect of this 'fast fashion' on the economic environment. (5)
- 10.4 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)? (2)
- 10.5 Describe the effect branded clothing has on the buying behaviour of young teenagers. (8)

[21]

50 marks

SECTION C

HOUSING AND FURNISHINGS

QUESTION 11

Write only the correct letter (A – D) next to question numbers 11.1 – 11.5.

11.1 Tax paid on the profit after selling a property is known as:

- A Estate duty
B Property tax
C Capital gains tax
D Transfer tax

(1)

11.2 Transfer duty is paid to:

- A the estate agent
B the municipality
C the seller
D SARS

(1)

11.3 A complaint against an estate agent should be filed with the:

- A Estate Agency Affairs Board
B South African National Consumer Union
C National Consumer Forum
D Estate Agency Act

(1)

11.4 James wants to purchase a home. Which is the most suitable way to finance the home?

- A Instalment Sales Transaction
B Mortgage loan
C Hire Purchase
D Lay-by

(1)

11.5 When a consumer signs up for a home loan with a bank he is required to take out which type of insurance to cover his loan in the event of his death?

- A Home Owners Insurance
B Life Insurance
C Short-term insurance
D Estate insurance

(1)

[5]

QUESTION 12

'Sectional title units are ideal for first-time buyers or those eager to get their foot onto the first rung of the property ladder.'

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

Decide whether you agree or disagree with this statement, providing sound reasons for your answer.

[4]

QUESTION 13

Read **RESOURCE THREE** on page iii of the Resource Sheet and answer Questions 13.1 – 13.4.3 that follow:

- 13.1 Explain your understanding of retrofit. (3)
- 13.2 Some of the role players in this green housing project were Eskom (electricity), Department of Environmental Affairs (Government) and the local municipality (water and waste).
Decide what house design features could have been **installed** in the upgrade to ensure:
- 13.2.1 That their electricity usage is reduced. (4)
- 13.2.2 That their water usage is reduced. (4)
- 13.3 Explain how these residents could reduce their household waste. (5)
- 13.4 These low cost homes will need to be maintained by the residents. Discuss two maintenance costs related to the following housing features they may encounter:
- 13.4.1 Walls (2)
- 13.4.2 Roof (2)
- 13.4.3 Windows (2)
- [22]**

QUESTION 14

Read **RESOURCE FOUR** on page iv of the Resource Sheet and answer Questions 14.1 – 14.4 that follow:

- 14.1 What professional body should the builder belong to? (1)
- 14.2 Why should the writer have enquired about his membership to this professional body prior to accepting his quote? (5)
- 14.3 State five disadvantages, evident in the resource, that have contributed towards the plight of the couple. (5)
- 14.4 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.
- A Levy
B Occupational rent
C Capital Gains Tax
D Electricity
E Estate Agents Commission
F Architectural fees
G Water
H Bank initiation fee (4)

- 14.5 Compare the advantages and disadvantages of building a house and renting a home. (6)
- 14.6 A home owner would like to purchase a new gas stove. Explain the following type of credit transactions.
- 14.6.1 Lay-by (3)
- 14.6.2 Instalment sales transaction (3)
- 14.6.3 Decide which of the credit transactions as mentioned in Questions 14.6.1 and 14.6.2 would be most suitable to purchase the gas stove. Provide a sound reason for your answer. (2)
- [29]

60 marks

SECTION D**ENTREPRENEURSHIP AND PRODUCTION****QUESTION 15**

Read **RESOURCE FIVE** on page iv of the Resource Sheet and answer Questions 15.1 – 15.5 that follow:

- 15.1 William Hughes is considered an entrepreneur. Define this term. (2)
- 15.2 The company logo is a Flame Lily. Explain the importance of a logo. (1)
- 15.3 Impahla is considered a successful business; discuss the factors that have contributed to the success of this business. Your answer must be based on the article. (8)
- 15.4 Quality is essential in a business like this. Suggest how they will ensure quality in Impahla. (4)
- 15.5 The Impahla employees are required by law to have labour contracts. The contract uses the following terms:
- 15.5.1 UIF (3)
- 15.5.2 Job description (2)
- [20]
- Explain in detail the meaning of the above terms.

20 marks

Total: 200 marks