



NATIONAL SENIOR CERTIFICATE EXAMINATION  
NOVEMBER 2015

## CONSUMER STUDIES

Time: 3 hours

200 marks

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### PLEASE READ THE FOLLOWING INSTRUCTIONS CAREFULLY

1. This question paper consists of 14 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: Integrated Extended Writing Response
  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. Calculators may be used.
  10. It is in your interest to write legibly and to present your work neatly.
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**SECTION A FOOD AND NUTRITION AND THE CONSUMER**

**QUESTION 1**

Refer to the extract from the article on eating disorders, '**Dying to be thin**' below, when answering Question 1.

**Dying to be thin** by Delia du Toit

"Disordered eating is any erratic and unhealthy eating. Even a woman with a healthy BMI of 25 could fall under this category. All these behaviours have detrimental effects on our health, and when it is allowed to continue and develop, you'll see an eating disorder. A true disorder, unfortunately, is only diagnosed when the BMI is as low as 16 or 17 – when the damage has been done" says Tabitha Hume, a Johannesburg-based dietician.

[*Health Intelligence* magazine, July/August 2014, Issue 28]

Tabulate questions 1.1 – 1.3 as shown below.

- 1.1 Name two eating disorders that could result in a low BMI. (2)
- 1.2 State one typical type of behaviour that is characteristic of each. (2)
- 1.3 Give one observable symptom of each disorder. (2)

1.1 Eating disorders	1.2 Typical behaviour	1.3 One observable symptom of each

- 1.4 Explain the term 'BMI'. (2)
- 1.5 Why do you think that the article is called 'Dying to be thin'? (4)
- 1.6 The article states that 'even a woman with a healthy BMI of 25 could fall under this category' (i.e. disordered eating). Explain why this is true. (5)

**[17]**

**QUESTION 2**

- 2.1 State three guidelines for the prevention of osteoporosis. (3)
- 2.2 Evaluate the meals below and come to a conclusion about their suitability for a woman who is showing signs of osteoporosis. Suggest two improvements to each menu.

<p><b>Lunch</b> Egg salad (boiled egg, lettuce, rocket, tomato, low-oil mayonnaise) A cup of coffee</p>
<p><b>Supper</b> Grilled chicken, carrots, rice Glass of wine Fruit salad</p>

(10)

- 2.3 Name three foods from the meals listed above that are zero-rated for VAT. (3)
- [16]**

**QUESTION 3**

State whether the following statements are **true** or **false**. If false, **correct the bold part** of the sentence. Do not rewrite the whole sentence.

- 3.1 Soluble fibre in the diet helps to manage high levels of **LDL cholesterol** in the bloodstream.
- 3.2 The glycaemic index measures **blood sugar levels in a diabetic person**.
- 3.3 Normal blood pressure is **140/90 mmHg**.
- 3.4 **Frequent urination and weight loss** are typical symptoms of Type II diabetes.
- 3.5 **Mealie meal porridge** is a good source of dietary fibre.

**[8]**

**QUESTION 4**

Match the most appropriate food example in Column B and the correct explanation in Column C with each of the terms in Column A. Write the correct letters and numbers only for answers 4.1 to 4.5. Each letter/number may only be used once.

Column A		Column B		Column C	
4.1	Genetically modified organisms	A	Herbs and spices	i	Foods produced through manipulation of DNA resulting in changed characteristics
4.2	Organically produced foods	B	Energy drink	ii	Foods that are imported under refrigerated conditions to preserve freshness
4.3	Food irradiation	C	Sandwiches and milk provided for school feeding schemes	iii	Foods produced using farming methods that conserve water, soil and energy
4.4	Food security	D	Maize	iv	Foods that have chemical substances added during processing that perform specific functions
4.5	Artificial additives	E	Tin of jam	v	Food technology that reduces or eliminates micro-organisms and insects in food products and prevents sprouting
		F	Hormone-free milk	vi	Access at all times to sufficient, safe and nutritious food

[10]

**QUESTION 5**

Professor Tim Noakes, a well-known South African doctor, has been in the news with his change in approach to healthy eating. Read the following and then answer Questions 5.1 and 5.2.

Prof Noakes states, "We can trace the increase of disease and obesity [in the world] to the introduction of flour, sugar and processed foods into our diet." (Kotze, 2011).

[Adapted from: <<http://www.health24.com/Diet-and-nutrition/>>]

5.1 Name two specific diseases (apart from obesity) that Professor Noakes is referring to in his statement. (2)

5.2 To what extent do you agree with Professor Noakes' statement? Explain in detail. (7)

[9]

**QUESTION 6**

6.1 Select the four most likely causes of anaemia. Write only the correct letters.

- A A high intake of saturated fat.
- B A vegetarian diet.
- C A growth spurt.
- D Insufficient dairy products.
- E Injury resulting in bleeding.
- F A lack of orange-coloured fruits and vegetables.
- G Pregnancy.
- H Too much salt in the diet.

(4)

6.2 Give three specific dietary guidelines for a teenage girl who has been diagnosed with iron-deficiency anaemia to help improve her condition. Provide a good reason for each suggestion.

Answer in tabulated format, as shown:

Dietary guidelines for anaemic girl	Reasons

(6)

[10]

<b>70 marks</b>
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**SECTION B CLOTHING AND THE CONSUMER**

**QUESTION 7**

A consumer has a right to complain but a wise consumer shops in such a way to avoid the need to complain. Give four guidelines that a young adult should follow when shopping for clothes so that he/she can prevent the need to complain about the items purchased.

[4]

**QUESTION 8**

Match each term in Column A with the correct description in Column B. Write the letters only. Letters may be used once only.

Column A		Column B	
8.1	Silhouette	A	New, good quality, expensive styles created by designers and worn by a few fashion leaders.
8.2	Fashion trend	B	The external outline or shape of the garment or body excluding the style details such as buttons or pockets.
8.3	Haute couture	C	A fashion, often an extreme style, that is accepted quickly by a small group of consumers and which then disappears quickly.
8.4	Fashion fad	D	The last stage of a fashion cycle/wave where one fashion disappears and the next is already beginning.
		E	The direction taken by a fashion, such as longer hemlines or the width and shape of trouser legs.

[4]

**QUESTION 9**

Mention three technological factors that influence fashion change and give one example of each.

[6]

**QUESTION 10**

Read the extracts from 'Wardrobe Essentials Every Person Should Own', and answer Question 10.1 to 10.3.

**Wardrobe Essentials Every Person Should Own**

For a man or woman to look his/her best, a few classic style essentials are needed that make getting dressed easy ... Bloomingdale's\* *Top 10 Essentials* are indispensable and fundamental to any person's wardrobe ...

Your appearance is your business card ...

[Adapted from <<http://style.infomat.com>>]

**\*Note:** Bloomingdale's is an American upmarket chain of department stores.

- 10.1 Suggest five examples of 'classic style essentials' that a stylish, young, working adult would find useful in his/her wardrobe. (5)
  - 10.2 Do you agree with the author's statement that 'a few classic style essentials are needed that make getting dressed easy'? Motivate your response. (4)
  - 10.3 Discuss the statement 'your appearance is your business card' with reference to the importance of first impressions in the workplace. (3)
- [12]**

**QUESTION 11**

- 11.1 Compile a list, for a young office worker, of two 'Dos' and two 'Don'ts' with regard to creating a professional look at work. (4)
- 11.2 Compare two advantages and two disadvantages of wearing a uniform to work. (4)

**Tabulate your answer:**

Advantages of uniforms	Disadvantages of uniforms

**[8]**

**QUESTION 12**

In South Africa today, we are faced with an abundance of imported clothing from the Far East. State four ways in which the availability of cheap Chinese clothing can affect the household budget.

**[4]**

**QUESTION 13**

Read the paragraph below and then answer Questions 13.1 and 13.2.

According to <http://www.ecofashion-week.com/>, the fashion industry is the *third most environmentally damaging industry in the world*.

'Bringing in trillions of rands a year in revenue, one might wonder what it takes to make the fashion industry so successful. As it turns out, quite a lot is needed to make it successful: the resources of healthy ecosystems, such as fresh water, clean air, robust biodiversity, productive land – and the stability of just societies.'

[Adapted from: <<http://www.ecofashion-week.com/>>]

- 13.1 Suggest, with reasons, four measures that you as an individual can take to help to reduce the negative impact of textile and clothing production on the environment. (8)
- 13.2 Interpret what is meant by 'just societies' in terms of textile and clothing production. (4)

[12]

**50 marks**



**SECTION C            HOUSING AND FURNISHINGS AND THE CONSUMER****QUESTION 14**

Write only the correct letter (A – D) next to Question 14.1 to 14.5.

14.1 Joe bought a new stove from ABC Furnishers. Identify his consumer responsibility.

- A To use all features of the appliance during the warranty period to ensure that it operates correctly.
- B To make sure that he keeps in touch with the retailer on a regular basis.
- C To find out from the person who installs the stove how to operate it.
- D To ensure that his friend Tim, who knows about stoves, fixes it as soon as there is a problem.

14.2 Electricity accounts are based on the number of ... that has been used.

- A Appliances per household
- B Kilowatts per day
- C Kilowatt hours per month
- D Amps per electrical appliance

14.3 The document that proves legal ownership of a property is called a/an:

- A Deed of Sale
- B Title Deed
- C Offer to Purchase
- D Ownership Contract

14.4 Identify the person who would be affected most by a rising inflation rate:

- A A student who earns money by waitressing at weekends
- B A businessman who imports goods
- C A pensioner who receives a fixed income
- D A salesperson who earns commission

14.5 The Estate Agency Affairs Board does the following:

- A Provides legal advice on low-cost housing
- B Makes finance available for people who need credit to buy a house
- C Helps the consumer to find available property to suit their needs and budget
- D Protects the consumer against unfair practices in respect of estate agents

**[5]**

**QUESTION 15**

Choose the correct explanation in Column B for each type of taxation in Column A. Write only the correct letter (A – F) next to Questions 15.1 to 15.5. Each letter may only be used once.

	<b>Column A</b>		<b>Column B</b>
15.1	P.A.Y.E.	A	The profit is taxed when an asset is sold.
15.2	Capital gains tax	B	Paid twice a year by people such as business owners and farmers.
15.3	Excise duty	C	Tax levied on all imported goods and services.
15.4	Provisional tax	D	Paid monthly or yearly to the municipality and not to SARS.
15.5	Property tax	E	Deducted from the employee's monthly salary before the salary is paid.
		F	Tax levied on items such as alcohol and tobacco.

**[5]****QUESTION 16**

16.1 State three different materials commonly used in our homes that can be recycled. (3)

16.2 Explain three problems created by waste and waste disposal in the modern world. (3)

**[6]**

**QUESTION 17**

Read the extracts below, taken from an article in *The Weekend Witness* December 2014, and answer Question 17.1 to 17.5.

**Property has fared well**

"The property market has fared relatively well in 2014 considering the estimated economic growth rate of only 1,4%. There is demand for residential property after many years of difficult economic conditions," said Rhys Dyer, CEO of Ooba, South Africa's largest bond originator.

"We expect to see a stable market for home-loan approvals in 2015," said Dyer. "On the positive side, interest rates have remained relatively low, making it a good time for first-time homeowners ..."

Ooba's home-loan approval rate was 72% in the third quarter of 2014.

"Sectional-title smaller homes close to city centres will likely show greater growth in 2015 ... and will be able to demand higher rentals," he said.

[Source: *Weekend Witness*, December 2014]

- 17.1 Give the correct term/terms for each of the following referred to in the article:
- 17.1.1 'Difficult economic conditions'
- 17.1.2 Home loan (2)
- 17.2 Give four criteria required by a financial institution for a person's application for a home loan to be approved. (4)
- 17.3 Assess the effect of the 'relatively low interest rates' and why it is a 'good time for first-time homeowners' as mentioned in the article. (5)
- 17.4 Sectional title living involves a monthly levy. What is the levy used for? (4)
- 17.5 Suggest four reasons for the predicted higher demand for smaller sectional title homes in 2015. (4)
- [19]**

**QUESTION 18**

Read the case study below and then answer Questions 18.1 to 18.3.

The Smith family, comprising Mr and Mrs Smith and their two children, three-year-old John and baby Susie, who is six months old, have moved to a new city. Mr Smith is a high-income earner and Mrs Smith is not working while the children are little. They sold their previous home at a small profit and are now seeking new accommodation.

- 18.1 If they decided to buy a house, would the Smith family be eligible for a government housing subsidy? Provide two reasons for your answer. (3)
- 18.2 Evaluate the advantages of renting and of buying a home for the Smith family, and conclude which would be the better choice for them. (9)
- 18.3 Compare the two steam irons shown and select which would be the better buy for the Smiths. Provide good reasons for your recommendation. Answer in tabulated format.

	
Brand: Philips Details: 1200 Watt steam iron; non-stick Price: R219.00 (save R60 after discount) Country of manufacture: South Africa Guarantee: 1 year	Brand: Kambrook Details: 2200 Watt steam iron with spray function Price: R199.00 (save R50 after discount) Country of manufacture: Australia Guarantee: 2 years

[Adapted from: <<http://www.dealfinder.co.za>>]

(4)

**[16]**

**QUESTION 19**

- 19.1 Name two costs to be paid by the purchaser when buying a property, and two costs that are paid by the seller when selling a property. (4)
- 19.2 Do you think that an estate agent is important when buying or selling property? Justify your answer by providing five valid reasons. (5)

**[9]**

**60 marks**

**SECTION D INTEGRATED EXTENDED WRITING RESPONSE**

**QUESTION 20**

**COMPARISON OF THE CARBON 'FOODPRINT' OF 5 DIETS**

The infographic displays five pie charts representing the carbon footprint of different diets in tons of CO<sub>2</sub>e. The values are: Meat Lover (3.3), Average (2.5), No Beef (1.9), Vegetarian (1.7), and Vegan (1.5). The logo 'Shrink That Footprint' is visible in the top right corner of the infographic.

It is well understood that producing, packaging and distributing enough food for the world has a huge impact on the natural environment. Meat production in particular has a big carbon footprint. Numerous studies detail the climate impact of livestock, but just how big is its impact on a person's 'foodprint'?

This post compares the carbon footprints of five different diets and finds that when it comes to 'foodprints', vegans lead the way.

Ever since the FAO announced that **18% of global emissions** result from livestock, people have talked about the climate benefits of reducing meat consumption.

**Note:**

- Each diet is based on 2 600 kcal per day (about 10 920 kilojoules).
- Each of these five diets are variations of the average American diet based on data from the USDA's Economic Research Service (*USDA = US Department of Agriculture*).
- The 'no beef' diet is the average diet but chicken is eaten instead of beef.
- An average diet is based on the food groups/food pyramid.
- t CO<sub>2</sub>e means tons of carbon dioxide equivalent; this is a measure that allows you to compare other greenhouse gas emissions to CO<sub>2</sub> (carbon dioxide).
- FAO is the Food and Agriculture Organisation.

[Source: <<http://shrinkthatfootprint.com/food-carbon-footprint-diet>>]

Use the information provided in the resource material above to answer the following questions:

- Show your understanding of the term 'carbon footprint'. Why do you think the article refers to 'carbon foodprints'? (3)

- According to the Food and Agriculture Organisation (FAO) '18% of global emissions result from the production of livestock'. Provide a detailed explanation of the negative environmental impact of meat production and consumption. Consider the factors below in your discussion:
  - Agriculture
  - Transport
  - Processing
  - Packaging
  - Retail and distribution
  - Consumption(12)
  
- Suggest reasons why the five diets shown have such differing impacts on the natural environment. (5)

<b>20 marks</b>
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**Total: 200 marks**