



basic education

Department:
Basic Education
REPUBLIC OF SOUTH AFRICA

NATIONAL SENIOR CERTIFICATE

GRADE 12

CONSUMER STUDIES

EXEMPLAR 2014

MARKS: 200

TIME: 3 hours

This question paper consists of 14 pages.

INSTRUCTIONS AND INFORMATION

1. This question paper consists of SIX questions.

QUESTION	CONTENT	MARKS	TIME (minutes)
1	Short Questions (All topics)	40	20
2	The Consumer	20	20
3	Food and Nutrition	40	40
4	Clothing	20	20
5	Housing	40	40
6	Entrepreneurship	40	40
TOTAL:		200	180

2. ALL the questions are COMPULSORY.
3. Number the questions correctly according to the numbering system used in this question paper.
4. Start EACH question on a NEW page.
5. You may use a calculator.
6. Write with black or blue ink only.
7. Pay attention to spelling and sentence construction.
8. Write neatly and legibly.

QUESTION 1: SHORT QUESTIONS

1.1 Various options are given as possible answers to the following questions. Choose the answer and write only the letter (A–D) next to the question number (1.1.1–1.1.19) in the ANSWER BOOK, for example 1.1.20 C.

- 1.1.1 A contract between a bank and the buyer of a property:
- A Secured loan
 - B Pyramid scheme
 - C Household insurance
 - D Mortgage bond
- (1)
- 1.1.2 The level above which income is taxable:
- A Annuity
 - B Property tax
 - C Threshold
 - D Estate duty
- (1)
- 1.1.3 Identify the renewable form of energy:
- A Wind energy
 - B Nuclear power
 - C Fossil fuels
 - D Electricity
- (1)
- 1.1.4 The food-borne disease that infects the liver and causes inflammation:
- A E. coli infection
 - B Hepatitis A
 - C Gastro-enteritis
 - D Tuberculosis
- (1)
- 1.1.5 The following food will help to prevent osteoporosis:
- A Hake and tomatoes
 - B White bread and milk
 - C Liver and potatoes
 - D Spinach and pilchards
- (1)
- 1.1.6 A person suffering from coeliac disease should not consume ...
- A low-fat milk.
 - B rye bread.
 - C pistachio nuts.
 - D shellfish.
- (1)

1.1.7 From the list below, select the combination of food which will prevent anaemia.

1. Coffee
2. Green leafy vegetables
3. Bananas
4. Soya milk
5. Liver
6. White bread

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

(2)

Study the pictures below and answer QUESTIONS 1.1.8 and 1.1.9.



1.1.8 Which dress is the best example of a classic trend?

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

(1)

1.1.9 The peplum in dress 1 is an example of the design element ...

- A harmony.
- B emphasis.
- C balance.
- D rhythm.

(1)

1.1.10 A lease agreement is a contract between a property owner and a/an ...

- A bank.
- B builder.
- C estate agent.
- D tenant.

(1)

- 1.1.11 Builders and contractors should be registered with the ...
A ASA.
B NHBRC.
C SABS.
D SANCU. (1)
- 1.1.12 A levy is used to pay for a sectional title owner's ...
A bond repayments.
B household insurance.
C rates and taxes.
D transfer fees. (1)
- 1.1.13 This appliance is the least energy efficient:
A Dishwasher
B Tumble dryer
C Vacuum cleaner
D Microwave oven (1)
- 1.1.14 An agreement between the consumer and the retailer, whereby the consumer pays for an item in instalments over a fixed period of time and the retailer keeps the item until it is fully paid:
A Lay-buy
B Instalment sale
C Cash transaction
D Credit card transaction (1)
- 1.1.15 A successful business/enterprise should sell products that ...
A meet the demands of the target market.
B are reasonably expensive.
C are easy to produce.
D meet the cultural needs of the target market. (1)
- 1.1.16 The start-up cost/start-up capital for a home-based enterprise includes the following:
A Deposit for renting the premises, salaries of workers
B Registration fees, business permit, raw materials
C New equipment, raw materials, salaries of workers
D Transport costs, stationery, wages (1)

- 1.1.17 The wages/salaries of the workers are usually determined by their ...
- A experience and money available.
 - B age and working hours.
 - C skills and experience.
 - D attitudes and work ethics. (1)
- 1.1.18 For a business to be sustainable, the ...
- A products should not be expensive.
 - B products should be fresh and available.
 - C staff should be reliable and experienced.
 - D selling price should include all expenses and profit. (1)
- 1.1.19 A common method of planning and forecasting to ensure that an entrepreneur stays in business:
- A Cash-flow projection
 - B Sales scenario
 - C Sustainable profitability
 - D Feasibility study (1)

- 1.2 Choose a description from COLUMN B that matches the type of tax in COLUMN A. Write only the letter (A–G) next to the question number (1.2.1–1.2.6) in the ANSWER BOOK, for example 1.2.7 H.

COLUMN A TYPE OF TAX	COLUMN B DESCRIPTION
1.2.1 Capital gains tax	A an employee pays tax at the same time that he/she earns an income
1.2.2 Environmental levy	B paid on the price charged for goods and services at each stage of production
1.2.3 Excise duty	C paid on any proceeds obtained from selling a second asset
1.2.4 Pay as you earn	D levy on petrol, alcohol and tobacco products
1.2.5 Provisional tax	E levy on property by municipalities
1.2.6 Value-added tax	F levy on certain types of plastic carrier bags
	G tax paid twice a year, based on estimated income

(6 x 1)

(6)

- 1.3 Give ONE word/term for each of the following descriptions. Write down only the word/term next to the question number (1.3.1–1.3.4) in the ANSWER BOOK.

- 1.3.1 The type of ownership when the person who buys the property becomes the legal owner of the entire property (1)
- 1.3.2 The part of a lease agreement that indicates the rights and responsibilities of the tenant and the property owner (1)
- 1.3.3 The owners of units in a complex who take care of the gardens and waste disposal (1)
- 1.3.4 Fees charged for registering a mortgage bond (1)

1.4 From the list below, identify FIVE requirements for the production of quality products. Write only the letters (A–J) next to the question number (1.4) in the ANSWER BOOK.

- A Appropriate for the target group
- B Appropriate storage of raw materials and completed products
- C Attractive presentation of the product
- D Careful control of finances
- E Good customer relations
- F Quality raw materials
- G Large target market
- H Brilliant marketing plan
- I Reasonably priced products
- J Consumer-safe products (5)

1.5 Choose the correct word/term between brackets. Write only the word/term next to the question number (1.5.1–1.5.5) in the ANSWER BOOK.

- 1.5.1 Organic (fibres/blends) are made from a variety of natural resources combined with non-harmful chemicals. (1)
 - 1.5.2 (Hemp/Polyester) is an example of a sustainable textile. (1)
 - 1.5.3 Companies that follow a manufacturing code of conduct qualify as (right/fair) -trade establishments. (1)
 - 1.5.4 (Recycling/Upcycling) means an old garment has been taken apart and stitched into a new item. (1)
 - 1.5.5 A (dress-code/fashion-code) policy specifies the type of clothing that a company expects its employees to wear to work. (1)
- [40]**

QUESTION 2: THE CONSUMER

2.1 Read the extract below and answer the questions that follow.

**HIGH COST OF LIVING IN SOUTH AFRICA
LIMITS ABILITY TO SAVE**

According to a research study conducted by First National Bank (FNB), South Africans believe that the high cost of living is limiting their ability to save.

The issue becomes more pronounced with last week's announcement from Statistics SA that the annual CPI inflation rate has increased to 6,3%. 'The change in the CPI between June 2013 and July 2013 is mainly owing to a 9,4% increase in water tariffs, a 7,2% increase in electricity tariffs and an 84 c per litre increase in the price of petrol. These are basic necessities that have an impact on the pockets of almost every consumer and will certainly make their cost of living higher,' says Lezanne Human, CEO of FNB Investment Products.

One of the main issues with inflation is that salaries do not always increase at the same rate, making the disposable income of the consumer lower.

'The harsh reality is that consumers may find themselves tempted to borrow for everyday expenses. This could spiral into debt and diminish their ability to save. Our research shows that 73% of South Africans who do not save, indicate that the high cost of living is preventing them from saving,' says Human.

[Source: www.fnb.co.za]

2.1.1 Define the following terms:

(a) Inflation rate (2)

(b) CPI (2)

2.1.2 Give THREE reasons for the change in the CPI between June 2013 and July 2013. (3)

2.1.3 Explain how the inflation rate, based on the CPI, will affect consumers. (3)

2.1.4 Discuss THREE reasons why South African consumers are finding it difficult to save money. (6)

2.1.5 Suggest a solution to the problem in the extract. (4)

[20]

QUESTION 3: FOOD AND NUTRITION

- 3.1 Study the labels of the two pre-prepared macaroni cheese dishes below and answer the questions that follow.

	PRODUCT A Macaroni cheese	PRODUCT B Macaroni cheese		
List of ingredients	Pasta (contains eggs), skim milk, water, reduced-fat cream, cheese (contains selected cheese cultures, non-animal rennet, natural colorant), wheat flour, modified starch, salt, mustard powder, pepper, bay leaves (irradiated)	Pasta (contains eggs), milk, cream, cheese (contains selected cheese cultures, non-animal rennet, natural colorant), water, wheat flour, margarine (contains vegetable oil and fat, emulsifier, vitamin A, D and E, flavouring), modified starch, salt, mustard powder, pepper, bay leaves (irradiated)		
Allergens	Egg, cow's milk, wheat, gluten	Egg, cow's milk, wheat, gluten		
Nutritional information				
Average values	Per 100 g	Per 300 g portion	Per 100 g	Per 300 g portion
Energy	522 kJ	1 566 kJ	726 kJ	2 178 kJ
Protein	6,3 g	18,9 g	6,5 g	19,5 g
Carbohydrates	19,3 g	57,9 g	14,4 g	43,2 g
Total fat	2,9 g	8,7 g	10,4 g	31,2 g
Dietary fibre	0,8 g	2,4 g	0,9 g	2,7 g
Sodium	364 mg	1 092 mg	273 mg	819 mg

- 3.1.1 Define the term *allergens*. (2)
- 3.1.2 Explain the function of the emulsifier in product B. (2)
- 3.1.3 Give TWO reasons why the bay leaves in both products were irradiated. (2)
- 3.1.4 Motivate why product A will not be suitable for a person suffering from hypertension/high blood pressure. (1)
- 3.1.5 Identify the product which would be the best choice for a person with HIV/Aids. Give reasons for your answer. (5)
- 3.1.6 Study the list of ingredients and explain why product A can carry a best nutrient content claim while product B cannot. (4)
- 3.1.7 Give a reason why both products would not be suitable for a person with lactose intolerance. (1)

- 3.2 3.2.1 Explain the term *atherosclerosis*. (3)
- 3.2.2 Discuss how reducing the intake of saturated fats can prevent atherosclerosis. (3)

- 3.3 Read the extract below and answer the questions that follow.

FOOD SECURITY IN SOUTH AFRICA DECLINING – STUDY

More than half of South Africans do not have regular access to enough food, according to a study released by the Human Sciences Research Council (HSRC).

In comparison to the social attitudes survey done in 2008, national food security has declined from 48% to 45,6%. The study showed that 26% of the population experienced hunger and 28,6% were at risk of being hungry. The number of citizens at risk of being hungry has risen from 25% in the previous survey in 2008.

[Source: www.news24.com]

- 3.3.1 Explain the term *food security*. (3)
- 3.3.2 Give TWO possible reasons for the change in the percentage of people that are food secure. (2)
- 3.4 Discuss genetically modified food in terms of retail cost and shelf life. (2)
- 3.5 3.5.1 State TWO causes of obesity. (2)
- 3.5.2 Suggest FOUR dietary guidelines for an obese person to reduce the risk of developing diabetes. (8)
- [40]**

QUESTION 4: CLOTHING

4.1 Define each of the following terms:

4.1.1 Fashion (3)

4.1.2 Retrospective fashion (3)

4.2 State TWO characteristics of high-fashion clothing items. (2)

4.3 Clothes can be a silent communicator. Describe the message your clothes should communicate during a job interview. (2)

4.4 Read the extract below and answer the questions that follow.

TEXTILE RECYCLING

The basic facts:

- Clothing and household textiles currently make up 5,2% of the waste in landfills.
- Recycling clothing and textiles decreases the use of natural resources such as water used in growing crops and petroleum used in creating new clothing materials and textiles. It also decreases the need for chemicals used in manufacturing new textiles and the pollution caused by the manufacturing process.

How are recycled textiles used?

- Resold at charities' second-hand clothing stores
- Turned into wiping cloths, which are used in a variety of industries and businesses
- Processed back into fibres and turned into paper, yarn, insulation, carpet padding and other items

[Source: www.smartasn.org/educators-kids/Textile_Recycling_Fact_Sheet]

4.4.1 Identify from the extract TWO advantages of recycling clothing and textiles. (2)

4.4.2 Suggest TWO ways in which an individual can recycle or re-use clothing that he/she no longer wears. (2)

4.5 Discuss the negative consequences of brand piracy for each of the following:

4.5.1 Consumers (2)

4.5.2 Manufacturers (4)
[20]

QUESTION 5: HOUSING

5.1 Study the advertisement below and answer the questions that follow.

<p style="text-align: center;">LONEHILL/SANDTON</p> <p>Ideal family home. Free-standing house, three bedrooms and study/spare room, en suite bathroom, second bathroom, large lounge and dining room, staff quarters, two automated garages, automated gate access to secure garden parking, large pool, large garden, electrified perimeter, controlled entry. Close to schools and shopping centres.</p> <p>No agents. Available: 1 July 2013</p> <p>R15 500 per month Call Jack: 084 972 3368</p>

- 5.1.1 Give FOUR reasons why this property is the ideal family home. (4)
- 5.1.2 Give TWO reasons why the tenant should inspect the house together with the property owner before signing a contract. (4)
- 5.2 Write a paragraph to compare the ownership of a *full-title property* and a *sectional title property* by referring to the following criteria:
- 5.2.1 Ownership
- 5.2.2 Privacy
- 5.2.3 Maintenance (6)
- 5.3 Explain the following terms:
- 5.3.1 Initiation fee (2)
- 5.3.2 Occupational rent (2)
- 5.4 List FOUR advantages of building one's own house. (4)
- 5.5 State FOUR responsibilities of consumers after purchasing a household appliance. (4)
- 5.6 Discuss in a short paragraph how the following criteria will affect the energy efficiency of a refrigerator-freezer combination:
- 5.6.1 Type (2)
- 5.6.2 Size (2)
- 5.6.3 Defrost system (2)
- 5.7 Evaluate whether microwave ovens are easy to use for people in wheelchairs. (8)

[40]

QUESTION 6: ENTREPRENEURSHIP

- 6.1 Define the term *target market*. (2)
- 6.2 Describe the term *product specification*. (2)
- 6.3 Explain the difference between the *initial/start-up costs* and *running/operating costs* of a business. (4)
- 6.4 Sifiso produces 100 products to sell at the local flea market. Use the information below to calculate the selling price of one product with a mark-up of 20%. Round off the final selling price to the nearest rand.
- Information:**
- Initial cost: R450,00
 - Production cost: R75,00
 - Packaging: R56,00
 - Flyers for advertising: (100 @ 25c)
 - Transport to and from selling point: R25,00
 - Hire of stall: R10,00 per hour (flea market is open 8:00–16:00) (9)
- 6.5 State TWO objectives of advertising a small-scale business. (2)
- 6.6 Name THREE requirements packaging should meet. (3)
- 6.7 List FOUR ways in which an entrepreneur can ensure sustainable production of his/her products. (4)
- 6.8 Describe TWO different pricing strategies that a business can choose. (6)
- 6.9 Explain how the training of unskilled workers will improve the sustainable profitability of a business. (8)
- [40]**

TOTAL: 200