



Province of the
EASTERN CAPE
EDUCATION

**NATIONAL
SENIOR CERTIFICATE**

GRADE 12

SEPTEMBER 2015

CONSUMER STUDIES

MARKS: 200

TIME: 3 hours



This question paper consists of 18 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 questions are **COMPULSORY**.
3. Number the answers correctly according to the numbering system used in this question paper.
4. Start **EACH** section on a **NEW** page.
5. You may use a calculator.
6. Write in blue or black 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 (1.1.1–1.1.18) in the ANSWER BOOK, for example 1.1.19 C.

1.1.1 An exemption clause in a contract:

- A One party is adversely affected in the agreement.
- B Clears someone from blame or guilt if they fail to honour the agreement.
- C Includes liability for defective goods supplied to a consumer.
- D When one party alters the contents without the consent of the other party. (1)

1.1.2 An example of direct marketing:

- A A business approaches someone in person to request a donation
- B A display of a 50% sale in a shop window
- C A loose-leaf advert in a magazine or newspaper
- D Paying online for goods with your credit card (1)

1.1.3 Provisional tax is:

- A Tax paid at the same time as income is earned.
- B Two payments made per year based on the estimated taxable income.
- C Tax paid on the provision of goods and services.
- D A single large sum is paid at the end of the tax year. (1)

1.1.4 The following are examples of indirect tax.

- A Import duty, TV license, PAYE and rates
- B Environmental levy, provisional tax, UIF and fishing license
- C PAYE, VAT, UIF and dividends tax
- D VAT, excise duty, car license and petrol levy (1)

1.1.5 Fixed interest rate on credit:

- A The amount owed fluctuates over time for the duration of the loan
- B Calculated on the principle amount of the loan
- C The lender charges the same amount of interest per month throughout the duration of the loan
- D Interest is charged on the principal amount plus the interest to date. (1)

- 1.1.6 Which combination of advantages is applicable to eating a low GI diet?
- 1 Better weight control
 - 2 Energy is quickly depleted
 - 3 Controls low blood sugar
 - 4 Provides instant energy
 - 5 Sustained energy levels
 - 6 Rapid rise in blood sugar levels
- A 1, 3 and 5
B 2, 3 and 6
C 1, 4 and 5
D 2, 4 and 6 (2)
- 1.1.7 Examples of low GI foods:
- A Weetbix, watermelon and white bread
B All Bran flakes, bananas and sweets
C Whole wheat pronutro, apple juice and sweet potato
D Cooked beetroot, peas and rice cakes (1)
- 1.1.8 The sauce ingredients to serve on pasta which would NOT be suitable for a lactose intolerant person:
- A Red pepper, onion, broccoli and cream
B Margarine, flour, milk and cheddar cheese
C Onion, chicken, tomatoes and chicken stock
D Mushrooms, tomatoes, basil pesto and tofu (1)
- 1.1.9 A stabiliser is added to an instant pudding mix to ...
- A give an even, smooth consistency.
B prevent the fat from becoming rancid.
C prevent the liquids from separating.
D retard the growth of micro-organisms. (1)
- 1.1.10 Which treatment below is best suited to gastro-enteritis?
- A Enjoy snacks such as milk puddings and yoghurt
B Suitable beverages are fruit juices and coffee
C Mashed banana on toast can be eaten for breakfast
D Hot curry on brown rice can be served for supper (1)
- 1.1.11 A food-borne disease which takes its name after the bacteria that live actively in the intestines of animals.
- A E-coli
B Hepatitis A
C Dysentery
D Tuberculosis (1)

- 1.1.12 A brief description of retrospective fashion:
- A The direction in which fashion moves
 - B A recently produced garment
 - C A style that disappears just as quickly as it appeared
 - D Clothes duplicating styles from a previous era
- (1)
- 1.1.13 An INCORRECT fact concerning eco fashion when the product is manufactured:
- A Use already existing materials and rework into new garments.
 - B The earth's natural resources are not depleted or permanently damaged.
 - C Employ children to help support families who are struggling financially.
 - D Have not been dyed using harmful chemicals.
- (1)
- 1.1.14 An economic factor that influences fashion change:
- A Young adults watch the fashion trends closely.
 - B Trends change quickly from month to month due to the influence of the media.
 - C Fabrics have special properties that can give new characteristics to garments.
 - D The credit facilities available encourage consumers to buy clothes.
- (1)
- 1.1.15 The type of insurance that is taken out to cover the structure of the home:
- A Life insurance
 - B Home owners insurance
 - C Bond protection insurance
 - D Household contents insurance
- (1)
- 1.1.16 The government offers a housing ... for the lower-income group who qualify to obtain their own homes.
- A subsidy
 - B collateral
 - C need
 - D delivery
- (1)
- 1.1.17 Choose a desirable universal design feature for a freezer:
- A Easy to clean filter and a delay timer
 - B No pre-cleaning needed and touch control buttons
 - C Door handles are high and a stainless steel finishing.
 - D Easy to clean interior and height adjustable racks
- (1)

1.1.18 Select the correct combination of statements regarding examples of start-up needs when working from home:

- 1 Equipment and sufficient space for stock
- 2 Premises to rent and a vehicle
- 3 Electricity supply and administrative facilities
- 4 Capital and initial stock
- 5 Monthly insurance costs and on-going maintenance costs
- 6 A cash register and additional staff to expand the business

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

(1)

1.2 Choose a food related disease from COLUMN B that matches the management of the related disease in COLUMN A. Write only the letter (A–G) next to the question number (1.2.1–1.2.5) in the ANSWER BOOK, for example 1.2.6 H.

COLUMN A MANAGEMENT	COLUMN B DISEASE
1.2.1 Avoid excessive amounts of protein which draws calcium from the bones to neutralise acids released on digestion	A Anaemia
1.2.2 Increasing vitamin C will help with the absorption of iron	B High blood cholesterol
1.2.3 Nutritional counselling to ensure a balanced food intake	C High blood pressure
1.2.4 Reduce the kilojoule intake by eating smaller amounts of food	D Osteoporosis
1.2.5 Reduce sodium and increase potassium and magnesium	E Coronary heart disease
	F Anorexia nervosa
	G Obesity

(5 x 1) (5)

- 1.3 Choose the stage in the fashion cycle from COLUMN B that matches the description in COLUMN A. Write only the letter (A–E) next to the question number (1.3.1–1.3.3) in the ANSWER BOOK, for example 1.3.4 F.

COLUMN A DESCRIPTION	COLUMN B STAGE
1.3.1 Clothing styles are copied and mass produced for ordinary people and reaches the height of popularity	A Introduction/beginning
1.3.2 Innovative styles designed by young SA designers and worn by the fashion trendsetters	B Rise
1.3.3 The fashion style disappears as the next fashion wave has already started	C Peak
	D Decline
	E Obsolete

(3 x 1) (3)

- 1.4 From the list below, identify THREE negative impacts that counterfeit brand names have on the local economy. Write down the letters (A–F) next to the question number (1.4) in the ANSWER BOOK.

- A Counterfeiting deprives the economy of custom duties and tax revenues
- B Registered trademarks enter the market where pirate brands exist and lead to sales worth millions
- C No competition in the market in areas where pirate brands are popular due to their lower prices
- D Retailers selling legitimate products can create many jobs
- E The image of the brand is harmed and the original manufacture loses income
- F The consumers become loyal to that pirate brand due to the good quality of the products

(3)

- 1.5 Select the correct answer for each of the following statements by choosing the correct letter from the list of words/s below. Write the letter (A–F) next to the question number (1.5.1–1.5.3) in the ANSWER BOOK, for example 1.5.4 G.

- A Transfer cost
- B Deposit
- C Tenure
- D Trustee
- E Lease
- F Loan

- 1.5.1 The contract that stipulates the rental conditions of both the landlord and the tenant.
- 1.5.2 The financial arrangement under which someone has the right to live in a house or apartment.
- 1.5.3 The committee responsible for the day to day running of the complex. (3)

- 1.6 From the list below, identify THREE points relating to the Consumer Price Index (CPI) in SA and inflation. Write down the letters (A–F) next to the question number (1.6) in the ANSWER BOOK.

- A Inflation is a process of continual decrease in prices of most goods and services
- B To measure inflation, we look at how much the CPI has risen in percentage terms over a given period
- C The cost of living increases each year as a result of increases in food prices, electricity and fuel to name a few examples
- D Inflation increases the purchasing power of money as prices increase
- E The CPI is measured by taking the average price of goods bought in the basket purchased by businesses
- F The rate of inflation is based on the CPI (3)

- 1.7 From the list below, identify THREE important aspects of stock control. Only write down the letters (A–F) next to the question number (1.7) in the ANSWER BOOK.

- A Overstock so that you do not slow down the production process
- B Make sure that there are enough materials for production
- C Order stock just before you need it so you do not have clutter in the storeroom
- D Have a system to record all equipment to detect missing equipment
- E Keep storage areas organised and tidy to make control easier
- F To make control easier do not keep small spare parts (3)

[40]

QUESTION 2: THE CONSUMER

2.1 Explain TWO differences between *black market goods* and *grey goods*. (2)

2.2 Read the case study below and answer the questions that follow.

Janice wants to open an account at a well-known chain store as she saw an advertisement that stated that new account holders would get a R200 clothing voucher if they spent over R800 on their first purchase. Janice has to take out a contract for her to get the store card.

2.2.1 What is a *contract*? (2)

2.2.2 Give Janice good advice that she should be aware of as a consumer when it comes to signing the contract. (3 x 1) (3)

2.2.3 Explain the terms:

(i) Breach of contract (2)

(ii) Void (2)

2.2.4 If Janice does not pay the outstanding amount by the agreed date, the shop will charge interest on the account. The formula they will use is: $(\text{repo rate} \times 2,2) + 10 \% \text{ p.a.}$

What is meant by the *repo rate (repurchase rate)*? (2)

2.2.5 Janice will most likely pay more for clothing the same time next year due to inflation.

(i) Define *inflation rate*. (2)

(ii) Give the impact that inflation has in general for the consumer. (5)

[20]

QUESTION 3: FOOD AND NUTRITION

3.1 Read the following extract and answer the questions that follow:

In addition to being rich in heart-healthy soluble fibre, oats offer a variety of other nutrients that boost health.

Oats offers the following benefits:

1. Complex carbohydrates such as oats not only lower the risk of heart disease but reduce the risk of stroke and certain cancers and help lower blood pressure.
2. The specific type of fibre found in oats helps to control blood sugar levels and have a low impact on blood sugar levels and may help to reduce the risk of developing type 2 diabetes.
3. Selenium boosts immunity.
4. When it comes to strong teeth and bones, phosphorous, which is also found in oats, is just as important as calcium.
5. Oats provide B vitamins which also help to reduce stress and built immunity.
6. Like other whole grains, oats are a good source of magnesium.
7. Oats are a good source of protein which boosts metabolism, which may aid weight loss.
8. Oats contain iron, which helps boost immunity and produce collagen.

[Source: Article adapted from the *South African Journal of Natural Medicine*]

- 3.1.1 Find THREE risk factors related to coronary heart disease in the article. (3)
- 3.1.2 What is meant by the word “*Complex*” used in Point 1? (2)
- 3.1.3 High blood-cholesterol levels may lead to a heart attack or stroke.
- (i) What is *cholesterol*? (2)
- (ii) Explain the effect that the soluble fibre in oats would have on cholesterol levels. (2)
- (iii) Cholesterol builds up in the walls of the arteries over time. Explain the effects this has on the arteries leading up to a heart attack. (5)
- 3.1.4 Besides a heart attack, name TWO other diseases/complications that result from high blood pressure. (2)
- 3.1.5 Give TWO minerals that the article mentions that are beneficial in controlling high blood pressure through one’s diet. (2)
- 3.1.6 Explain what *type 2 diabetes* is (Point 2) (3)

3.1.7 Maintaining a healthy immune system is essential in the management for a person suffering from HIV/Aids. Give THREE nutrients that are important in the diet of an Aids patient to boost immunity. Also discuss each ones role in strengthening the immune system. Do not mention the three nutrients in the article that boost immunity. (3 x 2) (6)

3.1.8 If one experiences certain symptoms after eating oats such as bloating, fatigue, eczema, irritable bowel, etc. there is the possibility of intolerance to gluten (contained in oats).

(i) Name the disease associated with gluten sensitivity. (1)

(ii) Explain how the lining of the intestines is damaged when the body cannot tolerate gluten. (2)

3.2

“The potential dangers of GMO are very real and the debate is far from over. It’s time for South Africans to become conscious consumers and begin voting with their feet for the sake of our health and the environment.”

3.2.1 What does the abbreviation GMO stand for? (2)

3.2.2 The above statement implies that there are negative impacts of GMO foods. Outline the concerns of GMO on the natural environment and compare this with the positives of organic farming on the economic environment. (8)

[40]

QUESTION 4: CLOTHING

4.1 Read the following extract and answer the questions that follow.

GREEN IS IN OUR JEANS

We're on a journey to become the most sustainable denim brand in the southern hemisphere. We teamed up with WWF-SA and Green House to find the 'greenest' way to make our jeans. Our RE: F.I.T. and RE: Cycled jeans are made using home-grown 100% African cotton and now use 67% less water and 62% less energy in the wash process than traditional methods, with zero harmful chemicals. Even our men's RE: Cycled jeans are made using fibres from no less than 12 plastic bottles per pair. Just by wearing our RE: jeans, you're helping to drastically reduce the number of plastic bottles that end up in landfills.

[Source: Woolworths magazine, Spring 2014]

- 4.1.1 Explain the term 'sustainable' as referred to in the extract. (2)
- 4.1.2 Give a term that describes 'African cotton' and justify your answer by referring to the information in the article. (3)
- 4.1.3 How would recycling the plastic bottles contribute towards reducing the carbon footprint of polyester fibres? (3)
- 4.2 Upcycling is one way that clothing may be reused. Suggest another TWO ways that clothing can be reused. (2)
- 4.3 Corporate work wear



Give TWO advantages for employees at the Spur restaurant wearing the above corporate clothing to work. (2)

- 4.4 Your friend is starting a new job as a personal assistant to a business executive and is required to look smart and professional. She has chosen the outfit below to wear for the first day.



Evaluate the outfit in respect of the following areas when choosing appropriate work wear. Also give her additional advice for each of the points below.

- | | | |
|-------|---|-------------|
| 4.4.1 | Choosing basic colours for the garments | (3) |
| 4.4.2 | Choosing suitable formal wear | (3) |
| 4.4.3 | Choosing suitable accessories | (3) |
| | | [20] |

QUESTION 5: HOUSING

5.1 Read the statement below.

To buy or to rent ... much of it comes down to what you want in life and what risks you're prepared to take. Renting may seem to be very attractive in the shortterm, but knuckling down and taking the heat in the short and medium term may bring you more satisfaction and security in the long run.

Weigh up the advantages of buying rather than renting by referring to the statement in your discussion. Bring in another FIVE advantages of buying into your discussion.

(8)

5.2 "Sales commissions, high transfer duties, legal fees and mortgage costs add up very quickly and can easily amount to more than 20% of the value of your property, so financial planners suggest you plan to keep the house for at least eight years to make it worthwhile."

Explain each of the underlined costs referred to in the above quote.

5.2.1 Transfer duties

(2)

5.2.2 Legal fees

(3)

5.2.3 Mortgage costs

(4)

5.3 Compare the implications of buying a property by sectional title ownership with freehold land ownership. Tabulate your answer as follows:

	ASPECT	SECTIONAL TITLE	FREEHOLD
5.3.1	Monthly levy		
5.3.2	Maintenance costs		
5.3.3	Alterations to the exterior of the house		

(6)

5.4 To build a house is another option than to rent or buy a house. Write a paragraph and use the points below in the correct logical order to illustrate the statement.

- Select a contractor/builder
- Apply for a home loan
- Buy the land/plot
- Get an architect to design your house plan

(4)

5.5 Give the name of the certificate that confirms you have received the keys to your new house and that it was built to your satisfaction.

(2)

- 5.6 Consumers should use appliances that are more environmentally friendly. Study the table below highlighting the features of a tumble dryer and answer the questions that follow.



FEATURES	DISCUSSION
9 kg capacity	A big family wash can be done all in one go
A++ rated energy class	Energy efficiency
Mode: Eco mode or Speed mode	Heat pump technology dries with a lower temperature. For fast results. Heat pump technology using 50% less energy – results in less creases therefore easier to iron. Time saving up to 30%
Drying rack	For drying flat on a rack for with no tumbling Suitable for delicate fabrics or takkies, therefore less noise
Sensor dry	Sensor monitors measures the moisture of the clothing in each cycle, cutting energy-use by 15%
Dryness levels <ul style="list-style-type: none"> • iron ready • ready • ready to wear 	Allows you to leave garments damp so easier to iron.
LED drum light	Easy to see what you are loading and unloading – no socks get left behind!
Auto cleaning	Flushes water through condenser to flush lint out so you do not have to remove lint. When lint accumulates in the condenser air circulation and drying capacity is reduced and this increases energy levels.

5.6.1 Energy consumption:

- (i) Refer to the discussion about the Mode feature in the table. Identify TWO examples of human energy referred to in the discussion. (2)
- (ii) Which non-human consumption of energy is being referred to in the discussion on auto cleaning where reference is made to increasing energy expenditure? (1)

5.6.2 Energy efficient:

Elaborate how the following quotes from the discussions in the table result in the respective feature listed as being energy efficient.

- (i) A big family wash can be done all in one go. (2)
- (ii) Measures the moisture of the clothing in each cycle. (2)

5.6.3 This is a condenser dryer which means that the moist air from the laundry mixes with the cool air and the water that forms is pumped out. Conclude how this type of dryer this would lessen the greenhouse effect. (2)

5.6.4 Give TWO consumer responsibilities regarding the warranty. (2)

[40]

QUESTION 6: ENTREPRENEURSHIP

6.1 Read the following case study and answer the questions that follow.

Loyisa decided to start a menswear business. He struck on this idea because one day he battled to find a suit he needed for a function which he liked and he could afford. He envisioned he would provide a great online experience for men where they would order custom made suits and shirts as well as receive style advice. He started by having a mentor, then he did market research and drew up a business plan. He opened a small showroom at his home so men could come in and have one-on-one advice and see the products.

His mentor gave him this advice:

1. Be clear on the type of business you want to create
2. Keep the customer in the centre of your focus
3. Know what your passion is, it will help you to succeed
4. Recruit top quality staff
5. Success also stems from smart business strategy
6. Great marketing and brand strategy will result in word of mouth and social media replacing paid advertising

Five years later the business has expanded and is now at a point where it is profitable and sustainable.

In a recent interview, Loyisa made these points.

- It takes time and hard work to build a business.
- I love working for myself and having the freedom to be creative while at the same time helping others.
- My greatest strengths are my ability to motivate and rally behind the vision.

- 6.1.1 Identify FOUR human skills from the case study that indicate that Loyisa is a successful entrepreneur. (4)
- 6.1.2 What is meant by the phrase '*it is profitable and sustainable*'? (3)
- 6.1.3 Identify from the first paragraph word(s) that represent the following P's in the marketing mix.
- (i) Product (2)
 - (ii) Place (2)
 - (iii) People (2)
- 6.1.4 Loyisa would have drawn up a *product specification*. Describe this term. (3)
- 6.1.5 Elaborate on point number 2 of his mentor's advice. Bring into your discussion both consumer appeal of the product as well as customer service/relations (4 x 2) (8)

6.1.6 Give THREE reasons why staff training is important to ensure your staff remain top quality. (Point 4 of his mentor's advice) (3)

6.1.7 Give TWO other types of media besides electronic media (Point 6), that Loyisa can depend on for his business. (2)

6.2 Julia runs a small home-based business and works 5 days a week from 8:00 until 13:00. She makes 60 products to sell every week. Show all the calculations for the following questions.

The table below gives some of her financial figure per week.

COSTS	PRICE	COSTS	PRICE
Raw materials for 60 products	R1 120,00	Advertising	R50,00
Packaging for 60 products	R120,00	Administration costs	R60,00
Transport	R60,00		

6.2.1 What are the overhead costs for the week? (2)

6.2.2 Calculate the selling price for one product including a mark-up of 50% (profit). (5)

6.2.3 Explain the term '*best sale scenario*'. (2)

6.2.4 What is the purpose of doing a financial feasibility study before starting a business? (2)

[40]

TOTAL: 200

