



Province of the
EASTERN CAPE
EDUCATION

**NATIONAL
SENIOR CERTIFICATE**

GRADE 12

SEPTEMBER 2010

CONSUMER STUDIES

MARKS: 200

TIME: 3 hours



This question paper consists of 11 pages and an answer sheet.

INSTRUCTIONS

1. This question paper consists of FIVE sections, namely:

SECTION A: Short questions	(40)
SECTION B: Food and Nutrition	(40)
SECTION C: Clothing	(40)
SECTION D: Housing and Furnishings	(40)
SECTION E: Practical component	(40)
2. ALL the SECTIONS are COMPULSORY.
3. Answer SECTION A on the ANSWER SHEET provided and place it in the BACK of the ANSWER BOOK.
4. Number the answers correctly according to the numbering system used in this question paper.
5. Start EACH question on a NEW page.
6. A pocket calculator may be used.
7. Write only in black or blue ink.
8. Write neatly and legibly.

SECTION A**QUESTION 1****MULTIPLE-CHOICE ITEMS**

- 1.1 Various possible options are provided as answers to the following questions. Choose the answer and make a cross (X) in the block (A – D) next to the question number (1.1.1 – 1.1.10) on the ANSWER SHEET. No marks will be awarded if more than one cross (X) appears for an answer.

1.1.1 Which one of the following foods has a low GI?

- A Potatoes
 - B Bananas
 - C Oranges
 - D Milk
- (2)

1.1.2 Misleading statements on food labels could lead to ...

- A healthy diets.
 - B high food prices.
 - C health hazards.
 - D weight loss.
- (2)

1.1.3 Consuming too much salt can cause ...

- A anaemia.
 - B diabetes.
 - C hypertension.
 - D high cholesterol.
- (2)

1.1.4 Which organisation aims to build up awareness of consumer rights, responsibilities and bargaining powers through education, information and promotion?

- A National Consumer Forum
 - B Advertising Standard Authority
 - C South African Broadcasting Corporation
 - D South African National Consumer Union
- (2)

- 1.1.5 During 2007 the government developed a system whereby it can educate South African consumers to make informed financial choices. This is officially the ...
- A New Credit Act.
 - B Consumer Goods Act.
 - C National Credit Act.
 - D Usury Act.
- (2)
- 1.1.6 Identify TWO advantages of credit sales.
- 1 Interest is fairly high.
 - 2 Debts are to be spread over a period of time.
 - 3 The customer can purchase several expensive items simultaneously.
 - 4 You cannot buy more than you can afford.
- A 1 and 2
 - B 2 and 4
 - C 2 and 3
 - D 1 and 3
- (2)
- 1.1.7 Desmond wants to purchase his first house. What type of loan should he apply for?
- A Hire purchase
 - B Mortgage loan
 - C Long-term credit
 - D Housing subsidy
- (2)
- 1.1.8 Fashion that is popular for a short period of time is known as ...
- A trendy fashion.
 - B popular fashion.
 - C fad fashion.
 - D classic fashion.
- (2)
- 1.1.9 The messages that are conveyed by our clothing, is known as ...
- A communication.
 - B verbal communication.
 - C first impression.
 - D non-verbal communication.
- (2)

1.1.10 Identify the product that cannot be recycled.

- A Plastic bags
- B Green glass
- C Wet paper
- D Cooldrink cans

(2)

(10 x 2) (20)

- 1.2 Choose the types of taxes from COLUMN B that matches the tax descriptions in COLUMN A. Choose the correct answer and make a cross (X) in the block (A – F) next to the question number (1.2.1 – 1.2.5) on the ANSWER SHEET provided. No marks will be awarded if more than one cross (X) appears for an answer.

COLUMN A DESCRIPTION		COLUMN B TYPES OF TAXES	
1.2.1	Tax deducted from a salary or wage of an employee on a monthly basis	A	Site
		B	Donation tax
1.2.2	Revenue payable after someone has died	C	PAYE
		D	Excise duty
1.2.3	Amount of tax payable on consumer goods	E	Estate tax
		F	Value added tax
1.2.4	Indirect tax paid on cigarettes and alcohol		
1.2.5	Amount of tax payable on monetary gifts over the value of R30 000		

(5)

- 1.3 Choose the nutrients/substances from COLUMN B to match the condition/disease in COLUMN A. Choose the correct answer and make a cross (X) in the block (A – F) next to the question number (1.3.1 – 1.3.5) on the ANSWER SHEET provided. No marks will be awarded if more than one cross (X) appears for an answer.

COLUMN A CONDITION/DISEASE		COLUMN B NUTRIENT/SUBSTANCE	
1.3.1	Osteoporosis	A	Insufficient iron
1.3.2	Diabetes	B	Vitamin A deficiency
1.3.3	Goitre	C	Glucose excess
1.3.4	Anaemia	D	Deficiency of calcium rich foods
1.3.5	Night blindness	E	Insufficient iodine
		F	Iron rich foods

(5)

- 1.4 Choose the fashion terminology in COLUMN B that match the description in COLUMN A. Choose the correct answer and make a cross (X) in the block (A – F) next to the question number (1.4.1 – 1.4.5) on the ANSWER SHEET provided. No marks will be awarded if more than one cross (X) appears for an answer.

COLUMN A DESCRIPTION		COLUMN B FASHION TERMINOLOGY	
1.4.1	A new style created by fashion designers	A	Design
1.4.2	The outline of a garment	B	Haute couture
1.4.3	Individual differences in a style	C	Silhouette
1.4.4	The direction in which fashion moves	D	Fashion trend
1.4.5	Accepted style worn by many people during a specific period	E	Fashion
		F	Classic style

(5)

- 1.5 Match the description of legal/contractual documents in the home-buying process in COLUMN B with the documents in COLUMN A. Choose the correct answer and make a cross (X) in the block (A – F) next to the question number (1.5.1 – 1.5.5) on the ANSWER SHEET provided. No marks will be awarded if more than one cross (X) appears for an answer.

COLUMN A LEGAL/CONTRACTUAL DOCUMENT		COLUMN B DESCRIPTION OF THE LEGAL OR CONTRACTUAL DOCUMENT	
1.5.1	Deed of sale	A	Home loans that require security in the form of pension or provident fund guarantees
1.5.2	Deed of transfer	B	A document which certifies the date of occupation of a house by a beneficiary
1.5.3	Title deed	C	The offer to purchase contract which both the buyer and seller have signed
1.5.4	Occupation certificate	D	A document registered on a property in favour of the bank that lends the money to the buyer to purchase a property
1.5.5	Mortgage bond	E	The document that involves the transfer of ownership from the seller to the buyer
		F	The document that proves legal ownership of the property.

(5)

TOTAL SECTION A: 40

SECTION B: FOOD AND NUTRITION**QUESTION 2**

2.1 List FOUR guidelines to limit the risk factors associated with heart disease. (4)

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

Sally was 17 years old and she weighed 40 kg. She started dieting excessively because she wanted to lose weight. During mealtimes she would hide the food and later threw it away. As a result she lost 20 kg and became very skinny. She ended up in hospital where she was diagnosed with Anorexia Nervosa.

2.2.1 What is Anorexia Nervosa? (3)

2.2.2 What serious consequences will the eating disorder have on Sally's health? (5)

2.3 Give THREE reasons for including food that is rich in antioxidants in the diet for an HIV positive patient. (3 x 2) (6)

2.4 Explain the difference between food allergy and food intolerance. (4)

2.5 List THREE foods which people who are suffering from the food related disease should consume daily.

2.5.1 Anaemia (3)

2.5.2 Osteoporosis (3)

2.6 Obesity holds a huge threat for modern society and is linked to various undesirable health conditions.

2.6.1 Define the condition 'obesity'. (2)

2.6.2 Identify TWO unhealthy conditions linked to obesity. (2)

2.6.3 Formulate with motivation, FOUR guidelines to prevent obesity. (4 x 2) (8)

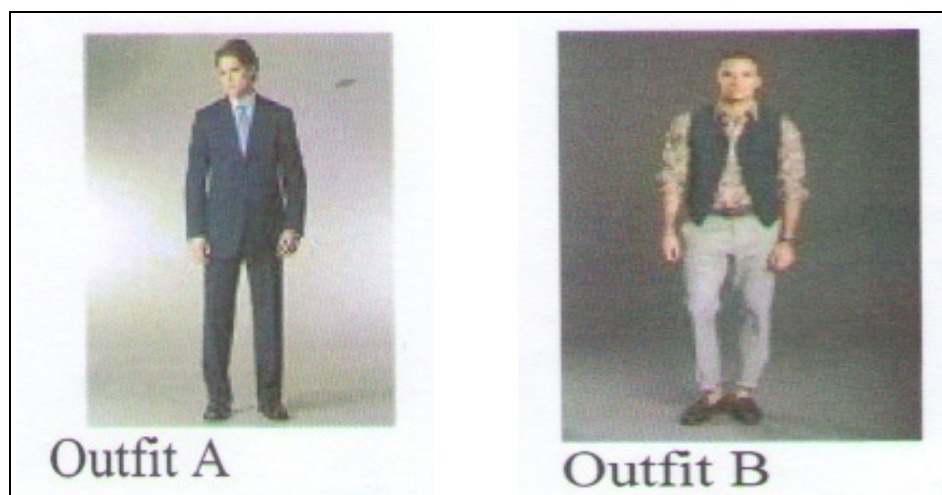
TOTAL SECTION B: 40

SECTION C: CLOTHING**QUESTION 3**

- 3.1 List FIVE messages communicated by the clothes that young adults wear. (5)
- 3.2 Discuss FOUR factors that have an influence on fashion changes. (8)
- 3.3 How can clothing contribute to the development of a young adult's self-esteem? (6)
- 3.4 Read the case study below and answer the questions that follow.

Peter has accepted a job at a local bank and he wants to make a good impression on his first day at work. He is also looking to build up his "working wardrobe".

- 3.4.1 Which ONE of the two outfits would be the best choice for Peter to wear on his first day at work? Support your choice with THREE good reasons. (4)



- 3.4.2 List FIVE guidelines that Peter should consider to build up his "working wardrobe". (5 x 2) (10)
- 3.4.3 Besides wearing the outfit to work suggest ONE other occasion when Peter can wear both outfits. Provide ONE reason for each suggestion. (2 x 2) (4)
- 3.4.4 Peter, and his friends, prefers to select popular brand names when buying clothing items. Name THREE popular brand names available in South African stores. (3)

TOTAL SECTION C: 40

SECTION D: HOUSING AND FURNISHINGS**QUESTION 4**

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

For five years Linda and Thabo have rented a flat with their two pre-school daughters. They now have sufficient money to pay a deposit on a house.

- 4.1.1 List FIVE housing expenses South African home-owners must pay each month. (5)
- 4.1.2 Name FIVE additional expenses that must be considered when they move to their own home. (5)
- 4.1.3 A friend recommends that they use the services of an estate agent. List THREE services of an estate agent. (3)
- 4.1.4 Linda and Thabo secure a mortgage (home loan) for R150 000, at 10% interest rate per annum, from the bank. Calculate their first month's interest payment. (5)
- 4.2 For an agreement of sale to be valid it must meet certain general requirements. State FIVE requirements for a contract to be valid. (5)
- 4.3 The consumer has rights concerning municipal services. Name FOUR of these rights. (4)

- 4.4 You do not know whether to buy a gas or electric stove/oven. Study the comparisons below and answer the questions that follow.

Gas	Electrical
• Cost are lower	• High running costs
• Works during electricity cuts	• Need for a back-up system, due to power cuts
• Good size for a large family for the same amount of money	Size of ovens smaller for the same amount of money that one would pay for gas oven
• Must be freestanding	• Can be built-in
• Gas jets	• Solid plates
• Warranty	• Guarantee
• Self-cleaning oven	• Stainless steel, easy clean oven
• Gas container stored outside	• Electricity connected directly to mains

- 4.4.1 Select ONE of the stoves/ovens that would be ideal for a large family with small children, no extra help and both parents working. Mention THREE reasons for your choice. (4)
- 4.4.2 You pay for the oven by means of a lay-bye. What does this mean and how does this differ from hire-purchase instalment sales transaction? (5)
- 4.4.3 Suggest FOUR electricity saving measures a concerned consumer can implement to the South African call for a reduction in household electricity usage. (4)

TOTAL SECTION D: 40

SECTION E: PRACTICAL COMPONENT ON FOOD, CLOTHING AND SOFT FURNISHING PRODUCTS**QUESTION 5**

- 5.1 Explain each of the following processes that are followed when starting a small-scale production enterprise.
- 5.1.1 Selecting a product
 - 5.1.2 Planning
 - 5.1.3 Implementation and evaluation (3 x 2) (6)
- 5.2 Your product will not sell if no one knows about it. Describe the requirements for an advertisement that will ensure that your product is noticed. (6)
- 5.3 Discuss the proper handling and control of stock in an enterprise. (8)
- 5.4 List FOUR examples of unfair discrimination in the workplace. (4)
- 5.5 Discuss the following briefly:
- 5.5.1 Labour Relations Act
 - 5.5.2 Occupational Health and Safety Act (2 x 3) (6)
- 5.6 The product you make is more expensive than the same or very similar item at the shops. Mention FIVE strategies that can be used to lower your costs. (5)
- 5.7 List FIVE essential guidelines/criteria for the creating of packaging for a product. (5)

TOTAL SECTION E: 40**GRAND TOTAL: 200**

CONSUMER STUDIES**ANSWER SHEET****SECTION A****NAME:****GRADE 12****QUESTION 1.1**

1.1.1	A	B	C	D
1.1.2	A	B	C	D
1.1.3	A	B	C	D
1.1.4	A	B	C	D
1.1.5	A	B	C	D
1.1.6	A	B	C	D
1.1.7	A	B	C	D
1.1.8	A	B	C	D
1.1.9	A	B	C	D
1.1.10	A	B	C	D

(10 x 2) (20) **QUESTION 1.2**

1.2.1	A	B	C	D	E	F
1.2.2	A	B	C	D	E	F
1.2.3	A	B	C	D	E	F
1.2.4	A	B	C	D	E	F
1.2.5	A	B	C	D	E	F

(5 x 1) (5) **QUESTION 1.3**

1.3.1	A	B	C	D	E	F
1.3.2	A	B	C	D	E	F
1.3.3	A	B	C	D	E	F
1.3.4	A	B	C	D	E	F
1.3.5	A	B	C	D	E	F

(5 x 1)(5) **QUESTION 1.4**

1.4.1	A	B	C	D	E	F
1.4.2	A	B	C	D	E	F
1.4.3	A	B	C	D	E	F
1.4.4	A	B	C	D	E	F
1.4.5	A	B	C	D	E	F

(5 x 1)(5) **QUESTION 1.5**

1.5.1	A	B	C	D	E	F
1.5.2	A	B	C	D	E	F
1.5.3	A	B	C	D	E	F
1.5.4	A	B	C	D	E	F
1.5.5	A	B	C	D	E	F

(5 x 1)(5) **TOTAL****40**

