



# basic education

Department:  
Basic Education  
**REPUBLIC OF SOUTH AFRICA**

## NATIONAL SENIOR CERTIFICATE

**GRADE 12**

**CONSUMER STUDIES**

**FEBRUARY/MARCH 2012**

**MARKS: 200**

**TIME: 3 hours**



★ C O N S D M ★

**This question paper consists of 15 pages and a 2-page answer sheet.**



**INSTRUCTIONS AND INFORMATION**

1. This question paper consists of FIVE sections.

SECTION	MARKS	TIME (MINUTES)
A. Short Questions	40	20
B. Food and Nutrition	40	40
C. Clothing	40	40
D. Housing and Soft Furnishings	40	40
E. Theory of Production and Entrepreneurship	40	40

2. ALL the sections are COMPULSORY.
3. Answer SECTION A on the attached ANSWER SHEET and place it in the BACK of your 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 calculator may be used.
7. Write with black or blue ink only.
8. Pay attention to spelling and sentence construction.
9. Write neatly and legibly.

**SECTION A: SHORT QUESTIONS****QUESTION 1**

- 1.1 Various options are provided as possible answers to the following questions. Choose the answer and make a cross (X) in the block (A–D) next to the question number (1.1.1–1.1.15) on the attached ANSWER SHEET. NO marks will be awarded if more than one cross (X) appears for an answer.

- 1.1.1 Select the type of bread that would be best for a person with diabetes:
- A Brown bread
  - B Raisin bread
  - C Rye bread
  - D White bread
- (1)
- 1.1.2 Select the breakfast that would be most suitable to eat regularly in order to prevent osteoporosis and obesity:
- A Fried eggs on toast, glass of orange juice
  - B Yoghurt with muesli, tea with milk
  - C Oats porridge with honey, coffee with milk
  - D Cheddar cheese on toast, black coffee
- (2)
- 1.1.3 A choice of ... as the basis of wardrobe planning, helps stretch the life span of one's fashionable items.
- A warm colours
  - B fashion fads
  - C classic styles
  - D fashion accessories
- (1)
- 1.1.4 A young adult going for an interview for a position as a sales assistant, must ...
- A dress to show individuality.
  - B wear dramatic clothing.
  - C wear very bright colours.
  - D dress neatly and conservatively.
- (1)
- 1.1.5 The reason why a policeman wears a uniform is for ...
- A modesty.
  - B hygiene.
  - C attractiveness.
  - D identification.
- (1)



- 1.1.6 The method of buying an article where a deposit is paid and the article remains in the care of the seller until the article has been fully paid:
- A Credit card payment
  - B Hire purchase
  - C Lay-bye
  - D Instalment sale
- (1)
- 1.1.7 A person qualifies for a government housing subsidy when he/she:
- 1 Is a South African citizen
  - 2 Earns more than R5 000
  - 3 Has owned property before
  - 4 Does not have a job
  - 5 Is employed full time
- A 1 and 5
  - B 2 and 5
  - C 3 and 4
  - D 1 and 4
- (2)
- 1.1.8 A tenant is responsible for:
- 1 Repairing any damages caused by himself/herself
  - 2 Paying the rates and taxes
  - 3 Maintaining the property
  - 4 Paying the electricity bill
  - 5 Paying the water bill
- A 1, 2 and 3
  - B 1, 2 and 4
  - C 1, 4 and 5
  - D 3, 4 and 5
- (2)
- 1.1.9 Ensure that the following clauses are included in the contract with a builder:
- 1 Details of the plan
  - 2 Building specifications
  - 3 Transfer fees
  - 4 Completion date
  - 5 Your information about the loan
- A 1, 2 and 4
  - B 1, 2 and 5
  - C 1, 3 and 4
  - D 2, 3 and 5
- (2)



1.1.10 When purchasing a home the deed of sale is the ...

- A offer made to the seller to purchase the home.
- B legal agreement between buyer and seller indicating the terms and conditions of sale.
- C registration of the transfer from the seller to the buyer which is done at the deeds office.
- D deed of paying the government to transfer the property into the buyer's name.

(1)

1.1.11 Study the table with the tax rates in respect of the 2011/2012 tax year and answer question that follows.

TAXABLE INCOME (R)	RATES OF TAX
0–150 000	18% of taxable income
150 001–235 000	R27 000 + 25% of taxable income above R150 000
235 001–325 000	R48 250 + 30% of taxable income above R235 000
325 001–455 000	R75 250 + 35% of taxable income above R325 000
455 001–580 000	R120 750 + 38% of taxable income above R455 000
580 001 and above	R168 250 + 40% of taxable income above R580 000

Sophie earns R180 000 per year. How much tax would she have to pay in the 2011/2012 tax year?

- A R27 000
- B R32 400
- C R34 500
- D R52 000

(2)

1.1.12 What would cause a pair of jeans that cost R99,99 last year, to cost R120 this year?

- A Interest rates
- B Inflation
- C Value Added Tax
- D Consumer Price Index

(1)

1.1.13 According to the ..., you may legally cancel a purchase made through direct marketing within five business days.

- A Consumer Forum
- B New Consumer Protection Act
- C Competition Commission Act
- D National Credit Regulations

(1)



1.1.14 Good financial record keeping in a business will ...

- A attract more clients who will buy more.
- B provide evidence of workers' attendance.
- C help increase spending money for holidays.
- D ensure that there is enough money for raw materials.

(1)

1.1.15 In a business the producer will break even when the ...

- A selling price equals the production cost.
- B overhead costs are less than the raw materials.
- C production costs include the labour cost.
- D profit is less than the labour costs.

(1)

1.2 Choose the definition in COLUMN B that matches the term in COLUMN A. Make a cross (X) in the block (A–I) next to the question number (1.2.1–1.2.5) on the attached ANSWER SHEET. NO marks will be awarded if more than one cross (X) is made for an answer.

COLUMN A TERM	COLUMN B DEFINITION
1.2.1 Fashion	A an individual's interpretation of what he/she thinks is appropriate and beautiful
1.2.2 Silhouette	B a marketing tool to increase the sale of clothes
1.2.3 Couturiers	C clothing construction features which distinguish one outfit from another
1.2.4 Fashion fads	D clothing styles which quickly become popular but are short lived
1.2.5 Fashion classics	E clothes with a simple design that satisfy basic needs and remain popular for a long time
	F designers who create exclusive styles in small quantities for an exclusive clientele
	G the direction in which a fashion is changing
	H the lines which form the outline and shape of a garment
	I the style that is accepted and worn by many people at a given time

(5 x 1)

(5)

- 1.3 From the list below identify FIVE aspects to consider when planning the division of work and time schedules. Make a cross (X) in the block (A–J) next to the question number (1.3) on the attached ANSWER SHEET.

- A Marketing strategies
- B Available equipment
- C Place of sale
- D Monthly rent of workplace
- E Time needed to complete each process
- F Skills of the workers
- G Unit prices
- H Numbers of workers available
- I Target delivery dates
- J Consumer satisfaction survey

(5)

- 1.4 From the list below identify THREE food items that are exempted from VAT. Make a cross (X) in the block (A–G) next to the question number (1.4) on the attached ANSWER SHEET.

- A Brown bread
- B Long life milk
- C Olive oil
- D Peanuts
- E Tinned pilchards
- F Viennas
- G White bread

(3)

- 1.5 Give ONE term for each of the following descriptions. Write down the term next to the question number (1.5.1–1.5.7) on the attached ANSWER SHEET.

- 1.5.1 The disease where bones become weak, brittle and break easily
- 1.5.2 A condition of voluntary self starvation resulting in extreme weight loss
- 1.5.3 The white waxy substance that may clog up arteries
- 1.5.4 The disease where the body is unable to control the glucose levels in the blood
- 1.5.5 A system of ranking carbohydrate foods according to how quickly they release their energy in the body
- 1.5.6 A psychological disorder characterised by binge eating, only to get rid of the food shortly after the meal
- 1.5.7 The essential fatty acid that plays a role in lowering blood cholesterol levels

(7)

**TOTAL SECTION A: 40**

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

- 2.1 Read the extract below from the *South African National Guidelines on Nutrition for People Living with TB, HIV/Aids and other Chronic Debilitating Conditions*, published by the Department of Health in 2001. Answer the questions that follow.

No specific food or nutrient can destroy the human virus, but a healthy eating pattern and lifestyle will strengthen the immune system. Good nutrition will help fight infections and delay the development of full-blown Aids. This will improve well-being and prolong life. When people eat well, they also feel better.

- 2.1.1 Which virus is referred to in the first sentence? (1)
- 2.1.2 Refer to the extract and list the advantages of a healthy eating pattern for a person living with the virus. (4)
- 2.1.3 Choose from each group below ONE food that will strengthen the immune system the BEST and give a reason for each choice.

GROUP A	GROUP B	GROUP C
Golden syrup	Apples	Carrots
Jam	Guavas	Cucumber
Peanut butter	Pear	Lettuce

- 2.2 According to the World Health Organisation, iron deficiency is the most common and widespread nutritional disorder in the world. The organisation stated that if iron deficiency anaemia is not managed it may lead to reduced school performance in children and reduced work productivity in adults.

- 2.2.1 Explain why iron deficiency anaemia could lead to reduced school performance in children if it is NOT managed. (3 x 2) (6)
- 2.2.2 Explain THREE ways in which anaemia can be managed. (3 x 2) (6)



- 2.3 The information below appears on the labels of a variety of canned soup tins. Study the information in the table and answer QUESTIONS 2.3.1–2.3.4 that follow.

Name of Soup	SOUP A	SOUP B	SOUP C
Ingredients	Creamy Butternut (38%) Soup: Water, Butternut, Cream (8%), Vegetable stock, Onions, Corn flour, Sunflower oil (Anti-oxidant: Tocopherol), Wheat flour, Salt, Sugar, Orange concentrate, Garlic, Spices	Smooth Creamy Butternut (38%) Soup: Water, Butternut, Vegetable stock, Cream (3%), Onions, Corn flour, Wheat flour, Sunflower oil (Antioxidant: Tocopherol), Sugar, Salt, Orange concentrate, Garlic, Spices	Beef (5%) and Lentil (25%) Soup: Water, Lentils, Vegetable stock, Beef mince, Onions, Sunflower oil (Anti-oxidant: Tocopherol), Tomato paste, Corn flour, Garlic, Salt, Spices, Black pepper
Typical Nutritional Information			
Average values	Per 100 g	Per 100 g	Per 100 g
Energy	225 kJ	160 kJ	235 kJ
Protein	1,2 g	1,0 g	3,6 g
Carbohydrate	6,0 g	4,8 g	6,2 g
of which total sugars	1,6 g	1,2 g	0,0 g
Total fat	2,5 g	1,4 g	1,2 g
Cholesterol	4 mg	2 mg	3 mg
Total dietary fibre	0,8 g	1,4 g	3,0 g
Sodium	292 mg	276 mg	457 mg

- 2.3.1 Identify the ingredient that contributes the MOST to the fibre content of Soup C. (1)
- 2.3.2 (a) Explain the term *lactose intolerance*. (2)
- (b) Identify the soup which would be the BEST choice for managing lactose intolerance and give TWO reasons for your choice. (3)
- 2.3.3 Explain which soup would be the LEAST suitable for a person who is trying to manage hypertension (high blood pressure). (3)
- 2.3.4 After comparing Soup A and Soup B, explain which soup would be the BEST choice for a person who is trying to manage obesity. (8)

**TOTAL SECTION B: 40**



**SECTION C: CLOTHING****QUESTION 3**

- 3.1 Read the scenario below and answer the questions that follow.

Noma, Jane and John will start working at Itileng Company in the communication section where they will interact with clients every day. The company has a specific dress code.

- 3.1.1 Explain the term *dress code*. (3)
- 3.1.2 Give SIX hints to the three new employees on how to create a professional look regarding their clothing. (6)
- 3.1.3 Explain how being well-dressed for work could influence Noma's self esteem when dealing with people. (4)
- 3.2 List the FIVE stages of the fashion cycle in the correct order. (5)
- 3.3 How would you know that a fashion item is becoming less popular when you go shopping? (3)
- 3.4 Explain how the media influence fashion change. (5)
- 3.5 Read the scenario below and answer the questions that follow:

Sipho is a sports fanatic who only buys Adidas clothing items. He is admired by his friends. He was shocked when his newest T-shirt faded after the first wash. Some of the stitched-on strips came loose. He became furious and unhappy with his purchase. He stormed into the shop, insulted the salesman and threw the T-shirt into the salesman's face. The salesman, however, remained calm and still tried to help him. Sipho demanded his money back although he did not have the receipt. The store manager had their security remove Sipho from the premises. Sipho went away threatening to report the shop to the National Consumer Forum.

- 3.5.1 Adidas is a well-known brand name. What characteristics do young adults associate this brand name with? (4)
- 3.5.2 What is the role of the National Consumer Forum in consumer complaints? (4)
- 3.5.3 Use your knowledge of how to complain, to judge Sipho's approach to complaining. Give FIVE reasons to support your answer. (6)

**TOTAL SECTION C: 40**

**SECTION D: HOUSING AND SOFT FURNISHINGS**

- 4.1 The property below was advertised by Star Properties. Study the advertisement and answer the questions that follow.

**TOWNHOUSE FOR SALE – R590 000,00**

Excellent opportunity to invest in a well-run and secure complex with a lovely garden! It is well located near main roads and amenities.

**Features**

- Reception room: 1
- Bedrooms: 3
- Bathroom: 1
- Interior finishes/Features:
  - *Painted plastered walls*
  - *Carpeted flooring*
  - *Tiled flooring*
- Exterior features:
  - *Wooden window frames*
  - *Tiled roof*
  - *Painted plastered walls*
- Parking:
  - *Parking bay: 1*
- General features
  - *Braai*
  - *Family/TV room*

**Additional details**

- Building area size: 111 m<sup>2</sup>
- Rates and taxes: R340,00 per month
- Levies: R812,00 per month

**Contact details of estate agent**  
Maggie Basson  
Tel: 010 547 3610  
Cellphone: 084 788 1335

- 4.1.1 Classify the type of housing in the above advertisement. (1)
- 4.1.2 Maggie Basson showed the advertised property to a family. Explain Maggie's role after the family decided that they wanted to buy the property. (4)
- 4.1.3 Answer the questions below on costs involved in buying a house.
- (a) Name the fees the family must pay to become the legal home owners. (3)
- (b) How much rates and taxes must the family pay every month? (1)
- (c) To whom must the rates and taxes be paid? (1)



- 4.1.4 Who is responsible for paying the garden maintenance in the complex? (1)
- 4.1.5 The family must pay an additional R812,00 per month. Explain what this money is used for. (4)
- 4.1.6 Comment on the finances related to the maintenance of the interior finishes/features of the townhouse. (3 x 2) (6)
- 4.1.7 At the complex there are bins for the recycling of paper, metal and glass. List THREE general benefits of recycling. (3)

4.2 Read the scenario below and answer the questions that follow.

Thando is going to study at a tertiary institution and is moving into a flat. He needs to cook his own meals but cannot afford to buy a stove with an oven. He decides to buy a hot plate. Two types are available in the shop. One has two solid plates and the other has two spiral/coil plates.

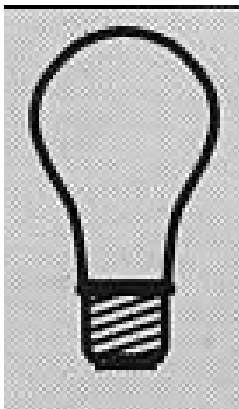
- 4.2.1 Compare the two hot plates in terms of cleaning and speed of heating and cooling. Tabulate your answer as follows:

	<b>HOT PLATE A TWO SOLID PLATES</b>	<b>HOT PLATE B TWO SPIRAL/ COIL PLATES</b>
Cleaning	(1)	(1)
Speed of heating and cooling	(2)	(2)

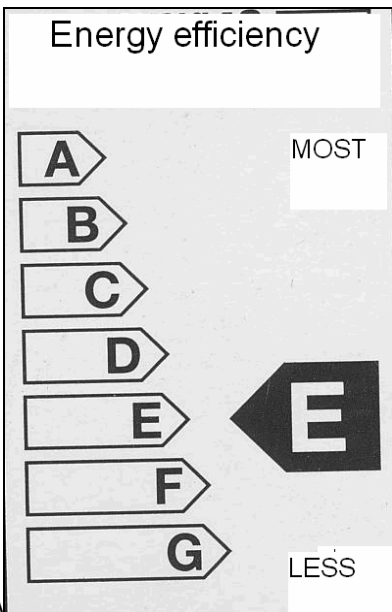
- 4.2.2 Explain which hot plate would be the BEST choice for Thando to buy if he wants to use electricity more efficiently. (2)

- 4.3 Study the information below that appears on the labels of two light bulbs that give the same brightness of light.

**BULB A**  
R12,99

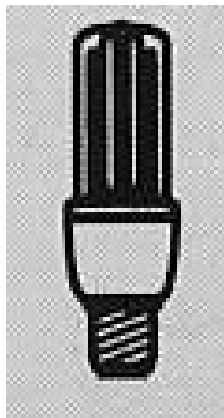


Energy efficiency

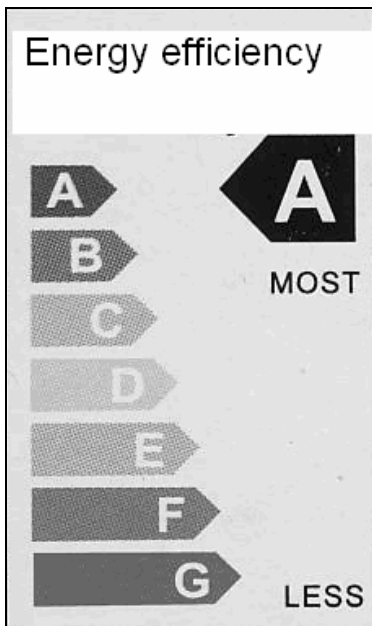


LIFE TIME: 1 000 hours

**BULB B**  
R19,99



Energy efficiency



LIFE TIME: 6 000 hours

- 4.3.1 Name the types of light bulbs. (2)
- 4.3.2 Compare the two bulbs in terms of the following:
- (a) Cost (2)
- (b) Energy efficiency (4)

**TOTAL SECTION D: 40**



**SECTION E: THEORY OF PRODUCTION AND ENTREPRENEURSHIP****QUESTION 5**

- 5.1 Explain each of the following:
- 5.1.1 Entrepreneur (2)
  - 5.1.2 Target market (2)
- 5.2 List the FOUR Ps of the marketing mix. (4)
- 5.3 Explain how each of the following will be an advantage for a business:
- 5.3.1 Regular maintenance of equipment (4)
  - 5.3.2 Good customer relations (4)
- 5.4 Study the scenario below and answer the questions that follow.

An entrepreneur produces 150 products per week in a 5-day working week.  
The cost of the material per day = R750.  
A 50% mark-up is added for profit and overheads.

**NOTE:** Marks will be awarded for ALL the calculations

- 5.4.1 Calculate the cost of the materials per product. (5)
- 5.4.2 Calculate the selling price per product. (4)

5.5 Read the scenario below and answer the questions that follow.

Jacob and Abdul are two young entrepreneurs. Each started a business and will be selling the same products. They started off by planning the business and had the following approaches to their respective businesses:	
JACOB	ABDUL
<p>He did a survey and market research. He defined his target market and promotion strategy. He knows and follows the exact specifications when producing the products.</p> <p>The safety of the workplace and workers are important to him. He controls the finances well and buys quality raw materials and invests money in the business.</p> <p>He does spot-checks to quality control the production process. He started with only a few skilled staff members. He does not think further training or employment contracts are necessary.</p>	<p>He used most of his money to buy raw materials and equipment. He spent a lot of money on the design of the packaging materials. The packaging looks very attractive.</p> <p>He does not think any further promotion is necessary. He does not think safety or quality control plays a big role in the business.</p> <p>He appointed a few young unskilled people. No employment contracts were signed. He plans to send his employees for training.</p> <p>He believes he will find a target market after production has started.</p>

5.5.1 Neither of the entrepreneurs have employment contracts for their employees.

- (a) Which Act stipulates that each employee must have an employment contract? (1)
- (b) Name FOUR types of leave the employees are entitled to. (4)

5.5.2 Analyse and discuss the sustainable profitability of each business. (10)

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







**ANSWER SHEET****SECTION A****CENTRE NUMBER:**

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**EXAMINATION NUMBER:**

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40
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QUESTION 1.1					
1.1.1	A	B	C	D	(1)
1.1.2	A	B	C	D	(2)
1.1.3	A	B	C	D	(1)
1.1.4	A	B	C	D	(1)
1.1.5	A	B	C	D	(1)
1.1.6	A	B	C	D	(1)
1.1.7	A	B	C	D	(2)
1.1.8	A	B	C	D	(2)
1.1.9	A	B	C	D	(2)
1.1.10	A	B	C	D	(1)
1.1.11	A	B	C	D	(2)
1.1.12	A	B	C	D	(1)
1.1.13	A	B	C	D	(1)
1.1.14	A	B	C	D	(1)
1.1.15	A	B	C	D	(1)
					(20)





CENTRE NUMBER:

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EXAMINATION NUMBER:

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**QUESTION 1.2**

1.2.1	A	B	C	D	E	F	G	H	I	(1)
1.2.2	A	B	C	D	E	F	G	H	I	(1)
1.2.3	A	B	C	D	E	F	G	H	I	(1)
1.2.4	A	B	C	D	E	F	G	H	I	(1)
1.2.5	A	B	C	D	E	F	G	H	I	(1)
										(5)

**QUESTION 1.3**

A	B	C	D	E	F	G	H	I	J	(5)	
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**QUESTION 1.4**

A	B	C	D	E	F	G	(3)	
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**QUESTION 1.5**

1.5.1	
1.5.2	
1.5.3	
1.5.4	
1.5.5	
1.5.6	
1.5.7	
(7)	

**TOTAL SECTION A: 40**





SENTRUMNUMMER:

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EKSAMENNUMMER:

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VRAAG 1.2										
1.2.1	A	B	C	D	E	F	G	H	I	(1)
1.2.2	A	B	C	D	E	F	G	H	I	(1)
1.2.3	A	B	C	D	E	F	G	H	I	(1)
1.2.4	A	B	C	D	E	F	G	H	I	(1)
1.2.5	A	B	C	D	E	F	G	H	I	(1)
										(5)

VRAAG 1.3									
A	B	C	D	E	F	G	H	I	J
									(5)

VRAAG 1.4							
A	B	C	D	E	F	G	(3)

VRAAG 1.5		
1.5.1		
1.5.2		
1.5.3		
1.5.4		
1.5.5		
1.5.6		
1.5.7		
(7)		

TOTAAL AFDELING A: 40





# ANTWOORDBLAD

**AFDELING A**

**SENTRUMNOMMER:**

**EKSAMENNUMMER:**

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[illegible]

40

Vraag 1.1						
1.1.1	A	B	C	D	(1)	
1.1.2	A	B	C	D	(2)	
1.1.3	A	B	C	D	(1)	
1.1.4	A	B	C	D	(1)	
1.1.5	A	B	C	D	(1)	
1.1.6	A	B	C	D	(1)	
1.1.7	A	B	C	D	(2)	
1.1.8	A	B	C	D	(2)	
1.1.9	A	B	C	D	(2)	
1.1.10	A	B	C	D	(1)	
1.1.11	A	B	C	D	(2)	
1.1.12	A	B	C	D	(1)	
1.1.13	A	B	C	D	(1)	
1.1.14	A	B	C	D	(1)	
1.1.15	A	B	C	D	(1)	
					(20)	







5.5

Lees die scenario hieronder en beantwoord die vrae wat volg.

Jacob en Abdul is twee jong entrepreneurs. Elkeen het met 'n besigheid begin en hulle sal dieselfde produkte verkoop. Hulle het met die beplanning van hulle besighede begin en het die volgende benaderings ten opsigte van hul onderskeie besighede gehad:

JACOB	ABDUL
Hy het 'n opname gemaak en marknavorsing gedoen. Hy het sy teikenmark en promosiestrategie bepaal. Hy ken en volg presiese spesifikasies tydens die produksie van die produkte. Veiligheid in die werkplek en die werkers se veiligheid is vir hom baie belangrik. Hy beheer die finansies goed en koop gehalte grondstowwe en baie geld in die besigheid. Hy doen steekproewe om die gehalte van die produksieproses te beheer. Hy het met 'n paar geskoolde werkers begin. Hy dink nie verdere opleiding of dienskontrakte is noodsaaklik nie.	Hy het die meeste van sy geld gebruik om grondstowwe en toerusting te koop. Hy het baie geld op die ontwerp van die verpakkingsmateriaal bestee. Die verpakking is baie aantreklik. Hy dink nie enige verdere promosie is nodig nie. Hy dink nie veiligheid of gehaltebeheer speel 'n groot rol in die besigheid nie. Hy het 'n paar jong ongeskoolde werkers aangestel. Geen dienskontrakte is geteken nie. Hy beoog om sy werknemers vir opleiding te stuur. Hy glo dat hy 'n teikenmark sal vind nadat produksie begin het.

5.5.1 Nie een van die entrepreneurs het dienskontrakte vir hul werknemers nie.

(a) Watter Wet bepaal dat elke werknemer 'n dienskontrak moet hê?

(b) Noem VIER tipes verlof waarop die werknemers geregtig is.

5.5.2 Analiseer en bespreek die volhoubare winsgewendheid van elke besigheid.

TOTAAL AFDELING E: 40  
GROOTTOTAAL: 200



AFDELING E: TEORIE VAN PRODUKSIE EN ENTREPRENEURSKAP

VRAAG 5

- 5.1 Verduidelik elk van die volgende:
- 5.1.1 Entrepreneur (2)
- 5.1.2 Teikenmark (2)
- 5.2 Noem die VIER P's van die bemarkingsresep. (4)
- 5.3 Verduidelik hoe elk van die volgende tot voordeel van 'n besigheid sal wees:
- 5.3.1 Gereelde onderhoud/instandhouding van toerusting (4)
- 5.3.2 Goeie kliënteverhoudings (4)
- 5.4 Bestudeer die scenario hieronder en beantwoord die vrae wat volg.
- 'n Entrepreneur produseer 150 produkte per week in 'n 5 dag-werksweek.  
Die koste van die materiaal per dag = R750.  
'n 50%-winsopslag word bygereken vir wins en oorhoofse koste.
- LET WEL: Punte word vir AL die berekenings toegeken.
- 5.4.1 Bereken die koste van die materiaal per produk. (5)
- 5.4.2 Bereken die verkoopprys per produk. (4)

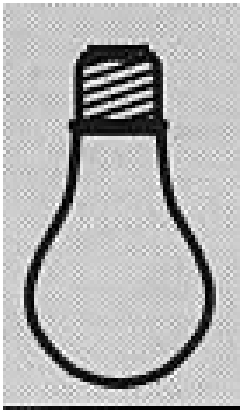


4.3

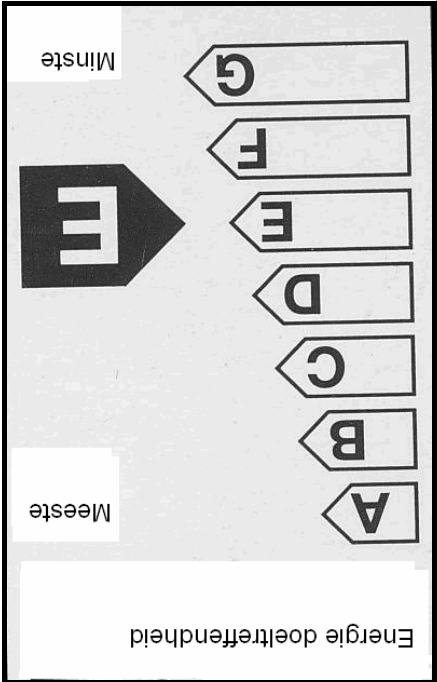
Bestudeer die inligting hieronder wat voorkom op die etikette van twee gloeilampe, wat dieselfde helderheid lig gee.

**GLOEILAMP A**

R12,99



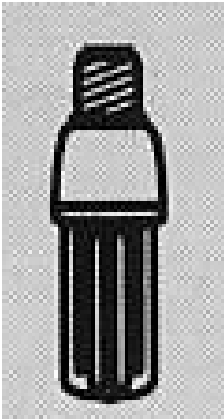
Energie doeltreffendheid



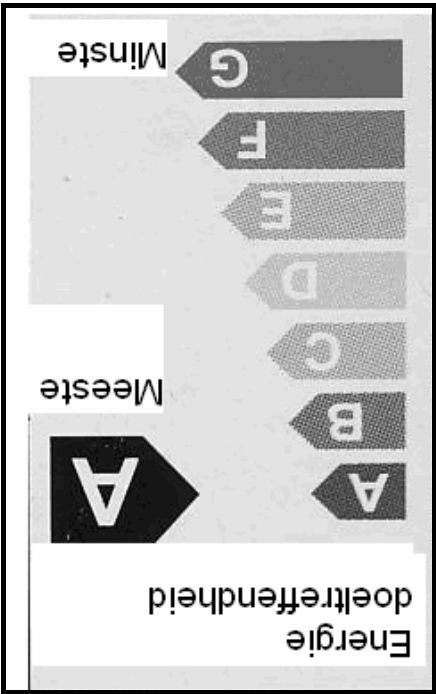
LEEFTYD: 1 000 uur

**GLOEILAMP B**

R19,99



Energie doeltreffendheid



LEEFTYD: 6 000 uur

4.3.1

Noem die tipes gloeilampe.

4.3.2

Vergelyk die twee gloeilampe wat die volgende betref:

(a) Koste

(b) Energiedoeltreffendheid

(2)

(4)

TOTAAL AFDELING D: 40



- 4.2
- Lees die scenario hieronder en beantwoord die vrae wat volg.
- 4.1.4

Wie moet betaal vir die onderhoud van die kompleks se tuin?

(1)
- 4.1.5

Die gesin moet 'n addisionele R812,00 per maand betaal. Verduidelik waarvoor hierdie geld gebruik word.

(4)
- 4.1.6

Lewer kommentaar oor die finansies in verband met die onderhoud van die binnenshuise kenmerke van die meenthuis. (3 x 2)

(6)
- 4.1.7

By die kompleks is daar houters vir die herwinning van papier, metaal en glas. Noem DRIE algemene voordele van herwinning.

(3)

Thando gaan by 'n tersiêre instelling studeer en gaan in 'n woonstel bly. Hy sal sy eie maaltye moet kook maar kan nie 'n stoof met 'n oond bekostig nie. Hy besluit om 'n kookplaat te koop. Twee tipes is in die winkels beskikbaar. Een het twee soliede plate en die ander een het twee spiraalplate.

- 4.2.1
- Vergelyk die twee kookplate wat betref skoonmaak en hoe vinnig dit warm sal word en weer afkoel. Tabuleer jou antwoord soos volg:

	KOOKPLAAT A TWEE SOLIEDE PLATE	KOOKPLAAT B TWEE SPIRAALPLATE
Schoonmaak	(1)	(1)
Hoe vinnig dit warm word en afkoel	(2)	(2)

- 4.2.2
- Verduidelik watter kookplaat die BESTE kopie vir Thando sal wees as hy elektrisiteit meer doeltreffend wil gebruik.
- (2)



AFDELING D: BEHUISING EN SAGTE MEUBLEMENT

4.1 Star Properties het die eiendom hieronder geadverteer. Bestudeer die advertensie en beantwoord die vrae wat volg.

**MEENTHUIS TE KOOP – R590 000,00**

Uitstekende geleentheid om in 'n goed bestuurde sekuriteitskompleks met 'n pragtige tuin te belê! Die eiendom is sentraal geleë, naby hoofpaale en geriewe.

**Kenmerke**

- Ontvangskamer: 1
- Slaapkamers: 3
- Badkamer: 1
- Binnenshuise afwerking/Kenmerke:
- Mure gepleister en geverf
- Volvloermatte
- Teevloer
- Buitenshuise kenmerke:
- Houtvensteramme
- Teeildak
- Mure gepleister en geverf
- Parkering:
- Parkkeerplek: 1
- Algemene kenmerke
- Braaiplek
- Familiiekamer/TV-kamer

**Addisionele besonderhede**

- Grootte van beboude area: 111 m²
- Munisipale belasting: R340,00 per maand
- Heffing: R812,00 per maand

**Kontakbesonderhede van eiendomsagent**

Maglie Basson  
Tel: 010 547 3610  
Selfoon: 084 788 1335

- 4.1.1 Klassifiseer die tipe behuising in die advertensie hierbo. (1)
- 4.1.2 Maglie Basson het die geadverteerde eiendom aan 'n gesin gewys. Verduidelik wat Maglie se rol is nadat die gesin besluit het hulle wil die eiendom koop. (4)
- 4.1.3 Beantwoord die vrae hieronder oor die koste betrokke by die koop van 'n huis:
- (a) Noem die fooie wat die gesin moet betaal om die wettige eienaars van die huis te word. (3)

(b) Hoeveel munisipale belasting sal die gesin elke maand moet betaal? (1)

(c) Aan wie word die munisipale belasting betaal? (1)



AFDELING C: KLEDING

VRAAG 3

3.1 Lees die scenario hieronder en beantwoord die vrae wat volg.

Noma, Jane en John gaan binnekort by Iileng Maatskappy in die kommunikasie-afdeling begin waar hulle elke dag met kliënte interaksie sal hê. Die maatskappy het 'n spesifieke klerkode.

3.1.1 Verduidelik die term *klerkode*. (3)

3.1.2 Gee SES wenke aan die drie nuwe werknemers om deur middel van hulle kleredrag professioneel te lyk. (6)

3.1.3 Verduidelik hoe die feit dat Noma goed geklee is vir werk, haar selfvertroue kan beïnvloed wanneer sy met mense werk. (4)

3.2 Noem die VYF stadia van die modesiklus in die korrekte volgorde. (5)

3.3 Wanneer jy inkopies doen, hoe sal jy weet dat 'n mode-item besig is om minder gewild te word? (3)

3.4 Verduidelik hoe die media modeverandering beïnvloed. (5)

3.5 Lees die scenario hieronder en beantwoord die vrae wat volg.

Sipho is fanaties oor sport en hy koop net Adidas-klere. Sy vriende bewonder hom. Hy was geskok toe sy nuutste T-hemp na die eerste was verbleik het. Party van die vasgestikte strokies het losgekom. Hy was woedend en teleurgesteld met sy aankope. Hy het die winkel ingestorm, die verkoopsman beledig en die T-hemp in die verkoopsman se gesig gesmyt. Die verkoopsman het egter kalm gebly en steeds probeer om hom te help. Alhoewel Sipho nie die kwitansie by hom gehad het nie, het hy sy geld teruggevera. Die winkelbestuurder het sekuriteit gevra om Sipho van die perseel te verwyder. Sipho is daar weg met die dreigement dat hy die winkel aan die Nasionale Verbruikersforum gaan rapporteer.

3.5.1 Adidas is 'n bekende handelsnaam. Met watter eienskappe assosieer jong volwassenes hierdie handelsnaam? (4)

3.5.2 Watter rol speel die Nasionale Verbruikersforum in verbruikers se klagtes? (4)

3.5.3 Gebruik jou kennis oor hoe om te kla en beoordeel Sipho se benadering tot klagtes. Gee VYF redes om jou antwoord te staaf. (6)

40 TOTAAL AFDELING C:



2.3

Die inligting hieronder verskyn op die etikette van 'n verskeidenheid ingemaakte soppe. Bestudeer die inligting in die tabel en beantwoord VRAAG 2.3.1–2.3.4 wat volg.

Naam van Sop	SOP A	SOP B	SOP C
Bestanddele	Romerige Grysneut (38%) Sop: Water, Grysneut, Room (8%), Groente- aftreksel, Uie, Mielieblom, Sonneblommolie (Antioksidant: Tokoferol), Koringmeel, Sout, Suiker, Lemoen- konsentraat, Knoffel, Speserye	Glade Romerige Grysneut (38%) Sop: Water, Grysneut, Room (3%), Uie, Mielieblom, Koringmeel, Sonneblommolie (Antioksidant: Tokoferol), Suiker, Sout, Lemoen- konsentraat, Knoffel, Speserye	Beesvleis (5%) en Lensie (25%) Sop: Water, Lensies, Groente-aftreksel, Gemaalde beesvleis, Uie, Mielieblom, Sonneblommolie (Antioksidant: Tokoferol), Tamatiepasta, Mielieblom, Knoffel, Sout, Speserye, Swart peper

Tipiese Voedingsinligting			
Gemiddelde waardes	Per 100 g	Per 100 g	Per 100 g
Energie	225 kJ	160 kJ	235 kJ
Proteïene	1,2 g	1,0 g	3,6 g
Koolhidrate	6,0 g	4,8 g	6,2 g
waarvan totale suiker	1,6 g	1,2 g	0,0 g
Totale vet	2,5 g	1,4 g	1,2 g
Cholesterol	4 mg	2 mg	3 mg
Totale dieetvesel	0,8 g	1,4 g	3,0 g
Natrium	292 mg	276 mg	457 mg

2.3.1 Identifiseer die bestanddeel wat die MEESTE tot die veselinhoud van Sop C bydra.

2.3.2 (a) Verduidelik wat *laktose-intoleransie* is.

(b) Identifiseer die sop wat die BESTE keuse sal wees om laktose-intoleransie te behaar en gee TWEE redes vir jou keuse.

2.3.3 Verduidelik watter sop die MINSTE geskik sal wees vir 'n persoon wat probeer om hipertensie (hoë bloeddruk) te behaar.

2.3.4 Nadat Sop A en Sop B vergelyk is, verduidelik watter sop die BESTE keuse sal wees vir 'n persoon wat probeer om vetsug te behaar.

40 TOTAAL AFDELING B:





AFDELING B: VOEDSEL EN VOEDING

VRAAG 2

2.1 Lees die uittreksel hieronder uit die *Suid-Afrikaanse Nasionale Riglyne oor Voeding vir Mense wat met Tering, MIV/Vigs en ander Kroniese Uitmergelende Toestande saamleef*, wat in 2001 deur die Departement van Gesondheid gepubliseer is. Beantwoord die vrae wat volg.

Geen spesifieke voedsel of nutriënt kan die menslike virus vernietig nie, maar 'n gesonde eetpatroon en leefstyl sal die immuunstelsel versterk. Goeie voeding sal help om infeksies te beveg en sal die ontwikkeling van volwaardige Vigs vertraag. Dit sal die welstand verbeter en die lewensduur verleng. Mense voel ook beter as hulle goed geëet het.

2.1.1 Na watter virus word in die eerste sin verwys? (1)

2.1.2 Verwys na die uittreksel en noem die voordele van 'n gesonde eetpatroon vir mense wat met die virus saamleef. (4)

2.1.3 Kies uit elke groep hieronder EEN voedselsoort wat die immuunstelsel die BESTE sal versterk en gee 'n rede vir elke keuse.

GROEP A	GROEP B	GROEP C
Gouestroop Konfyt Grondboontjiegoboter	Appels Koejawsels Pere	Wortels Korngroter Blaarslaai

(6)

2.2 Volgens die Wêreldgesondheidsorganisasie, is 'n ystertekort die algemeenste en mees wydverspreide voedingslek in die wêreld. Die organisasie sê dat as ystertekort-anemie nie beheer word nie, dit tot swak skolasiese prestasie by skoolkinders en 'n afname in werkproduktiwiteit by volwassenes kan lei.

2.2.1 Verduidelik waarom ystertekort-anemie tot swak skolasiese prestasie by kinders kan lei indien dit NIE beheer word NIE. (3 x 2)

2.2.2 Verduidelik DRIE maniere waarop anemie beheer/bestuur kan word. (3 x 2)

(6)



1.3 Identifiseer uit die lys hieronder VYF aspekte wat oorweeg moet word by die beplanning van werkverdeling en tydskedules. Maak 'n kruisie (X) in die blokke (A–J) langs die vraagnummer (1.3) op die aangehegte ANTWOORDBLAD.

- A Bemarkingsstrategie  
B Beskikbare toerusting  
C Verkooppunt  
D Maandelikse huur van werkplek  
E Tyd wat nodig is om elke proses te voltooi  
F Vaardighede van die werkers  
G Eenheidspryse  
H Aantal beskikbare werkers  
I Beoogde afleweringstyd  
J Opname oor verbruikertevredenheid

1.4 Identifiseer uit die lys hieronder DRIE voedselitems wat van BTW vrygestel is. Maak 'n kruisie (X) in die blokke (A–G) langs die vraagnummer (1.4) op die aangehegte ANTWOORDBLAD.

- A Bruinbrood  
B Langlewe-melk  
C Olyfolie  
D Grondboontjies  
E Geblikte sardyne  
F Weense worsies  
G Witbrood

1.5 Gee EEN term vir elk van die volgende beskrywings. Skryf slegs die term langs die vraagnummer (1.5.1–1.5.7) op die aangehegte ANTWOORDBLAD neer.

- 1.5.1 Die siekte waar bene swak en bros raak en maklik breek  
1.5.2 Die toestand van vrywillige selfverhongering wat uitermatige gewigsverlies tot gevolg het  
1.5.3 Die wasagtige wit stof wat are kan laat verstop  
1.5.4 Die siekte waar die liggaam nie die bloedglukosevlakke kan beheer nie  
1.5.5 'n Stelsel om koolhidrate te klassifiseer volgens die spoed waarmee energie in die liggaam vrygestel word  
1.5.6 'n Stelkundige steurnis wat gekenmerk word deur ooreet, gevolg deur braking na die voedsel ingeneem is  
1.5.7 Die essensiële vetsuur wat 'n rol speel in die verlagings van bloedcholesterolvlakke

(3)

(7)

TOTAAL AFDELING A: 40



1.1.14 Goeie finansiële rekordhouding in 'n besigheid sal ...

- A meer kliente lok wat meer sal koop.
- B dien as bewys van die werkers se bywoning.
- C help om sakgeld vir vakansies te verhoog.
- D verseker dat daar genoeg geld is vir grondstowwe.

(1)

1.1.15 In 'n besigheid sal die vervaardiger gelyk breek as die ...

- A verkoopprys aan die produksiekoste gelyk is.
- B oorhoofse koste minder as die grondstowwe is.
- C produksiekoste die koste van arbeid insluit.
- D wins minder is as die koste van arbeid.

(1)

1.2

Kies die definisie in KOLOM B wat pas by die term in KOLOM A. Maak 'n kruisie (X) in die blokkie (A-I) langs die vraagnummer (1.2.1-1.2.5) op die aangehegte ANTWOORDBLAD. GEEN punte sal toegeken word as meer as een kruisie (X) by 'n antwoord verskyn nie.

KOLOM A TERM	KOLOM B DEFINISIE
1.2.1 Mode	A 'n individu se interpretasie van wat hy/sy dink mooi en gepas is
1.2.2 Silhoeët	B 'n bemarkingsinstrument om klereverkope te verhoog
1.2.3 Mode-ontwerpers	C klerekonstruksiekenmerke wat een uitrusting van 'n ander onderskei
1.2.4 Modegiere	D kledingstylie wat vinnig gewild raak maar van korte duur is
1.2.5 Klassieke modes	E klere met 'n eenvoudige ontwerp, wat basiese behoeftes bevredig en lank gewild bly
	F ontwerpers wat eksklusiewe stylie in klein hoeveelhede vir eksklusiewe kliënte ontwerp
	G die rigting waarin 'n mode verander
	H die lyne wat die buitelyne en vorm van die kledingstuk aandui
	I die styl wat op 'n gegewe tydstip deur baie mense aanvaar en gedra word

(5)

(5 x 1)



1.1.10

Wanneer 'n huis gekoop word, is die koopakte die ...

- A aanbod wat aan die verkoper gemaak word om die huis te koop.
- B regsooreenkoms tussen die koper en verkoper wat die terme en voorwaardes van die verkoop uiteensit.
- C registrasie van die oordrag van die verkoper na die koper wat by die aktekantoor gedoen word.
- D aksie waar die regering betaal word om die eiendom in die koper se naam oor te dra.

(1)

1.1.11

Bestudeer die tabel met die belastingkoerse in terme van die 2011/2012-belastingjaar en beantwoord die vraag wat volg.

BELASTINGSKAAL	BELASTBARE INKOMSTE (R)
18% van belastbare inkomste	0-150 000
R27 000 + 25% van belastbare inkomste bokant R150 000	150 001-235 000
R48 250 + 30% van belastbare inkomste bokant R235 000	235 001-325 000
R75 250 + 35% van belastbare inkomste bokant R325 000	325 001-455 000
R120 750 + 38% van belastbare inkomste bokant R455 000	455 001-580 000
R168 250 + 40% van belastbare inkomste bokant R580 000	580 001 en hoër

Sophie verdien jaarliks R180 000. Hoeveel belasting sal sy in die 2011/2012-belastingjaar moet betaal?

- A R27 000
- B R32 400
- C R34 500
- D R52 000

(2)

1.1.12

Wat veroorsaak dat 'n paar jeans wat verlede jaar R99,99 gekos het, hierdie jaar R120 kos?

- A Rentekoerse
- B Inflasie
- C Belasting op Toegevoegde Waarde
- D Verbruikersprysindeks

(1)

1.1.13

Volgens die ..., mag jy wetlik verkope wat deur middel van direkte bemerking gedoen is, binne vyf besigheidsdag kanseleer.

- A Verbruikersforum
- B Nuwe Wet op Verbruikersbeskerming
- C Wet op Mededingingskommissie
- D Nasionale Kredietregulasies

(1)



1.1.6 Die metode om 'n artikel te koop waar 'n deposito betaal word en die artikel by die verkoper bly totdat dit ten volle betaal is:

- A Kredietkaartaankope
- B Huurkoop
- C Bêrekoop
- D Afbetalingsverkoop

(1)

1.1.7 'n Persoon kwalifiseer vir 'n staatsbehuisingssubsidie as hy/sy:

- 1 'n Suid-Afrikaanse burger is
- 2 Meer as R5 000 verdien
- 3 Voorheen eiendom besit het
- 4 Nie 'n werk het nie
- 5 Voltyds in diens is

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

(2)

1.1.8 'n Huurder is verantwoordelik vir die:

- 1 Herstel van enige skade wat hy/sy aangerig het
- 2 Betaal van munisipale belasting
- 3 Instandhouding van die eiendom
- 4 Betaal van die elektrisiteitsrekening
- 5 Betaal van die waterrekening

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

(2)

1.1.9 Maak seker dat die volgende klousules in die kontrak met 'n bouer ingesluit is:

- 1 Besonderhede van die plan
- 2 Bouspesifikasies
- 3 Herregte/Cordragkoste
- 4 Datum van voltooiing
- 5 Jou inligting oor die lening

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

(2)



## AFDELING A: KORTVRAE

## VRAAG 1

1.1 Verskeie opsies word as moonlikke antwoorde vir die volgende vrae gegee. Kies die antwoord en maak 'n kruisie (X) in die blokkie (A–D) langs die vraagnummer (1.1.1–1.1.15) op die aangehegte ANTWOORDBLAD. GEEN punte sal toegeken word as meer as een kruisie (X) vir 'n antwoord verskyn nie.

- 1.1.1 Kies die tipe brood wat die beste vir 'n persoon met diabetes sal wees:
- A Bruinbrood  
B Rosyntjebrood  
C Rogbrood  
D Witbrood (1)
- 1.1.2 Kies die ontbyt wat die geskikste sal wees om gereeld te eet om osteoporose en vetsug te voorkom:
- A Gebraaide eiers op roosterbrood, 'n glas lemoensap  
B Joghurt met muesli, tee met melk  
C Hawermoutpap met heuning, koffie met melk  
D Cheddarkas op roosterbrood, swart koffie (2)
- 1.1.3 'n Keuse van ... as die basis van klerekasbeplanning help om die lewensduur van jou modieuse items te verleng.
- A warm kleure  
B modegiere  
C klassieke style  
D modebykomstighede (1)
- 1.1.4 'n Jong volwassene wat vir 'n onderhoud as verkoopassistent gaan, moet ...
- A aantrek om individualiteit te toon.  
B dramatiese kleure dra.  
C baie helder kleure dra.  
D netjies en konserwatief aantrek. (1)
- 1.1.5 Die rede waarom 'n polisie-man 'n uniform dra, is vir ...
- A fatsoenlikheid.  
B higiëne.  
C aantreklikheid.  
D identifikasie. (1)



INSTRUKSIES EN INLIGTING

1. Hierdie vraestel bestaan uit VYF afdelings.

AFDELING		
PUNTE	TYD (MINUTE)	
A. Kortrae	40	20
B. Voedsel en Voeding	40	40
C. Kleding	40	40
D. Behuising en Sagte Meublement	40	40
E. Teorie van Produksie en Entrepreneurskap	40	40

2. AL die afdelings is VERPLIGTEND.
3. Beantwoord AFDELING A op die aangehegte ANTWOORDBLAD en plaas dit AGTER in jou ANTWOORDEBOEK.
4. Nommer die antwoorde korrek volgens die nommeringstelsel wat in hierdie vraestel gebruik is.
5. Begin ELKE vraag op 'n NUWE bladsy.
6. 'n Sakrekenaar mag gebruik word.
7. Skryf slegs met swart of blou ink.
8. Gee aandag aan spelling en sinskonstruksie.
9. Skryf netjies en leesbaar.





**NASIONALE  
SENIOR SERTIFIKAAT**

**GRAAD 12**

**VERBRUIKERSTUDIES  
FEBRUARIE/MART 2012**

**PUNTE: 200**

**TYD: 3 uur**



\* C O N S I D M \*

Hierdie vraestel bestaan uit 15 bladsye en 'n 2 bladsy-antwoordblad.



EASTERN CAPE