



Province of the
EASTERN CAPE
EDUCATION

**NATIONAL
SENIOR CERTIFICATE**

GRADE 12

SEPTEMBER 2012

CONSUMER STUDIES

MARKS: 200

TIME: 3 hours



This question paper consists of 13 pages, including an 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 Household Equipment	40	40
E	Theory of Production and Entrepreneurship	40	40
	TOTAL	200	180

2. All 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. Pay attention to spelling and sentence construction.
8. Write in blue or black ink only.
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 – 1.1.18) on the ANSWER SHEET provided. NO marks will be awarded if more than one cross (X) appears for an answer.

- 1.1.1 The function of the National Consumer Forum is to ...
- A protect the interest of National Business forum.
 - B identify exploitation by loan agencies.
 - C test the quality of consumer products.
 - D provide counselling to people with financial problems. (1)
- 1.1.2 Examples of indirect tax include ...
- A capital gains and export tax.
 - B SITE and VAT.
 - C VAT and PAYE.
 - D excise duty and import tax. (1)
- 1.1.3 Eating the following food will help to keep blood cholesterol low:
- A oats porridge, apples, lentils
 - B All-Bran flakes, grapes, peas
 - C cornflakes, watermelon, kidney beans
 - D coco pops, peaches, green beans (1)
- 1.1.4 Osteoporosis can be the result of insufficient ... in the diet.
- A vitamin C and vitamin D
 - B vitamin D and carbohydrates
 - C saturated fats and calcium
 - D calcium and vitamin D (1)
- 1.1.5 The food-related health condition resulting from the body's inability to control glucose levels in the blood is:
- A Anaemia
 - B High blood pressure
 - C Diabetes
 - D Bulimia (1)
- 1.1.6 Select the most suitable protein-rich food for someone who wants to manage coronary heart disease.
- A Chicken
 - B Eggs
 - C Fish
 - D Red meat (1)

- 1.1.7 An example of fish that commonly cause an allergic reaction to some people is ...
- A shellfish.
 - B sardines.
 - C hake.
 - D tuna. (1)
- 1.1.8 A step in wardrobe planning:
- A Social factor
 - B Needs analysis
 - C Resources
 - D Innovation (1)
- 1.1.9 Styles which tend to be timeless and simply designed are classified as ...
- A fashion.
 - B high fashion.
 - C classic.
 - D ethnic. (1)
- 1.1.10 Conformity is ...
- A a personality characteristic.
 - B the opinion a person has about him/herself.
 - C to select clothes which adhere to the peer group's preference.
 - D an important characteristic which distinguishes one individual from another. (1)
- 1.1.11 An advantage of living in a sectional title home is more ...
- A parking in the yard.
 - B privacy.
 - C security.
 - D peace and quiet. (1)
- 1.1.12 In order to qualify for a government subsidy a person must ...
- A not have received housing subsidy before.
 - B be married.
 - C have worked for two years.
 - D not have a criminal record. (1)
- 1.1.13 The document proving legal home ownership is known as ...
- A deed of bond.
 - B deed of sale.
 - C title deed.
 - D ownership deed. (1)

- 1.1.14 An important role of an estate agent is to ...
- A facilitate conflict situations.
 - B be a link between the buyer and seller.
 - C sign all documents on behalf of the seller.
 - D provide maintenance support services for homeowners. (1)

- 1.1.15 ... is the organisation that ensures the workmanship of the construction of houses meets the required standards.
- A Social Housing Organisation
 - B Housing Consumer Protection Trust
 - C National Home Builders' Registration Council
 - D National Housing Finance Corporation (1)

- 1.1.16 Identify from the list below the use of the AIDA principles when designing a flyer:
- 1. Attract
 - 2. Interest
 - 3. Desire
 - 4. Design
 - 5. Action
 - 6. Image
- A 1, 2, 3, 6
 - B 1, 2, 4, 5
 - C 1, 2, 3, 5
 - D 2, 3, 5, 6 (2)

- 1.1.17 A person suffering from hypertension should avoid the following combination of foods.
- 1. Sweet biscuits
 - 2. Potato chips
 - 3. Pickled onions
 - 4. Bananas
 - 5. Biltong
 - 6. Cream
- A 1, 3, 4
 - B 3, 5, 6
 - C 2, 5, 6
 - D 2, 4, 5 (3)

1.1.18 From the list below, select THREE characteristics of a functional wardrobe.

1. Fits your personality.
2. Cheap quality and still affordable.
3. A core of fad items.
4. More tops than bottoms.
5. Ideally a different outfit for every second day.
6. Items that can be coordinated.

A 1, 2, 3

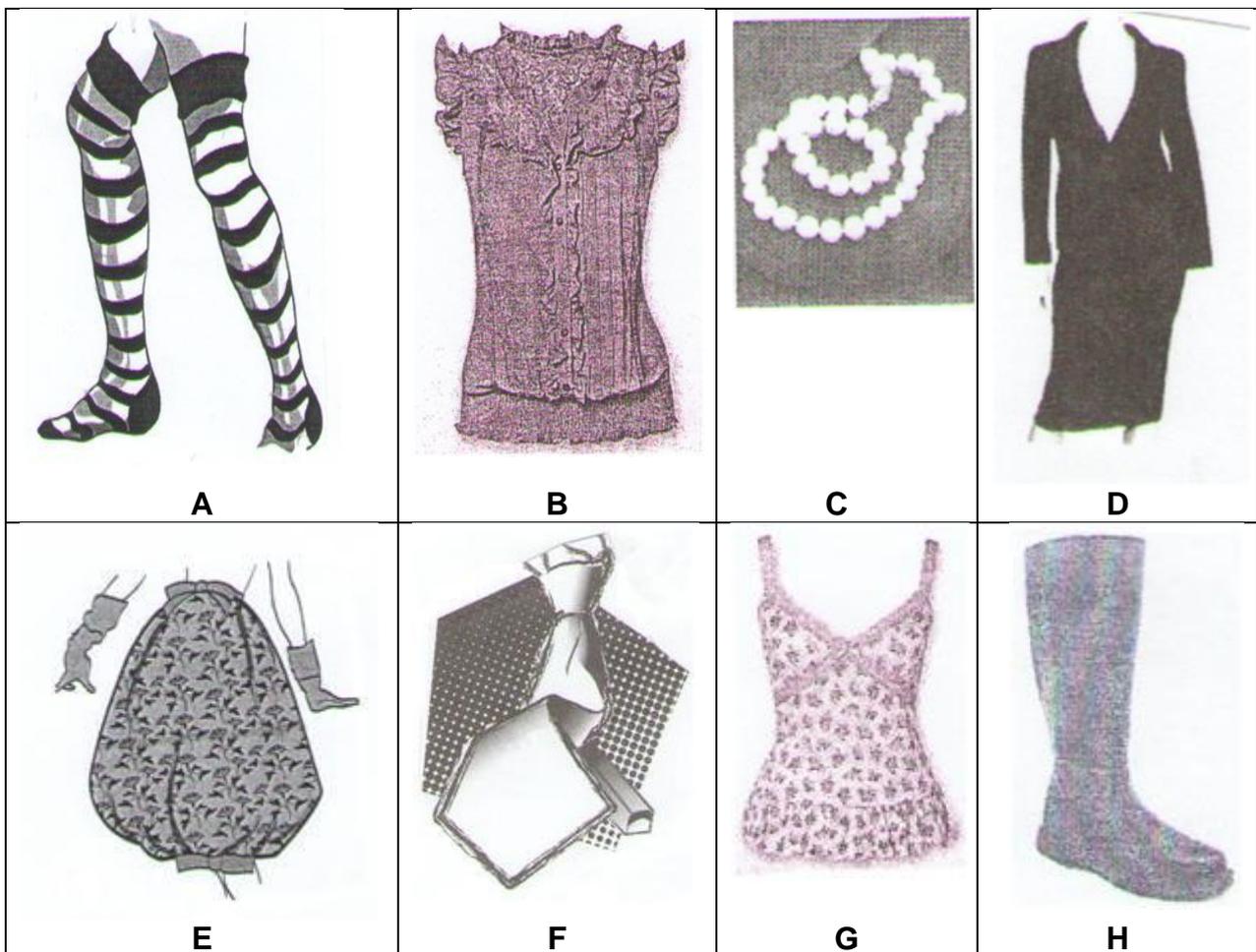
B 1, 4, 6

C 3, 5, 6

D 2, 3, 4

(3)

1.2 Identify FOUR classic styles from the pictures below. Make a cross (X) over the letter (A – H) on the attached ANSWER SHEET.



(4)

1.3 Select from the list below THREE principles of fashion. Make a cross (X) over the letter A – F on the attached ANSWER SHEET.

- A Fashion changes are radical
 - B Fashion changes constantly
 - C Fashion is NOT based on price
 - D Fashion changes are revolutionary
 - E Fashion changes are determined by consumers
 - F Fashion changes at a decreasing pace
- (3)

1.4 Match the stage of the fashion cycle in Column B (A – E) with the statement about fashion made in Column A (1.4.1 – 1.4.5). Make a cross (X) in the block (A – E) next to the question number (1.4.1 – 1.4.5) on the attached ANSWER SHEET.

	COLUMN A Statement about fashion		COLUMN B Stage in fashion cycle
1.4.1	Almost every teenager is wearing the style of clothing that well-known actors or actresses wear	A	Maturity/ peak/ culminating
1.4.2	A number of teenagers are found at sales. They look for styles that are still wearable and fairly fashionable.	B	Growth/Rise
1.4.3	Victoria and David Beckham are often the first to wear a new style.	C	Introduction/ Innovation
1.4.4	The styles worn at the 2010 Soccer World Cup are advertised in many magazines, leaflets, newspapers and in window displays, and are mass produced at a low price and a new fashion is busy coming in.	D	Decline
1.4.5	The popularity is dependent on how good the advertising is.	E	Obsolete/ Out-dated

(5)

- 1.5 Choose from Column B (A – G) the most relevant disease management for the person suffering from the illness/disease stated below. Make a cross (X) in the block (1.5.1 – 1.5.5) on the attached ANSWER SHEET.

	COLUMN A Illness/disease		COLUMN B Management
1.5.1	Diabetes	A	Refrain from having dairy and dairy products.
1.5.2	Atherosclerosis	B	Control your weight, the type of food and the level of physical activities.
1.5.3	High blood pressure	C	Eat six smaller meals a day and at the same time each day.
1.5.4	Obesity	D	Eat more spinach and broccoli because they contain large amounts of lutein.
1.5.5	Osteoporosis	E	Have dairy products and green leafy vegetables from an early age.
		F	Strictly adhere to a gluten-free diet.
		G	Exercise often, reduce the intake of sodium.

(5)

TOTAL SECTION A: 40

SECTION B: FOOD AND NUTRITION

QUESTION 2

2.1 Identify and give a brief description of a health-related problem that may result from eating too much saturated fat. (3)

2.2 Explain the difference between eating disorder bulimia and anorexia. Tabulate your answer as follows:

Bulimia	Anorexia

(3x2) (6)

2.3 State FOUR guidelines to limit the risk factors associated with heart disease. (4)

2.4 Discuss lactose intolerance with reference to the following:

2.4.1 Explain what lactose intolerance is. (2)

2.4.2 Symptoms of lactose intolerance. (3)

2.4.3 Guidelines for maintaining a balanced diet while managing lactose intolerance. (3x2) (6)

2.5 2.5.1 Explain what anaemia is. (2)

2.5.2 Explain why the following people will be more prone to anaemia:

(a) Vegetarians (2)

(b) Teenage girls (3)

2.6 The benefits of good nutrition for people living with HIV and Aids include:

(a) A stable weight is maintained.

(b) Lost nutrients are replaced.

(c) The immune system functions better.

Analyse these benefits in detail. (3x3) (9)

TOTAL SECTION B: 40

SECTION C: CLOTHING**QUESTION 3**

3.1 Explain the following terms:

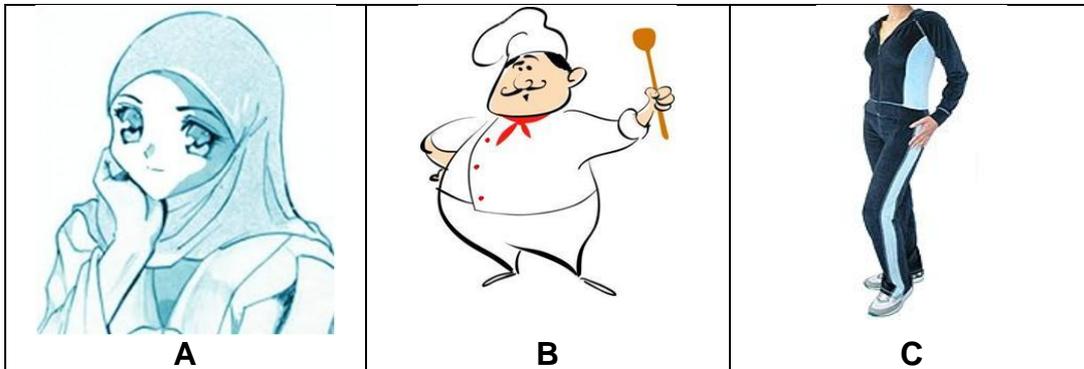
3.1.1 Style (2)

3.1.2 Fashion fad (2)

3.1.3 Haute couture (2)

3.1.4 Fashion trend (2)

3.2 Identify and explain the message that is conveyed by each of the clothing in the pictures below.



(3x2) (6)

3.3 Explain how social changes influence fashion change. (4)

3.4 Why do young adults prefer to purchase clothing and accessories with brand labels? (5)

3.5 "Teenagers often conform to the clothing styles worn by their peers". Support this opinion with well-founded reasons for this phenomenon. (5)

3.6 Describe with reasons how/why you would need to dress in a certain way when going for an interview. (2x2) (4)

3.7 Give advice on how suitable clothing can be selected for the world of work. (8)

TOTAL SECTION C: 40

SECTION D: HOUSING AND SOFT FURNISHINGS

QUESTION 4

4.1 Explain the following terms:

4.1.1 Access bond (2)

4.1.2 Transfer fees (2)

4.1.3 Full title/freehold (3)

4.2 State THREE requirements for securing a mortgage loan from a bank. (3)

4.3 Read the case study below and answer the questions that follow:

When Mike’s family were evicted from their rented flat and opted for a court action, the magistrate asked the family if they had read the lease agreement.

4.3.1 What is a lease agreement? (2)

4.3.2 State why the magistrate would have asked the family if they had read the lease agreement. (3)

4.3.3 Give FOUR advantages that the family would have if they owned their own home. (4)

4.3.4 State FOUR hidden costs other than the cost of the house related to the buying of a house. (4)

4.4 Discuss the day-to-day financial implications of running your own house. (3)

4.5 Compare the following transactions with regard to advantages and disadvantages.

4.5.1 Debit card

4.5.2 Credit card

Tabulate your answer as follows:

	Transaction	Advantages	Disadvantages
4.5.1	Debit card	(2)	(2)
4.5.2	Credit card	(1)	(1)

(3x2) (6)

4.6 Evaluate how South Africans should contribute to waste control and start recycling. (4x2) (8)

TOTAL SECTION D: 40

**SECTION E: THEORY OF PRODUCTION AND MARKETING OF FOOD,
CLOTHING AND SOFT FURNISHINGS****QUESTION 5**

- 5.1 Explain the following:
- 5.1.1 Quality control (2)
 - 5.1.2 Break-even (2)
 - 5.1.3 Target group (2)
 - 5.1.4 Sustainable (2)
- 5.2 Discuss the importance of a production line in a small-scale production. (4)
- 5.3 What should you keep in mind when planning an advertisement to promote the products? (5)
- 5.4 Explain how making a sample or prototype can be an excellent tool for your business. (3)
- 5.5 Recordkeeping is a key aspect of any successful business. Explain the importance of proper recordkeeping. (4)
- 5.6 Discuss the entrepreneurship under the following heading:
- 5.6.1 Explain an entrepreneur (2)
 - 5.6.2 FIVE reasons why entrepreneurs fail. (5)
- 5.7 An entrepreneur spends R30 for ten products and sells it for R50.00. (Show all calculations).
- 5.7.1 Calculate the profit of the entrepreneur. (3)
 - 5.7.2 Calculate the profit percentage. (3)
 - 5.7.3 Calculate the unit price of the product. (3)

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

CONSUMER STUDIES / VERBRUIKERSTUDIES
ANSWER SHEET / ANTWOORDBLAD
SEPTEMBER 2012

NAME / NAAM: _____

GRADE / GRAAD: _____

SECTION A / AFDELING A

QUESTION 1.1 / VRAAG 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
1.1.11	A	B	C	D
1.1.12	A	B	C	D
1.1.13	A	B	C	D
1.1.14	A	B	C	D
1.1.15	A	B	C	D
1.1.16	A	B	C	D
1.1.17	A	B	C	D
1.1.18	A	B	C	D

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QUESTION 1.5 / VRAAG 1.5

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

5x1

5

QUESTION 1.2 / VRAAG 1.2

1.2	A	B	C	D	E	F	G	H
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4x1	4

QUESTION 1.3 / VRAAG 1.3

1.3	A	B	C	D	E	F
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3x1	3

QUESTION 1.4 / VRAAG 1.4

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

5x1	5

TOTAL		TOTAAL
	40	