



Province of the
EASTERN CAPE
EDUCATION

**NATIONAL
SENIOR CERTIFICATE**

GRADE 12

SEPTEMBER 2018

**CONSUMER STUDIES
MARKING GUIDELINE**

MARKS: 200

This marking guideline consists of 15 pages.

QUESTION 1: SHORT QUESTIONS**1.1 MULTIPLE-CHOICE QUESTIONS**

1.1.1	D ✓	(1)	<i>Remembering</i>	<i>Easy</i>	
1.1.2	C ✓	(1)	<i>Understanding</i>	<i>Moderate</i>	
1.1.3	D ✓	(1)	<i>Remembering</i>	<i>Easy</i>	
1.1.4	C ✓	(1)	<i>Remembering</i>	<i>Easy</i>	
1.1.5	B ✓	(1)	<i>Remembering</i>	<i>Easy</i>	
1.1.6	B ✓	(1)	<i>Understanding</i>	<i>Moderate</i>	
1.1.7	A ✓	(1)	<i>Remembering</i>	<i>Easy</i>	
1.1.8	D ✓	(1)	<i>Remembering</i>	<i>Easy</i>	
1.1.9	B ✓	(1)	<i>Remembering</i>	<i>Moderate</i>	
1.1.10	D ✓	(1)	<i>Remembering</i>	<i>Moderate</i>	
1.1.11	D ✓	(1)	<i>Remembering</i>	<i>Easy</i>	
1.1.12	A ✓	(1)	<i>Understanding</i>	<i>Moderate</i>	
1.1.13	B ✓	(1)	<i>Remembering</i>	<i>Easy</i>	
1.1.14	C ✓	(1)	<i>Remembering</i>	<i>Easy</i>	
1.1.15	B ✓	(1)	<i>Remembering</i>	<i>Easy</i>	
1.1.16	C ✓	(1)	<i>Understanding</i>	<i>Moderate</i>	
1.1.17	D ✓	(1)	<i>Remembering</i>	<i>Easy</i>	
1.1.18	A ✓	(1)	<i>Remembering</i>	<i>Easy</i>	
1.1.19	D ✓	(1)	<i>Understanding</i>	<i>Moderate</i>	
1.1.20	C ✓	(1)	<i>Remembering</i>	<i>Easy</i>	(20 x 1) (20)

1.2	1.2.1	G ✓	ii ✓	(2)	
	1.2.2	F ✓	iii ✓	(2)	
	1.2.3	B ✓	v ✓	(2)	
	1.2.4	D ✓	vii ✓	(2)	
	1.2.5	C ✓	i ✓	(2)	
		<i>Remembering, Easy</i>			(5 x 2) (10)

1.3	1.3.1	low ✓			
	1.3.2	flea market ✓			
	1.3.3	renewable ✓			
	1.3.4	eco-friendly ✓			
	1.3.5	upcycling ✓			
	1.3.6	classic ✓			
		<i>Remembering, easy</i>			(6 x 1) (6)

1.4	1.4.1	C ✓			
	1.4.2	D ✓			
	1.4.3	E ✓			
	1.4.4	H ✓			
		<i>Remembering, Moderate</i>			(4 x 1) (4)
					[40]

QUESTION 2: THE CONSUMER**2.1 Explain the term *exemption clause*.**

An exemption clause is a clause included in contracts that clears a party from any liability, ✓ should he/she fail to honour the agreement/when the agreed product or service does not serve the purpose for which it was required. ✓

OR

Part of the contract that frees ✓ the supplier from blame or responsibility. ✓

Understanding, easy

(2)

2.2 State THREE basic services that municipalities should offer to residences in their municipal areas.

- Electricity ✓
- Water ✓
- Sanitation/sewerage collection ✓
- Refuse removal ✓

(Any 3 x 1) (3)

Understanding, easy

2.3 Table non-provisional tax and provisional tax.

	Non-provisional tax	Provisional tax
Regularity/type of income earned	Employed by an employer ✓ / full-time employed ✓ / regular / Monthly income ✓ / fixed money income / earning a salary ✓ (Any 1) (1)	Income is not fixed / irregular income ✓ / people with income other than salaries ✓ (Any 1) (1)
How often the tax is paid	Every month ✓ / monthly ✓ (Any 1) (1)	Twice a year ✓ (1)

Understanding, moderate

(4)

2.4 **Give THREE advantages of solar power to provide us with electricity.**

- Solar energy is clean and does not cause pollution. ✓
- Solar energy systems can function well in almost any climate. ✓
- The systems can operate without being connected to electricity or gas. ✓
- There is no noise pollution when power is generated. ✓
- Manufacturers of solar equipment now offer warranties up to 20 years on their products. ✓
- The government gives financial incentives that aim to reduce the cost of installation. ✓

(Any 3 x 1) (3)

Applying, moderate

2.5 **Explain TWO ways in which consumers can save tap water in their homes.**

- Fix dripping/leaking taps as they waste a lot of water ✓
- Fit tap aerators that reduce water flow ✓
- Turn off water while brushing teeth ✓
- Do not use running water when washing dishes. ✓

(Any 2 x 1) (2)

Understanding, easy

2.6 **Advertisement**

2.6.1 Scam ✓

Remembering, easy

(1)

2.6.2 **Paragraph**

The advertisement looked genuine/because it was placed in the local newspaper. ✓ Lusindiso was attracted by the flat with a sea view / near the beach. ✓ It was an easy payment method – the money market. ✓ The accommodation would have been arranged by Zukie. ✓ The contact person (Zukie) was not available just before the holiday. ✓

Analysis, moderate

(5)
[20]

QUESTION 3: FOOD AND NUTRITION**3.1 Give THREE reasons why antioxidants are used as food additives.**

- Antioxidants preserve the quality of food/lengthen the shelf life ✓ of food.
- Prevent rancidity and unpleasant taste and smell ✓ in margarine, cooking oil, biscuits, potato chips, soup mixtures.
- Preserve the colour of fresh cut fruit and vegetables, delay enzymatic browning, discolouration in fruit and vegetables, fruit juice/soft drinks, canned vegetables, frozen fruit. ✓

(Any 3 x 1) (3)

Remembering, moderate**3.2 FIVE factors that will increase the developing of osteoporosis.**

- Low oestrogen levels ✓
- Body shape ✓
- Family history of osteoporosis ✓
- Diseases of hormone-producing glands such as overactive thyroid gland ✓
- Smoking ✓
- Long-term use of certain medications ✓
- Excessive alcohol intake ✓

(Any 5 x 1) (5)

Remembering, easy**3.3 Obese people have a higher risk of health problems.****3.3.1 TWO heart-related health risks that may occur during obesity.**

- Coronary heart disease ✓
- Hypertension/high-blood pressure ✓

Remembering, moderate

(2)

3.3.2 Discuss THREE eating habits to manage obesity.

Control the amount and types of food you eat and physical activities. ✓
Adopt a healthy lifestyle, maintain good eating habits. ✓ Avoid junk food/large portions, choose healthier options such as salad or grilled foods. ✓ Reduce the total number of kilojoules you consume per day by eating fewer fatty and sugar foods. ✓ Eat more vegetables/fruit. ✓ Eat more whole grains/low GI carbohydrates as this may assist in weight loss. ✓ Increase the intake of legumes as they have a low GI are filling and are low in fat. ✓ Eat more fibre-rich food as this fills you up and delays the feeling of hunger. ✓ Eat more chicken, fish and nuts than red meat as it contains less fat and cholesterol. ✓ Drink enough water during the day. ✓ Eat a good breakfast to give you enough energy for the day. Chew the food thoroughly. ✓ Grill, bake, steam food instead of frying. ✓ Consume alcohol in moderation. ✓

Remembering, moderate

(Any 3 x 1) (3)

3.4 Explain why consuming whole grains are beneficial to a person suffering from diabetes.

- The fibre/soluble fibre in whole-grain helps to control blood sugar/glucose levels ✓ as they digest slower ✓ and helps to prevent large fluctuations in the blood glucose level ✓ this may help to reduce the developing of type 2 diabetes. ✓

Understanding, easy

(4)

3.5 State THREE benefits that organically grown food may have for the natural environment.

- Organic farmers use natural pesticides to protect the environment ✓
- They concentrate on the sustainable use of resources ✓
- It improves the soil quality/prevent soil pollution ✓
- It reduces air pollution as very little or no fuel is used to manufacture organic fertilisers ✓
- Protects the waste supply ✓
- Water remains cleaner because there is no runoff of poisonous chemicals into the water ✓

Understanding, easy

(Any 3 x 1) (3)

3.6 3.6.1 Identify the food related disease that will result due to the plaque build-up in the arteries.

Atherosclerosis ✓

Remembering, easy

(1)

3.6.2 Give a reason why the plaque build-up occurs in the arteries.

Fatty deposits/cholesterol ✓ build up inside the inner walls of the arteries due to an increased intake of saturated fat/low density lipoproteins. ✓

Understanding, easy

(2)

3.6.3 List THREE risk factors for the above-mentioned health disease.

- Family history of coronary heart disease ✓
- Age ✓
- Gender ✓
- Ethnic groups ✓

(Any 3 x 1) (3)

3.6.4 Explain the following dietary guidelines to prevent or manage the disease in QUESTION 3.6.1

(a) Eat fatty fish such as sardines at least twice a week.

- Fatty fish contains unsaturated ✓ fat which will not cause plaque build-up. ✓

(2)

(b) Increase the intake of legumes.

- Legumes are low in fat and high in soluble fibre ✓ which has a lowering effect. ✓

(2)

Applying, moderate

3.7 Scenario

One bread type	One spread	One protein filling	Two accompaniments
<ul style="list-style-type: none"> Whole-wheat bread ✓ (1) 	<ul style="list-style-type: none"> Lite-margarine ✓ (1) 	<ul style="list-style-type: none"> Smoked chicken ✓ Tuna mayonnaise ✓ (1) 	<ul style="list-style-type: none"> Lettuce ✓ Tomato ✓ Cucumber ✓ Low-fat cheese wedges ✓ (2)
Reasons <ul style="list-style-type: none"> High in fibre ✓ Low GI ✓ Will reduce the blood cholesterol level ✓ (1) 	Reasons <ul style="list-style-type: none"> Will lower the total fat content ✓ Protects the heart as most contains the heart and stroke foundation logo ✓ (1) 	Reasons <ul style="list-style-type: none"> High in protein ✓ Chicken without the skin has a lower fat content ✓ Tuna is rich in Omega-3 ✓ Fatty acids that protect the heart and blood vessels ✓ (1) 	Reasons <ul style="list-style-type: none"> Tomato/cucumber/lettuce is rich in vitamins/mineral/fibre/low in fat that reduces the risk of coronary heart disease ✓ Low-fat cheese has a reduced fat content which reduces the risk of coronary heart disease ✓ (2)

NOTE: ONE mark for each choice and one mark for a reason.

Analysing, difficult

(10)
[40]

QUESTION 4: CLOTHING**4.1 Explain the following terms:****4.1.1 Classic style**

Not trends but last for many seasons ✓ with occasional subtle updates. ✓ Styles design, colours and fabrics ✓ that remain popular over a long period of time. ✓

(2)

4.1.2 Retrospective fashion

It refers to clothes that imitate the style of a previous era. ✓ Designers look to the past for inspiration, but interpret it with a modern twist. ✓ Styles never come back in exactly the same form / they are adapted to suit the needs and lifestyle of the present era, time and place. ✓

Remembering, easy

(Any 2 x 1)

(2)

4.2 Explain the following stages of the fashion cycle:**4.2.1 Introduction/launch**

The fashion is first introduced; celebrities are photographed wearing the trend. Fashion leaders adopt or accept or reject the fashion. ✓

Remembering, easy

(2)

4.2.2 Peak

The fashion reaches the height of popularity/many people wear it. ✓ / It is mass produced ✓ / Advertised by clothing stores and in window displays. ✓

Remembering, easy

(2)

4.2.3 Obsolescence/end

Garments are out of fashion/disappear/go on sale/become obsolete. ✓ Fashion cycle is completed. ✓ A new fashion trend has already established itself. ✓

Remembering, easy

(2)

4.3 Brand piracy has a definitive impact on the sales of legally protected brand names. Justify this statement.

- The image of the protected brand names will be affected and can lead to less sales. ✓
- The clients will lose 'faith' in the brand name. ✓
- Manufacturers of the original brand name lose millions of sales. ✓
- Popular brand names been put off by low prices of fake clothes – thus less sales are made. ✓

(4)

Understand, moderate

4.4 **Joyce – clothing items****Black blazer** ✓ (1)

- Professional/formal/smart look/appearance ✓
- Will keep her warm ✓
- Will match the black pants/white shirt/other items ✓
- Classic style, can be worn for a long time ✓ (Any 1) (1)

Long black pants ✓ (1)

- Professional/formal/smart look/appearance ✓
- Plain/neutral colour, can be mixed-and-matched with other clothes ✓
- Classic style, can be kept for a long time ✓ (Any 1) (1)

White long-sleeved shirt ✓ (1)

- Professional/formal/smart look/appearance ✓
- Classic style, can be kept for long time ✓
- Plain/neutral colour, can be mixed and matched with other clothes ✓ (Any 1) (1)

Evaluating, moderate (6)
[20]

QUESTION 5: HOUSING**5.1 Explain the following terms:****5.1.1 Transfer duties**

Government tax on properties ✓ to transfer it into your name ✓ and is based on the home loan amount of the property.

OR

Tax collected by the receiver of revenue ✓ on behalf of the government. The tax is paid to SARS every time the property changes hands. ✓ It is based on the value of the property.

Remembering, easy

(2)

5.1.2 Occupational rent

An amount paid by the person occupying the property ✓ to the party in whose name the property is registered ✓

OR

If the buyer occupies the property before the bond is registered ✓ he/she must pay occupational rent to the seller. ✓

Remembering, easy

(2)

5.1.3 Deed of sale

It is a signed offer to purchase ✓ that binds the buyer by law to purchase the property / binds a buyer and seller by law to obey the terms and conditions set out in the contract. ✓

Remembering, moderate

(2)

5.2 List the financial implications for a consumer to consider when purchasing household appliances by means of instalment sales.

- Take item home once a deposit has been paid and a contract signed. ✓
- Pay instalments over a period of time. ✓
- Extra costs include a deposit, admin fees, insurance charges, bank charges and interest. ✓
- Retailer and consumer must sign a written contract. ✓ Minimum deposit and maximum period or repayments are prescribed by law. ✓ (Any 4 x 1)

(4)

Remembering, moderate

5.3 Case study**5.3.1 Explain what a *housing subsidy* is.**

An individual housing subsidy is a grant of money ✓ available to people from low-income groups ✓ who want to buy a residential property for the first time. ✓

OR

A government grant ✓ to qualifying low-income consumers ✓ to help them to acquire housing. ✓

Remembering, easy

(3)

5.3.2 **Explain whether Vivie will qualify for a government housing subsidy**

Vivie is a South African citizen. ✓ She is 35 years old/older than 21 years old. ✓ She is a widow with dependants/children. ✓
Vivie earns less than R3 500 per month (R3 200). ✓
Vivie qualifies for the housing subsidy as she meets all the criteria for applying for a housing subsidy. ✓

(5)

5.3.3 **State FOUR advantages of providing government housing subsidies to low income, first-time home owners.**

- Providing housing to low income families will make sure less people live on the street. ✓
- When people have a house, they will have more pride so that they will work harder and grow their own personal wealth. ✓
- Shacks are unsafe for children ✓ paraffin lamps can cause burns/risk of collapse. ✓
- Houses have plumbing and clean water ✓ safer for children and less chance of diseases to spread. ✓
- Safe areas for children to play outside. ✓
- Closer to developed areas and transport to work. ✓
- The ego of the housing receiver will be boosted. ✓
- The subsidised house can be used as collateral security. ✓

Evaluating, difficult

(Any 4 x 1)

(4)

5.4 **Discuss why buying is not always financially better than renting.**

- Buying a property is very expensive as there are transfer costs ✓/transfer duties, ✓ transfer fees ✓ hidden costs bond registration fees deed office fees/interim rates/initiation fees/property valuation fees/occupational rent/administration fees/service connection fees. ✓
- Renting is cheaper in the short term/initially cheaper ✓ and this enables a tenant to save for a deposit. The larger the deposit, the easier it will be to meet the financial responsibilities of owning a property. ✓
- A tenant pays a fixed amount over a specific period ✓ and it is not affected by increases in the interest rate.
- A tenant does not pay municipal rates/property tax/Owners pay for municipal rates/property tax. ✓
- A tenant does not pay for maintenance of the property. Owners pay for maintenance. ✓
- A tenant does not pay bond insurance/home owner's insurance. ✓ Owners pay bond insurance/home owner's insurance. ✓
- It is easy to move after giving due notice. ✓ It is thus easier to rent if you are not going to stay for long in a city/town/know you are going to move soon. ✓

(8 x 1)

(8)

Applying, moderate

5.5 Washing machine**5.5.1 Explain the term *contract*.**

A contract is an agreement between two or more people whereby the one person offers to do something and the other person accepts.

Remembering, easy

(Any 2) (2)

5.5.2 Discuss the following criteria a prospective buyer should consider before buying a washing machine:**(a) Consumption of human energy**

- Choose the correct size according to the family's needs. That will ensure that the family does not spend too much time doing laundry. ✓
- It should be easy to reach and clean lint filters will save energy. ✓
- Control panels should be easy to use to save energy.

(Any 2 x 1) (2)

(b) Possible environmental impact

- Front loaders use less water thus saving water ✓
- Check rating for water and energy consumption to ensure that the machine saves water and electricity ✓
- Some manufacturers indicate how the packaging should be disposed off in an environmentally friendly manner, thus preventing litter/waste. ✓

Understanding, moderate

(Any 2 x 1) (2)

5.5.3 Analyse the suitability of this washing machine for a large family.

- The washing machine can handle 10 kg ✓ so it will be suitable for a large family ✓
- Easy to operate ✓ – children will be able to operate the washing machine ✓
- The washing machine has different cycles ✓ and programmes which will make washing different types of clothing/textiles easier. ✓

Analyse, difficult

(Any 2 x 2) (4)

[40]

QUESTION 6: ENTREPRENEURSHIPS**6.1 Explain the following terms:****6.1.1 Quality control**

Is product inspection process to ensure that the product meets the standard. ✓ Quality control is to ensure that the product maintains the quality. ✓

Is a measure of excellence – a quality product is free from defects.

Remembering, easy

(2)

6.1.2 Sustainable profitability

To ensure that you are able to produce products for a long time without running out of cash, making a profit for a business. ✓✓

Remembering, easy

(2)

6.1.3 Best sales scenario

It is when the business reaches its target /goal / ✓ a prediction of what will happen if the product sells well. ✓

Remembering, easy

(2)

6.2 Case study**6.2.1 Target market**

- Students ✓
- Factory workers ✓
- Industrial workers ✓

Applying, easy

(Any 2 x 1) (2)

6.2.2 TWO start-up needs

- Washing machine ✓
- Iron/equipment ✓
- Cleaning materials ✓
- Money that she saved ✓

Applying, easy

(Any 2 x 1) (2)

6.2.3 TWO overhead costs

- Electricity ✓
- Water ✓
- Rent ✓

Applying, easy

(Any 2 x 1) (2)

6.2.4 **Requirements for the packaging material**

- Packaging must be suitable for the clean and washed clothes ✓
- Easy to handle ✓ (laundry trolleys)
- Must protect the clothes against getting dirty/must be kept clean ✓
- Crease resistant – to prevent clothes from creases ✓ (Any 3 x 1) (3)

Remembering, moderate

6.2.5 **FOUR P's of the marketing mix**

- Product – (service) washing and ironing of clothes ✓
- Promotion – Zelda gave out flyers ✓
- People – the students, factory workers made use of her clothing cleaning services ✓
- Place – Zelda's sister's vacant backroom/laundry in an industrial area ✓ (4 x 1) (4)

Applying, moderate

6.2.6 **FOUR factors Zelda had to consider in the choice of her business**

- Availability of human skills/workers ✓ Zelda had the knowledge of the equipment and textiles. She took two friends in service. ✓ Using the knowledge, she received in Consumer Studies.
- Financial resources ✓ she saved money to buy equipment and cleaning materials ✓
- Availability of workspace. ✓ She converted her sister's vacant backroom into her own laundry. ✓
- Availability of raw material. ✓ Cleaning materials can be bought at any shop. ✓ (4 x 2) (8)

Applying, easy

6.2.7 (a) **Production costs**

$$\begin{aligned} &R14,00 + R6,60 \checkmark \\ &= R20,60 \checkmark \times 18 \text{ kg} = R370,80 \checkmark \end{aligned} \quad (3)$$

(b) **Profit**

$$\begin{aligned} &R370,80 \times 60\% \checkmark / 60 \div 100 \\ &= R222,48 \checkmark \checkmark \end{aligned} \quad (3)$$

Applying, difficult

NOTE: Minus (-) 1 mark if the R monetary value is not written to the final answer.

6.3 Reasons for the inconsistent income and expenses.

- In September and October, students go home for a short holiday. Factories do not close for this period, so she will still have factory clients, but her income will be less. ✓
- During October and November, the students prepare for the exam, and have little time to do their washing. Factory workers still work and that keeps the income increasing. ✓
- During November and December, the students write their final exams and the students do not have time to do their own washing. ✓
- Factory workers may work overtime to complete the work or production, before the holiday starts, thus they will have more dirty clothes to be washed – increase in Zelda's income. ✓
- During December and January, the colleges and factories are closed. Students and factory workers that live the area go home for the festive season, fewer clothes to wash cause a drastic decrease in the income of Zelda's business. ✓
- During January and February colleges reopen, students come back/new students come to register and new factory workers start working. ✓
- Existing and new clients start making use of laundry services that cause an increase in income in the business. ✓

Analysis, difficult

(Any 7 x 1) (7)

[40]

TOTAL: 200