



basic education

Department:
Basic Education
REPUBLIC OF SOUTH AFRICA

NATIONAL SENIOR CERTIFICATE

GRADE 12

CONSUMER STUDIES

NOVEMBER 2025

MARKS: 200

TIME: 3 hours

This question paper consists of 16 pages.

INSTRUCTIONS AND INFORMATION

1. This question paper consists of SIX questions.

QUESTION	CONTENT	MARKS	TIME (minutes)
SECTION A (Short questions)			
1	Short Questions (ALL topics)	40	20
SECTION B (Long questions)			
2	The Consumer	40	40
3	Food and Nutrition	40	40
4	Clothing	20	20
5	Housing and Interior	20	20
6	Entrepreneurship	40	40
TOTAL:		200	180

2. ALL the questions are COMPULSORY and must be answered in the ANSWER BOOK.
3. Number the answers correctly according to the numbering system used in this question paper.
4. Start EACH question on a NEW page.
5. You may use a calculator.
6. Write only in black or blue ink.
7. Pay attention to spelling and sentence construction.
8. Write neatly and legibly.

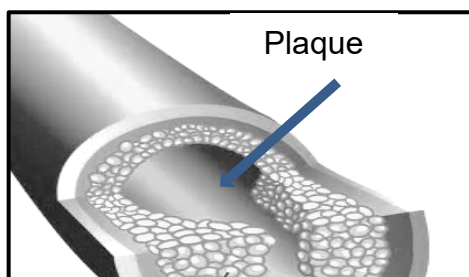
SECTION A: SHORT QUESTIONS**QUESTION 1**

- 1.1 Various options are provided as possible answers to the following questions. Choose the answer and write only the letter (A–D) next to the question numbers (1.1.1 to 1.1.20) in the ANSWER BOOK, e.g. 1.1.21 D.

- 1.1.1 The energy source that is the most environmentally friendly:
- A Wind
 - B Coal
 - C Gas
 - D Oil
- (1)
- 1.1.2 The best way to save electricity when cooking food is to use a/an ...
- A electric stove.
 - B conventional oven.
 - C microwave oven.
 - D slow cooker.
- (1)
- 1.1.3 Anele could not get a refund for his new television that does not work. This is an example of a/an ...
- A exemption clause.
 - B warranty.
 - C cooling-off period.
 - D unfair business practice.
- (1)
- 1.1.4 An increase in the repo rate will benefit people with ...
- A store accounts.
 - B investments.
 - C credit cards.
 - D home loans.
- (1)
- 1.1.5 The levy included in the price of fuel is paid as ...
- A inflation.
 - B credit.
 - C interest.
 - D tax.
- (1)

- 1.1.6 Lucy was diagnosed with an *E. coli* infection after consuming the following:
- A Cheese with mould growth
 - B Bottled water
 - C Unpasteurised milk
 - D Cooked chicken strips
- (1)
- 1.1.7 Benzoic acid is added to fruit juice to ...
- A inhibit browning.
 - B stabilise and prevent separation.
 - C improve the nutritional value.
 - D prevent bacterial growth.
- (1)

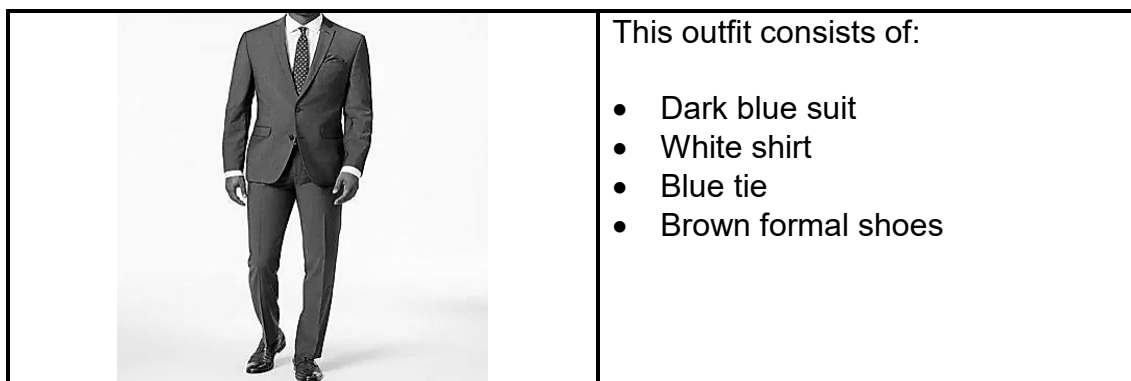
Study the picture of an artery below and answer QUESTION 1.1.8 that follows.



[Source: SMS Hospitals]

- 1.1.8 The artery above depicts the following disease:
- A Hypertension
 - B Osteoporosis
 - C Atherosclerosis
 - D Anaemia
- (1)
- 1.1.9 A characteristic of genetically modified foods is that they ...
- A are organically grown.
 - B have a high yield.
 - C are treated with radio waves.
 - D are a healthier option.
- (1)
- 1.1.10 A disadvantage of organic food is that ...
- A it is labour intensive.
 - B the yield is bigger.
 - C it has no carbon footprint.
 - D it is disease resistant.
- (1)

Study the picture below and answer QUESTIONS 1.1.11 and 1.1.12.



[Source: Mr Koachman]

- 1.1.11 The suit above could be an example of a/an ...
- A fashion fad.
 - B dress code.
 - C informal outfit.
 - D dress theme.
- (1)
- 1.1.12 The colour of the suit makes the wearer appear ...
- A shorter.
 - B slimmer.
 - C broader.
 - D taller.
- (1)
- 1.1.13 Classic fashion lasts for ...
- A one season.
 - B two to three seasons.
 - C many years.
 - D summer and winter.
- (1)
- 1.1.14 Identify the organisation that a professional builder needs to be part of:
- A National Home Builders' Registration Council
 - B National Home Builders' Consumer Council
 - C National Register for Builders' Council of Housing
 - D National Building Regulator Council of Housing
- (1)
- 1.1.15 Nana saves money to pay cash for household appliances, because this means she will ...
- A have a deposit.
 - B pay low interest.
 - C have a guarantee.
 - D pay no interest.
- (1)

- 1.1.16 A ... is an advertising method most suitable for a small-scale business from home.
A billboard
B flyer
C television
D national radio (1)
- 1.1.17 ... ensures that production does not stop.
A Promotion
B Stock control
C Quality control
D Specifications (1)
- 1.1.18 A business that is financially feasible will ...
A make profit regularly.
B sell a variety of products.
C be easily accessible.
D sell affordable products. (1)
- 1.1.19 ... set(s) a business apart from other similar businesses.
A A high mark-up
B Value-based pricing
C Paying fair wages
D Offering extra services (1)
- 1.1.20 The function of a cash flow projection for a business is to ...
A ensure that there are sufficient funds to pay expenses.
B prevent poor stock control in the business.
C maintain quality control if enough funds are available.
D ensure sustainable production of quality products. (1)

1.2 State the correct type of additive for EACH of the following functions. Write only the type of additive next to the question numbers (1.2.1 to 1.2.4) in the ANSWER BOOK.

- 1.2.1 Prevents browning and rancidity of food
- 1.2.2 Maintains a uniform dispersion of two or more immiscible substances
- 1.2.3 Prolongs the shelf life of food
- 1.2.4 Improves the appearance of food (4 x 1) (4)

1.3 Select THREE consequences of brand piracy from the list below. Write only the letters (A–F) next to the question number (1.3) in the ANSWER BOOK.

- A The original manufacturers lose money.
- B It is beneficial for the South African economy.
- C The image and reputation of the brand is harmed.
- D Increased sales of the original brand.
- E Consumers may lose faith in the brands.
- F The selling price of the original brands will increase.

(3)

1.4 Match the examples in COLUMN B with the term in COLUMN A. Write only the letter (A–G) next to the question numbers (1.4.1 to 1.4.5) in the ANSWER BOOK, e.g. 1.4.6 H.

COLUMN A TERM	COLUMN B EXAMPLE
1.4.1 Multi-level marketing (MLM)/ Tiered-level scheme	A breaking a contract by not honouring the terms and conditions
1.4.2 Grey goods	B group of friends saved money together to buy school uniforms in January
1.4.3 Exemption clause	C the manufacturer did not authorise the sale of their products in a country
1.4.4 Stokvel	D Nomsa sold the most products and moved up higher in the business
1.4.5 Contract	E salesperson is not liable for the mechanical faults of a new car sold
	F Peter signed an agreement when he purchased a new cellphone
	G the retailer refused to exchange a laptop damaged by the consumer just after purchasing

(5 x 1) (5)

- 1.5 Elizabeth sells home-made products and she is worried about the quality thereof. Select FOUR stages when she needs to conduct quality control. Write only the letters (A–H) next to the question number (1.5) in the ANSWER BOOK.

- A During the production of the products
- B During maintenance of equipment
- C Selection of raw materials
- D Selection of a product to sell
- E When delivering the products
- F When applying product specifications
- G When marketing the products
- H After the production of the products

(4)

- 1.6 Give the correct term for EACH of the following monthly housing fees. Write only the term next to the question numbers (1.6.1 to 1.6.4) in the ANSWER BOOK.

1.6.1 Paid by homeowners to the body corporate

1.6.2 Paid by tenants to the landlord

1.6.3 Paid by homeowners to cover any damages to their properties

1.6.4 Paid by homeowners to the municipality

(4 x 1)

(4)

TOTAL SECTION A: 40

SECTION B: LONG QUESTIONS**QUESTION 2: THE CONSUMER**

- 2.1 Define the following terms:
- 2.1.1 Consumer price index (CPI) (2)
- 2.1.2 Pay as you earn (PAYE) (2)
- 2.2 Name the body that is responsible for setting the repo rate. (1)
- 2.3 List THREE basic services that are provided by municipalities. (3)
- 2.4 Name TWO types of credit contracts in which goods and services are bought and paid for later. (2)
- 2.5 State TWO ways to reduce the consumption of electricity when drying clothes. (2)
- 2.6 Explain why compound interest is beneficial for investments/savings. (2)
- 2.7 Explain why it is advantageous for a consumer to buy a product that has a warranty/guarantee. (4)
- 2.8 Read the SMS below that Alex received and answer the questions that follow.

Congratulations Alex! You've won the Grand Prize of \$1 000 000 in our International Lottery Draw. To claim your prize, reply 'CLAIM' and provide your full name, address, and small processing fee of \$200. Don't miss out on this amazing opportunity!

[Source: TextMagic]

- 2.8.1 Identify the type of scam that is represented in the SMS above. (1)
- 2.8.2 Explain why the SMS above is regarded as a scam. (4)
- 2.9 Differentiate between the *inflation rate* and the *interest rate*. (4)

- 2.10 Read the statement below and answer the question that follows.

Prices of goods and services continue to increase drastically.

[Source: Own text]

Explain the causes of the continuous increase in prices.

(5)

- 2.11 Read the statement below and answer the question that follows.

Rubbish that is carelessly thrown away in the community, causes serious problems.

[Adapted from www.citizen.co.za]

Both communities and municipalities have a responsibility towards combating the problem.

Validate the above statement.

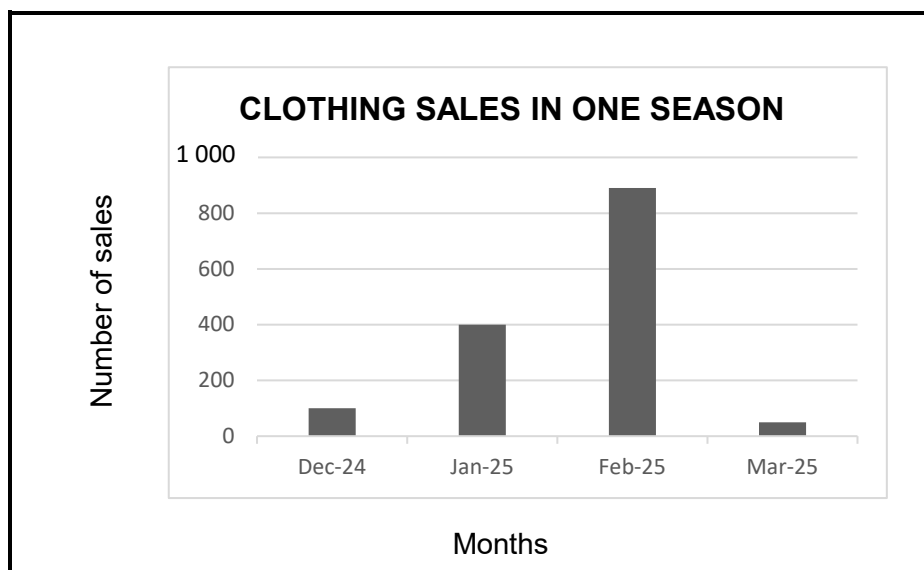
(8)
[40]

QUESTION 3: FOOD AND NUTRITION

- 3.1 Define the following terms:
- 3.1.1 Cholesterol (3)
 - 3.1.2 Food security (3)
 - 3.1.3 Organic foods (2)
- 3.2 List the information found on a food label that could assist in preventing food poisoning. (3)
- 3.3 Write a paragraph to discuss the difference between *high-density lipoprotein (HDL)* and *low-density lipoprotein (LDL)* cholesterol. (6)
- 3.4 Discuss how hepatitis A can be transmitted in the food environment. (3)
- 3.5 Explain the advantages of the irradiation of fruit and vegetables. (4)
- 3.6 Explain how anaemia can be prevented and managed by vegetarians. (6)
- 3.7 Discuss the effect that a diet high in fruits, vegetables and fish may have on the prevention and management of hypertension and coronary heart disease. (10)
- [40]**

QUESTION 4: CLOTHING

- 4.1 Name TWO factors that influence fashion change. (2)
- 4.2 Explain the term *trademark*. (2)
- 4.3 State TWO illegal clothing practices. (2)
- 4.4 Study the graph below and answer the questions that follow.



[Source: Own text]

- 4.4.1 Identify the type of fashion that is represented by the graph. (1)
- 4.4.2 Name the stage in the fashion cycle that is represented by the following months:
- (a) December (1)
 - (b) February (1)
- 4.4.3 Explain what happens to the cost of clothing items in the following months:
- (a) February (1)
 - (b) March (1)

- 4.5 Study the picture below and answer the question that follows.



[Source: [Bash.com](https://www.bash.com)]

Discuss the versatility of the shoes.

(4)

- 4.6 Study the extract below and answer the question that follows.

Fast fashion is inexpensive clothing produced rapidly by mass-market retailers in response to the latest trends.

Fast fashion was the biggest polluter of the environment in 2023. It was everywhere; crossing the world with airplanes delivering packages of ultra-cheap clothing from thousands of suppliers.


[Adapted from [twyg magazine](https://www.twyg.co.uk)]

Analyse the long-term effects that fast fashion will have on the natural environment.

(5)
[20]

QUESTION 5: HOUSING AND INTERIOR

- 5.1 Name the housing ownership option that is managed by a body corporate. (1)
- 5.2 Briefly describe what the *body corporate* is. (1)
- 5.3 State THREE disadvantages of buying household appliances on credit. (3)
- 5.4 List the information that must be included in a lease agreement to protect both the tenant and the landlord. (3)
- 5.5 Study the picture below and answer the questions that follow.

	<p>Black metallic side-by-side fridge/freezer</p> <ul style="list-style-type: none">• Upright fridge/freezer• Aluminium interior• Energy source: LP gas and electricity• Automatic gas and electricity conversion• Includes a regulator and hose to connect to the gas supply• See-through glass window in front• Cold-water dispenser <p>[Adapted from russells.co.za]</p>
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- 5.5.1 Explain the advantages of the energy sources of the fridge/freezer. (4)
- 5.5.2 Discuss how the fridge/freezer saves human energy and time. (3)
- 5.6 Study the statement below and answer the question that follows.

<p style="text-align: center;">LANDLORDS FEEL THE PINCH</p> <p>More than 150 landlords who provide student accommodation were not paid by the government in 2024.</p> <p style="text-align: right;">[Adapted from bushnews.co.za]</p>
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Evaluate the negative financial impact that the non-payment of the accommodation will have on the landlords.

(5)
[20]

QUESTION 6: ENTREPRENEURSHIP

- 6.1 State the purpose of adhering to product specifications. (2)
- 6.2 Explain the following terms:
- 6.2.1 Mark-up (3)
- 6.2.2 Best-sale scenario (2)
- 6.3 State how a business can use its time effectively. (2)
- 6.4 Describe FOUR characteristics of sustainable producers. (4)
- 6.5 Explain how the training of staff improves productivity in a business. (3)
- 6.6 Read the case study below and answer the questions that follow.

EXPRESSO CAFÉ

In 2016 a husband and wife team launched Espresso Café. This is a take-away coffee chain with a simple concept where every item on the menu costs the same. In 2016 the price was R10 and applied to coffee, pies, pastries and sandwiches. In 2021 the cost went up to R14,00, which was still significantly cheaper than most coffee chains.

They came up with the idea of Espresso while sitting at a coffee shop reflecting on how expensive a cup of coffee was. They had no prior experience in the food industry, but spent two years refining their business model. Their first shop was opened in Cape Town. Word spread quickly as their customers told their friends about the R10,00 coffees. They shared the price on social media which led to the company being featured on radio and television.

By the end of their first year, they had expanded to five stores. As the business grew, individuals wanted to open their own Espresso locations. They decided to introduce franchising (authorisation from the company enabling individuals or groups to carry out specified commercial activities). Espresso has expanded to over 65 stores across South Africa and sells over 50 000 cups of coffee a day. They have now opened a food factory to supply their stores, because ordering from different service providers resulted in inconsistencies in their products.

[Adapted from howwemadeitinafrica.com]

- 6.6.1 Explain how the couple identified a potentially profitable business opportunity. (2)
- 6.6.2 Identify the target market of Espresso Café. (2)

6.6.3	Describe how Espresso Café was marketed.	(3)
6.6.4	Discuss why it was important for them to spend two years refining their model.	(3)
6.6.5	The selling price of R14,00 per cup of coffee included 30% profit. Calculate the profit made if 100 cups were sold. Show ALL calculations.	(3)
6.6.6	<div>Due to the rise in inflation, they need to increase the selling price of R14,00 by 45%.</div> Calculate the new selling price. Show ALL calculations.	(3)
6.6.7	Their business is definitely able to sustain its profitability. Validate the above statement.	(8) [40]
TOTAL SECTION B:		160
GRAND TOTAL:		200