



Province of the
EASTERN CAPE
EDUCATION

Iphondo leMpuma Kapa: Isebe leMfundo
Provinsie van die Oos Kaap: Departement van Onderwys
Porafensie Ya Kapa Botjhabela: Lefapha la Thuto

NATIONAL SENIOR CERTIFICATE

GRADE 12

SEPTEMBER 2025

CONSUMER STUDIES

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 | 20 | 20 |
| 6 | Entrepreneurship | 40 | 40 |
| TOTAL: | | 200 | 180 |

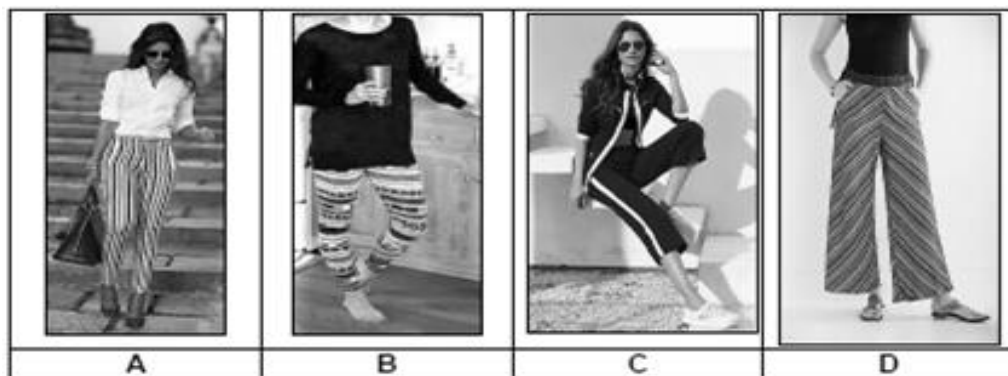
2. All the questions are COMPULSORY.
3. Number the answers correctly according to the numbering system used in the question paper.
4. Start EACH question on a NEW page.
5. You may use a calculator.
6. Write only in black or blue ink.
7. Pay attention to spelling and sentence construction.
8. Write neatly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

SECTION A: SHORT QUESTIONS**QUESTION 1**

1.1 Various options are provided as possible answers to the following questions. Choose the correct answer and write only the letter (A–D) next to the question numbers (1.1.1 to 1.1.18) in the ANSWER BOOK, for example 1.1.19 D.

- 1.1.1 John started a club where each member contributes R1 000 per month into a central pool and they get money on a rotating basis:
- A Pyramid scheme
 - B Scam
 - C Stokvel
 - D Multilevel marketing (1)
- 1.1.2 The Consumer Price Index (CPI) is used ...
- A to assess the impact of price increase on the poor.
 - B to determine the price of basic food items.
 - C to calculate the official rate of inflation.
 - D by the bank to set its inflation rate. (1)
- 1.1.3 The interest rate at which commercial banks can borrow money from the South African Reserve Bank:
- A Interest rate
 - B Inflation rate
 - C Consumer Price Index
 - D Repo rate (1)
- 1.1.4 According to the ... a consumer may legally cancel the purchase made through direct marketing within five business days.
- A Consumer Forum
 - B Consumer Protection Act
 - C Competition Commission Act
 - D National Credit Act (1)
- 1.1.5 The use of antioxidants as an additive prevents ...
- A allergies and separation.
 - B discolouration and rancidity.
 - C rancidity and allergies.
 - D separation and discolouration. (1)

- 1.1.6 Recommend the meal most suitable for a person with high blood cholesterol levels:
- A Thai chicken curry, prepared with coconut milk and served with noodles.
 - B Roasted chicken served with pumpkin fritters.
 - C Chicken and lentil stew served with brown rice.
 - D Creamy chicken pasta served with salad. (1)
- 1.1.7 A bacterial infection which is not a food-borne but an airborne disease:
- A Dysentery
 - B Tuberculosis
 - C Gastroenteritis
 - D Hepatitis A (1)
- 1.1.8 An indicator that fashion is on the rise if:
- A Mass production of it occurs
 - B It is on sale in chain stores
 - C It is available in most stores
 - D Fashion magazines are promoting it (1)
- 1.1.9 The trousers that will create the effect that the person's legs are short:



- A Trousers **A**
- B Trousers **B**
- C Trousers **C**
- D Trousers **D** (1)

1.1.10 This picture represents:



- A Vintage clothing
- B Fashion fad
- C Style
- D Retrospective fashion

(1)

1.1.11 From the list below select the statement that make an outfit suitable for a job interview. Wear clothes that ...

- 1 make you stand out.
- 2 reflect your personality.
- 3 uses only basic colours.
- 4 reveals your body.
- 5 will create a positive image for the company.
- 6 is neat and wrinkle free.

- A 2, 3 and 4
- B 3, 5 and 6
- C 1, 4 and 5
- D 1, 3 and 6

(2)

1.1.12 Rearrange the documents correctly in the process of purchasing a house:

- 1 Deed of sale
- 2 Offer to purchase
- 3 Title deed
- 4 Transfer deed

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

(2)

- 1.1.13 The levy paid by sectional title owners is used to pay ...
A bond repayments.
B household insurance.
C rates and taxes.
D transfer fees. (1)
- 1.1.14 Choose the appliance that will have a low impact on the environment:
A Twin tub washing machine is cheaper and saves you money.
B Cylinder vacuum cleaners use less storage space.
C Upright vacuum cleaners have an automatic cord rewinder.
D A dishwasher with a half load option saves water. (1)
- 1.1.15 ... is a form of security for the repayment of a loan.
A Collateral
B Mortgage
C Bond
D Subsidy (1)
- 1.1.16 The specific group of people who the business will aim its marketing campaign:
A Customer
B Previously disadvantaged
C Suppliers
D Target market (1)
- 1.1.17 An example of good customer relations:
A Attend to customers complaints later rather than sooner.
B Use the feedback to improve your service.
C Return customer calls when you are not busy.
D Ask the shop assistant to be friendly. (1)
- 1.1.18 Planning the production process is important to ...
A speed up the production process.
B increase competition amongst workers.
C improve storage conditions for products.
D improve communication with customers (1)
- [20]**

- 1.2 Choose the description from COLUMN B that matches the type of tax in COLUMN A. Write only the letter (A–H) next to the question numbers (1.2.1 to 1.2.5) in the ANSWER BOOK, for example 1.2.6 H

| COLUMN A TYPE OF TAX | | COLUMN B DESCRIPTION | |
|-------------------------|--------------------|-------------------------|--|
| 1.2.1 | Environmental levy | A | annual tax charged for maintaining roads |
| 1.2.2 | Estate duty | B | includes a levy payable to the Road Accident Fund |
| 1.2.3 | Fuel tax | C | added to the selling price of specified goods and services |
| 1.2.4 | Provisional tax | D | charged on electricity generated by using coal |
| 1.2.5 | Value-added tax | E | charged when property is purchased |
| | | F | payable on property after a citizen's death |
| | | G | tax based on irregular income |
| | | H | tax levied to fund tourism |

(5 x 1) (5)

- 1.3 Select FIVE responsibilities of tenants from the list below. Write only the letters (A–J) next to the question number (1.3) in the ANSWER BOOK.

- A Must improve the property
- B Must inform the landlord in writing when having plans to move out
- C Must keep the property clean
- D Maintenance of the property
- E Must repair damage to the property, if caused by the tenant
- F Payment of monthly mortgage bond instalments
- G Must pay monthly rent
- H Payment of monthly service charges
- I Payment of municipal rates and taxes monthly
- J Must plant new trees in the garden

(Any 5 x 1) (5)

1.4 Identify FOUR statements from the list below that show the purpose of stock control in a business. Write only the letters (A–H) next to the question number (1.4) in the ANSWER BOOK.

- A Too much time allocated for production
- B Keeping track of the selling price of products
- C Ensuring that the right materials are purchased
- D To guarantee continuation of production
- E To prevent wastage of materials
- F Maintaining skills of the workers
- G To maintain customer relations
- H To prevent unnecessary spending

(Any 4 x 1) (4)

1.5 Give ONE word/term for EACH of the descriptions below. Write only the word/term next to the question numbers (1.5.1. to 1.5.6.) in the ANSWER BOOK.

1.5.1 Conducting unreasonable practices towards consumers

1.5.2 Participants are promised payments for recruiting members without a product being sold

1.5.3 A written description of a product or service

1.5.4 A person is exonerated from liability in a contract

1.5.5 A point at which neither profit nor loss is made

1.5.6 An agreement between two or more people in which one person offers to do something and the other person accepts the offer (6 x 1) (6)

TOTAL SECTION A: 40

SECTION B: THE CONSUMER**QUESTION 2**

- 2.1 Name TWO forms of renewable energy. (2)
- 2.2 Explain what is meant by *phising*. (3)
- 2.3 Read the extract below and answer the questions that follow.

TAXMAN COMING FOR SHEIN AND TEMU

SARS implemented an important duty of 45% plus VAT on all clothing from 1 July 2024 to address the imbalance between platforms like Temu and local retailers. This came after many local e-commerce players claimed that companies such as Shein and Temu exploited tax loopholes and undercut South African retailers.

[Adapted from Taxman%/20coming%/20 for %/20and%/20/Shein.html]

- 2.3.1 Write the acronym SARS in full. (1)
- 2.3.2 Identify the important duty as referred to in the extract. (1)
- 2.3.3 Illustrate why the clothing bought from Shein and Temu are not classified as parallel goods. (2)
- 2.3.4 Write a paragraph in which you clearly explain the reasons for SARS imposing higher tax on products sold by Shein and Temu in South Africa. (4)
- 2.4 Our government plans to implement a NHI (National Health Insurance). To implement this, they need access to additional funding. One of the proposals is to increase the percentage VAT charged on goods and services.
- Demonstrate how an increase in VAT will affect food prices and the disposable income of South African consumers. (4)
- 2.5 Suggest how water can be used more efficiently by referring to:
- 2.5.1 Gardening (3)
- 2.5.2 Personal care (3)

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

Herbalife is a company that sells nutrition, weight management and wellness products through independent distributors. These distributors purchase products at a discounted price and sell them for a profit. They also recruit others to join as distributors, earning commissions from sales of their recruits.

[Examiner's own text]

- 2.6.1 Identify the scheme above. (1)
- 2.6.2 Give TWO reasons for the answer in QUESTION 2.6.1. (2)
- 2.7 Discuss the advantages of having a two-year guarantee on goods and services. (4)
- 2.8 Explain the difference between *simple* and *compound interest*. (4)
- 2.9 Discuss what municipalities can do to ensure that they increase tourism in their area. (6)

[40]

QUESTION 3: FOOD AND NUTRITION

3.1 Define the following terms:

3.1.1 *Food additives* (2)

3.1.2 *Food security* (3)

3.2 Food labels provide information, protect consumers and help them to make good food choices regarding a healthy diet.

List the information on a food label that will meet these aims. (5)

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

Green Harvest Market is a local supermarket that specialises in selling organic food products sourced from sustainable farms. The shop offers a wide variety of fresh fruits, vegetables, grains and dairy items; all certified organic and free from synthetic pesticides or additives. Customers often stop by for weekly groceries and seasonal specials although the prices of these organic products are much higher than the price of mass-produced products.

[Examiner's own text]

3.3.1 State SIX reasons why you would still choose organic products rather than mass-produced products. (6)

3.4 Answer the questions below with reference to anaemia.

3.4.1 Give THREE specific dietary guidelines to prevent and manage iron-deficiency anaemia.

3.4.2 Provide a good reason for each suggestion listed in QUESTION 3.4.1.

Tabulate your answer as follows.

| 3.4.1 | Dietary guidelines to prevent iron-deficiency anaemia | 3.4.2 | Reasons |
|-------|---|-------|---------|
| | (3) | | (3) |

3.5 Answer the questions below regarding food-borne diseases.

3.5.1 State the food-borne disease that is also referred to as stomach flu. (1)

3.5.2 Explain the transmission possibilities of the above food-borne disease. (4)

3.6 Write a paragraph to explain how cholesterol leads to coronary heart disease. (4)

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

Thabo is a 36-year-old bachelor who very seldom cooks and regularly eats a lot of junk food. He always sprinkles extra salt on his food.

3.7.1 Explain the term *blood pressure*. (2)

3.7.2 Give a brief description of the cause of hypertension. (2)

3.7.3 Explain how Thabo could have reduced the amount of salt in his diet to prevent hypertension. (5)

[40]

QUESTION 4: CLOTHING

4.1 Explain the term *fashion*. (2)

4.2 The clothing items below will be classified as classic styles.



4.2.1 List THREE advantages of classic styles. (3)

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

Tina saw a beautiful dress on television for R799,00. A few months later she saw the same dress in Truworths for R599,00. The last time she saw it, the dress was marked down 50% and offered for sale at R299,00.

[Examiner's own text]

Describe the stages in the fashion cycle of the dress when it was sold for:

4.3.1 R599,00 (2)

4.3.2 R299,00 (2)

4.4 Over time, the new replaces the old. People are influenced by various factors which bring about the changes in fashion.

Discuss how the factors below contribute to the statement above.

4.4.1 Economic factors (4)

4.4.2 Technological factors (3)

4.5 Write a short paragraph and explain how shopping at second-hand clothing shops or online apps like Yaga, contributes to the sustainability of the environment. (4)

[20]

QUESTION 5: HOUSING AND INTERIOR

- 5.1 Give the purpose of the National Home Builders Registration Council (NHBRC). (2)
- 5.2 Read the scenario below and answer the questions that follow.

Family A

John and Sarah sold their flat. While they are looking for a house that meet their needs, they are renting a house in the town where John is working.


Family B

Aphane and Zizi own a house in a complex near their families. They obtained a bond with a fixed interest rate.

Family C

Bobby and Jenny are building a second house on their property for their parents to live in. They are using the fluctuating interest option for their bond.

- 5.2.1 Identify the type of housing acquisition option each family is using now. (3)
- 5.2.2 Family **C** is the legal owner of the entire property, but family **B** only owns a section of the property. Explain why? (4)
- 5.2.3 Discuss the possible consequences that all three homeowners above will face if they do not meet their financial homeownership responsibilities. (5)
- 5.3 Study the advertisement below and answer the questions that follow.

| | |
|---|--|
|  | ADVERTISEMENT |
| | <p>Defy 300 litre Fridge/Freezer</p> <p>Adjustable levelling features</p> <p>Defrost drain facilities</p> <p>Sealed crisper</p> <p>Semi auto defrost</p> <p>24-month guarantee</p> <p>Cash R5 999,00</p> <p>Total payable on instalment sale transaction: R9 800,00</p> |

- 5.3.1 List THREE factors to consider when choosing a fridge/freezer for a family. (3)
- 5.3.2 Explain what an *instalment sale transaction* is and why it cost much more than paying cash. (3)

[20]

QUESTION 6: ENTREPRENEURSHIP

6.1 Define a *work plan*. (2)

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

Our Story**About us**

Debonairs Pizza is one of the leading restaurants in Africa, well known for its amazing pizza. We have become a local favourite with our wide range of delicious pizzas, abundant toppings and incredible pizza deals. We constantly strive to be innovative and creative in what we offer our customers. We are committed to giving customers amazing pizza. We offer an exceptional experience that starts with great customer service and continues with the best quality pizza. We pride ourselves in delivering hot, fresh pizza no matter what.

How did we start

Debonairs Pizza was established in 1991 by Craig MacKenzie and Andrew Harvey, two university students were studying at the University of Kwa-Zulu Natal in Pietermaritzburg, South Africa. Craig came up with the idea and business model to found the company following a gap-year trip to Los Angeles where he learnt to make pizza. When Craig got back to South Africa he teamed up with Andrew and together they started their small-scale business. They employed two unskilled workers and ordered local ingredients from the surrounding farms for their pizzas. They spent many hours testing their recipes in Andrew's flat and they went around campus offering taste samples and telling the students about their business. Eventually their business became so popular that it was acquired by the highly successful Steers Group.

[Source: www.debonairspizza.co.za <https://en.wikipedia.org.za>]

6.2.1 List FOUR requirements of high-quality packaging for pizza's. (4)

6.2.2 Name FOUR different pricing strategies that their business can use. (4)

6.2.3 Explain the advantages of using local ingredients. (4)

6.2.4 State FOUR benefits of adhering to product specifications. (4)

6.2.5 Discuss the factors that Craig and Andrew had to consider before choosing a product for their small-scale business. (3 x 2) (6)

6.2.6 Describe how the following markets Craig and Andrew's business:

Word-of-mouth advertising (2)

- 6.2.7 One medium size pizza sells for R56,00. The production cost for the pizza is R36,00.
- (a) Calculate the profit that Craig and Andrew make on one pizza. Show ALL calculations. (3)
- (b) Debonair's total income for sales is R60,000 per month. If they have a profit margin of 60 %, calculate how much profit they make per month. Show ALL calculations. (3)
- 6.2.8 Analyse why Craig and Andrew's business is likely to show sustainable profitability. (8)
- [40]**

TOTAL SECTION B: 160
GRAND TOTAL: 200