

Hillcrest High School


GRADE 10 CONSUMER STUDIES EXAM
MAY 2014
Marks: 160
Time: 2 hours
Examiner: Miss. J. Watt
Moderator: Mrs. D. Kroone
INSTRUCTIONS AND INFORMATION

- All sections are compulsory.
- Number the answers correctly according to the numbering system used in this question paper.
- Write all your answers on the answer book provided.
- Leave a margin for marking.
- Pay attention to spelling and sentence construction.
- Write neatly in blue or black pen.
- A calculator may be used.

| | | |
|-----------|---------------------------|-----------|
| SECTION A | MULTIPLE CHOICE QUESTIONS | 40 MARKS |
| SECTION B | CONSUMERISM | 40 MARKS |
| SECTION C | FOOD AND NUTRITION | 40 MARKS |
| SECTION D | PRACTICAL | 40 MARKS |
| | TOTAL | 160 MARKS |

SECTION A : SHORT QUESTIONS**QUESTION ONE: Multiple Choice**

Various possible options are provided as answers to the following questions. Choose the correct answer and write the letter next to the question number in your answer book, e.g. **1.1. A**

1.1 Three basic human needs are:

- A Food, Esteem and Clothing
- B Water, Safety and Security
- C Shelter, Safety and Esteem
- D Safety, Esteem and Social

(1)

1.2 An example of a consumer right is:

- A Lindo has the right to safety
- B Jessica has the right to be honest
- C Wade has the right to keep to a budget
- D Lily has the right to honour commitments

(1)

1.3 An intuitive decision is based on:

- A Habit
- B Careful planning
- C Emotions and instincts
- D Impulse

(1)

1.4 The three factors that influence consumer buying behaviour are:

- A Psychological, socio – cultural and economic
- B Socio – economic, cultural and physical
- C Attitudes, knowledge and personality
- D Family, sub – culture and lifestyle

(1)

1.5 A flea market is a form of a / an:

- A Outdoor market
- B Street vendor
- C Speciality Store
- D General dealer

(1)

1.6 The factors to consider when selecting a restaurant are:

- A Hygiene, safety, quality and price
- B Service, menu, hygiene and safety
- C Purpose, menu, price and service
- D Purpose, quality, variety and menu

(1)

- 1.7 The influence of _____ is very important to Hindu people when it comes to food choices.
- A Culture
 - B Religion
 - C Traditions
 - D Economic
- (1)
- 1.8 Muslims only eat food that is:
- A Islamic
 - B Halaal
 - C Kosher
 - D Vegetarian
- (1)
- 1.9 1g of starch provides _____kJ of energy
- A 38
 - B 15
 - C 17
 - D 29
- (1)
- 1.10 _____ is one of the South African food – based guidelines
- A Eat plenty of red meat
 - B Eat plenty of refined foods
 - C Eat plenty of saturated fats
 - D Eat plenty of vegetables
- (1)
- 1.11 You should be eating _____ servings of meat and meat alternatives daily
- A 2 – 4
 - B 3 – 5
 - C 1 – 2
 - D 2 – 3
- (1)
- 1.12 In order to stop the growth of micro – organisms cold food must be kept
- A At or under 4°C
 - B At or under -1°C
 - C At or under 0°C
 - D At or under -4°C
- (1)
- 1.13 An example of a perishable food is
- A Bread
 - B Milk
 - C Eggs
 - D Margarine
- (1)

- 1.14 A spatula is used for
- A Lifting or turning items in a frying pan
 - B Lifting scones from a baking sheet
 - C Scraping left – over batters or other mixtures from bowls
 - D Blending foods
- (1)
- 1.15 The method in a recipe should:
- A Have any measurement
 - B Have clear instructions
 - C Have a picture for each step
 - D Have the date
- (1)
- 1.16 A teaspoon is _____ml
- A 5ml
 - B 10ml
 - C 15ml
 - D 20ml
- (1)
- 1.17 An example of a dry heat method is
- A Boiling
 - B Steaming
 - C Simmering
 - D Sautéing
- (1)
- 1.18 _____ is a mixing technique used for turning over food to ensure equal distribution of ingredients.
- A Stirring
 - B Beating
 - C Tossing
 - D Creaming
- (1)
- 1.19 Cutting food into tiny cubes is when you
- A Mince
 - B Dice
 - C Chop
 - D Slice
- (1)
- 1.20 Simmering is when food is cooked at
- A 90°C - 100°C
 - B 85°C - 95°C
 - C 100°C - 160°C
 - D 75°C - 85°C
- (1)

QUESTION TWO: Matching columns

In **each** of the following questions, match an item from Column A with an item from Column B. Write the correct letter next to the question number in your answer booklet, e.g. **2.1.1. A**

2.1 Match the Consumer right in Column A with the explanation in Column B.

| | Column A: | | Column B: |
|-------|-----------------------------|----------|----------------------------------------------------------------------------------------------------------|
| 2.1.1 | Right to safety | A | You should be allowed to decide on where you want to buy a product or what price you are willing to pay. |
| 2.1.2 | Right to quality | | |
| 2.1.3 | Right to choose | B | Products should be free from danger to you and your family and you should be warned of any risks in use. |
| 2.1.4 | Right to be informed | | |
| 2.1.5 | Right to consumer education | C | All the information should be received about the product or service from the place of purchase. |
| | | D | Items you purchase should be worth the price you are paying. |
| | | E | You have the right to demand products and services that do not pollute the earth. |
| | | F | To know about consumer affairs. |

(5)

2.2 Match the Consumer responsibility in Column A with the explanation in Column B.

| | Column A: | | Column B: |
|-------|-------------------------------------------------|----------|---------------------------------------------------------------------------------------------|
| 2.2.1 | Responsibility to honour commitments | A | A plan to manage your finances to ensure all your bills are paid for. |
| 2.2.2 | Responsibility to be honest | B | You should find out all the information needed to make a rational decision. |
| 2.2.3 | Responsibility to be well informed | | |
| 2.2.4 | Responsibility to keep to a budget | C | You have the responsibility to preserve our natural environment for the future generations. |
| 2.2.5 | Responsibility to air your views and complaints | D | You need to be truthful when laying a complaint |
| | | E | If you are unhappy, you need to make it known so the problem can be rectified. |
| | | F | Paying for goods that you buy, including those on credit, on time. |

(5)

2.3 Match the cooking term in Column A with the definition in Column B.

| | Column A: | | Column B: |
|--------|------------------|----------|-----------------------------------------------------------------|
| 2.3.1 | Strain | A | Any fat used in cooking. |
| 2.3.2. | Grease | B | Brush surface of food with beaten egg. |
| 2.3.3 | Mix | C | Pour through a colander to separate solid from liquid. |
| 2.3.4 | Cream | D | Mix ingredients briskly with a wooden spoon or electric beater. |
| 2.3.5 | Blend | E | To decorate a savoury dish. |
| 2.3.6 | Beat | F | Combine shortening and sugar until pale and fluffy. |
| 2.3.7 | Glaze | G | To decorate a sweet dish. |
| 2.3.8 | Garnish | H | Combine ingredients. |
| 2.3.9 | Decorate | I | Mix starch with a little liquid until lumps have gone. |
| 2.3.10 | Shortening | J | Immerse in liquid, usually water and leave to stand. |
| | | K | Rub fat on the surface of a baking tin to prevent sticking. |

(10)
[20]

TOTAL SECTION A : [40 Marks]

SECTION B: CONSUMERISM

QUESTION THREE

Read the case study and answer the questions that follow:

Jim grows and sells a variety of fresh vegetables and herbs. He uses organic farming methods, so he does not use pesticides or poisons.

- 3.1 Name and explain ONE consumer right that Jim is adhering to. (2)
- 3.2 Describe THREE types of shopping outlets that Jim could sell his vegetables and herbs at. (3 x 2 = 6)
- 3.3 State the THREE principles of sustainable consumption and briefly describe how Jim can practice them. (3 x 2 = 6)

[14]

QUESTION FOUR

4.1 Abraham Maslow created the Maslow's Hierarchy of Needs. Draw a triangle and fill in the different stages of the hierarchy in the correct order. (6)

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

Chris received R50 000 from his father as a 21st birthday present. He was so excited he started looking at buying a VW Citi Golf, which he had always dreamed of driving. On his way home from work he saw a white Citi Golf at a dealership down the road. It had a full house sound system.

4.2.1 Use the FIVE steps of decision making to help Chris to make a logical and rational decision. (5 x 2 = 10)

4.2.2 If Chris had to buy the white Citi Golf from the dealership down the road **without** using the rational decision making process, what type of decision would he be making? (2)

4.2.3 Which psychological influence has affected Chris' decision? Give a reason for your answer. (2)

[20]

QUESTION FIVE

5.1 What does a full – service restaurant offer their customers? (3)

5.2 What is a 'franchise'? Name ONE example. (3)

[6]

TOTAL SECTION B : [40 Marks]

SECTION C: FOOD AND NUTRITION**QUESTION SIX**

Read the menu below and answer the questions that follow:

| |
|-------------------------------------------|
| <u>Menu</u> |
| <u>Lunch</u> |
| Courgette Soup Poppy Seed Roll |
| *** |
| Grilled Pork Loin |
| Mashed Potatoes Broccoli |
| Carrots Sweetcorn |
| *** |
| Chocolate Mousse |
| Caramelised Bananas |
| *** |
| Coffee |

- 6.1 Solomon, who is Jewish, is unable to eat the food on this menu. Which food practice would have an influence on his choice? Give an explanation for your answer. (4)
- 6.2 Identify the food group for each food below, and state the recommended number of daily servings of each food group. Tabulate your answers as follows: (6)

| FOOD | FOOD GROUP | NUMBER OF DAILY SERVINGS |
|---------------------------|------------|--------------------------|
| 6.3.1 Poppy seed roll | | |
| 6.3.2 Courgette | | |
| 6.3.3 Caramelised bananas | | |

- 6.3 Evaluate the menu according to:
- 6.3.1 Colour (2)
- 6.3.2 Texture (2)
- 6.4 State the dietary guidelines that apply to:
- 6.4.1 Meal planning (4)
- 6.4.2 Healthy eating (4)

[21]

QUESTION SEVEN

Study the table below and answer the questions that follow:

| CHOCOLATE MOUSSE NUTRITIONAL INFORMATION: | | | |
|--------------------------------------------------|---------------|--------------|----------------|
| LIPIDS | STARCH | SUGAR | PROTEIN |
| 3.9g | 4.3g | 16.2g | 7.9g |

- 7.1 Calculate the energy that will be provided by the chocolate mousse. Show all your calculations clearly. (9)
- 7.2 Define Basal Metabolic Rate. (1)
- 7.3 State the main function of the following nutrients:
- 7.3.1 Protein (1)
- 7.3.2 Fibre (1)
- 7.3.3 Vitamin B12 (1)
- 7.3.4 Vitamin C (1)
- 7.4 Miya does not follow the food – based dietary guidelines and therefore does not consume enough nutrients. List FIVE impacts of her food choice. (5)

[19]

TOTAL SECTION C : [40 Marks]

SECTION D: PRACTICAL SECTION**QUESTION EIGHT**

Study the recipe below and answer the questions that follow

| Macaroni Cheese | Method |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>Ingredients:</p> <p>175g shortcut macaroni 40g margarine 60ml flour 568ml milk Seasoning 2,5ml mustard powder 175g cheese, grated 30ml dried breadcrumbs</p> | <ol style="list-style-type: none"> 1. Stir in the seasoning, 100g of cheese and the macaroni. 2. Bring to the boil and continue to stir until the sauce thickens, remove from the heat. 3. Pre – heat the oven 200°C. 4. Melt the margarine, stir in the flour and cook for 2 – 3 minutes. 5. Pour into an oven proof dish and sprinkle with the remaining cheese and breadcrumbs. 6. Cook the macaroni in fast – boiling, salted water until al dente. Drain well. 7. Bake in the oven for ± 20 minutes or until golden brown. 8. Remove the pan from the heat and gradually stir in the milk. |

- 8.1 State the term used for the method in step 4. (1)
- 8.2 Classify the cooking method used for:
- 8.2.1 Step 6 (1)
- 8.2.2 Step 7 (1)
- 8.3 Re - write the method for the Macaroni cheese in the correct order. (½x 8 = 4)
- 8.4 List the equipment that you will use in this recipe. (½ x 8 = 4)

[11]

QUESTION NINE

- 9.1 Explain how the following factors influence the growth of micro – organisms.
- 9.1.1 Type of food (6)
- 9.1.2 Acidity of food (4)

- 9.2 Explain how cross- contamination can occur when preparing food. Give examples. (10)
- 9.3 Classify the following foods into perishable, semi – perishable and non – perishable. (4)
- 9.3.1 Macaroni
- 9.3.2 Margarine
- 9.3.3 Flour
- 9.3.4 Milk
- [24]

QUESTION TEN

Study the pictures below and answer the question that follows:

- 10.1 List the FIVE personal hygiene rules that are shown in the pictures. (5)
- [5]

TOTAL SECTION D : [40 Marks]

GRAND TOTAL OF PAPER 160 MARKS