

Hillcrest High School**GRADE 12 CONSUMER STUDIES EXAM****JUNE 2014****Marks: 200****Time: 3 hours****Examiner: Mrs. D. Kroone****Moderator: Mrs. S. Minietti****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	Marks	Time
A. Short questions	40	20 minutes
B. Food and Nutrition	60	60 minutes
C. Fashion and Clothing	40	40 minutes
D. Consumer and Household issues	20	20 minutes
E. Entrepreneurship	40	40 minutes

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 The mineral that in small amounts can strengthen bone is.....
- A fluoride
 - B copper
 - C iodine
 - D zinc
- (1)
- 1.2 A young adult with a gluten intolerance will be allergic to ...
- A a peanut butter snack bar
 - B curried bean salad
 - C bread-and-butter pudding
 - D a vanilla milkshake
- (1)
- 1.3 James has decided to diet and to cut carbohydrates from his slimming diet! Decide which choice is correct when he says he will cut out **all** ...
- A grain and grain products
 - B fruit and vegetables
 - C bread and pasta
 - D grains, grain products and whole fruits and vegetables
- (1)
- 1.4 Which nutrient is known to promote the absorption of dietary iron ?
- A Vitamin A
 - B Vitamin B1
 - C Vitamin C
 - D Vitamin D
- (1)
- 1.5is the condition where the arteries narrow and clog due to cholesterol.
- A Atherosclerosis
 - B Osteomalacia
 - C Anaemia
 - D Arthritis
- (1)

1.6 It is very important that young adults consume enough to ensure prevention of osteoporosis later in life.

- A dried fruits and nuts
- B low fat milk and low fat yoghurt
- C sugar-coated cereals and toasted bread
- D fruit salads and raw vegetables (1)

1.7 A clip-on tie is a clothing accessory suitable for a

- A personal fitness trainer
- B game ranger
- C medical assistant
- D physically disabled person (1)

1.8 The changing direction of fashion, e.g. skirt lengths getting shorter each season, is known as a.....

- A silhouette
- B trend
- C cycle
- D style (1)

1.9 The style below illustrates a.....



- A classic design
- B casual design
- C fashion fad
- D high fashion (1)

1.10will strengthen the immune system of an HIV/Aids patient:

- A Apples, white bread and fried chicken
- B Fish pie, vegetable salad and yoghurt
- C Spinach, pumpkin and tomatoes
- D Refined maize, peanuts and milk (1)

[10]

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 food in **Column A** with the nutritional description in **Column B**.

	Column A: Food		Column B: Nutritional description
2.1.1	Cream crackers and cheese spread	A	High in polyunsaturated fatty acids (Omega 3 and Omega 6)
2.1.2	Bacon on white toast with butter and jam	B	A processed food, containing preservatives and saturated fats
2.1.3	Baked beans on whole-wheat toast	C	Highly processed and includes refined carbohydrates, saturated fat and trans fats
2.1.4	Baked potato with sour cream and chives	D	Low in fibre, good source of vitamin C
2.1.5	Salmon fishcakes	E	A small quantity of fibre, but a high level of fat
		F	Low in fat, rich in fibre, the most ideal choice

(5)

2.2 Match the disease in **Column A** with the description of some of the main symptoms of the disease in **Column B**.

	Column A: Disease		Column B: Symptoms of the disease
2.2.1	Celiac disease	A	Bones become brittle, legs may bend
2.2.2	Beriberi	B	Disturbed metabolism, enlarged thyroid gland
2.2.3	Rickets	C	Diarrhoea, bloating, weight loss
2.2.4	Goitre	D	Mental confusion, oedema, depression
		E	Itchy rash, eczema, runny nose

(4)

2.3 Match the term in **Column A** with the description in **Column B**.

	Column A: Term		Column B: Description	
2.3.1	Production schedules	A	description of the standards that must be maintained when making a product	
2.3.2	Quality control	B	inspections to ensure that a product is of a particular level of excellence	
2.3.3	Raw materials	C	plan indicating the order and time needed to prepare products	
2.3.4	Specifications	D	process to ensure that all materials are available	
2.3.5	Standardisation	E	resources used to produce products	
		F	testing new materials /uniform procedures for the production of products	

(5)

[14]

QUESTION THREE: Correct combinations

In **each** of the following questions, choose the correct combination of answers. Write the correct letters next to the question number on your answer booklet, e.g. **3.1 A,B,C**

3.1 A person suffering from high blood pressure should **avoid** the following combination of foods:

- A Sweet potatoes
- B Potato chips
- C Sweet biscuits
- D Biltong
- E Pickled onions
- F Bananas

(3)

3.2 Choose the correct combination of statements that would **prevent** tooth decay:

- A Drinking acid containing foods like fruit juice
- B Choosing snacks judiciously; for instance popcorn
- C Eating sticky sweets
- D Brushing teeth regularly, especially after meals
- E Eating biscuits between meals
- F Supplementing the diet with fluoride

(3)

[6]

TOTAL SECTION A : [40 Marks]

SECTION B: FOOD AND NUTRITION**QUESTION FOUR**

Read the passage below and then answer the questions that follow:

Sally's father is 54 years old and 20kg overweight. Recently he has complained of fatigue and constantly being thirsty. He went to the doctor and was diagnosed with Type 2 diabetes mellitus. The doctor assumed he knew what diabetes was and said that he did not need any medication at this stage but that he will have to change his lifestyle. He has no idea what this means. Sally knows that you are a Consumer Studies learner, and so she has asked for your advice.

- 4.1 Explain to Sally's father what Type 2 diabetes is. (4)
- 4.2 Point out to Sally and her father what medical problems are associated with Type 2 diabetes if not treated. (4)
- 4.3 What specific guidelines would you give Sally's father in order to change his lifestyle? (5)
- 4.4 What is the Glycaemic Index? (3)
- 4.5 Explain how Sally's father can use the Glycaemic index to control his blood sugar levels. (4)

[20]

QUESTION FIVE

- 5.1 Copy and complete the table below with regard to osteoporosis.

ONE symptom		(1)
TWO causes		(2)
TWO preventative measures		(2)

- 5.2 Explain the difference between the following food related health conditions:
- 5.2.1 Lactose intolerance (4)
- 5.2.2 Milk allergy (4)
- 5.3 What is meant by the term 'eating disorder'? (3)
- 5.4 How are the following eating disorders characterised?
- 5.4.1 Anorexia (2)
- 5.4.2 Bulimia (2)

[20]

QUESTION SIX

Read the passage below and then answer the questions that follow:

Your friend went to the doctor for a general check-up and routine tests. The doctor warned him that his blood cholesterol is very high and that he is a good candidate for a heart attack. He felt a bit discouraged so he invited you to dinner at his mother's house. She served the following menu:

MENU
<u>Dinner</u>
Egg Mayonnaise Buttered Roll

Braised Oxtail Mashed Potatoes Glazed Carrots

Apple Pie Cream

Cheese and biscuits

Coffee
06/06/2014

- 6.1 Analyse the menu in terms of its nutrient content. (6)
- 6.2 Is this menu suitable for your friend? Give reasons for your answer. (3)
- 6.3 Identify the foods in the menu that are high risk, and recommend healthier substitutes for these foods. (8)
- 6.4 Name **THREE** criteria that food products must meet to qualify for displaying the heart mark. (3)

[20]

TOTAL SECTION B : [60 Marks]

SECTION C: FASHION AND CLOTHING

QUESTION SEVEN

Oleg Cassini (a fashion designer) says, 'Fashion anticipates, and elegance is a state of mind ... a mirror of the time in which we live, a translation of the future, and should never be static.'

[Courtesy of Edgars' special collector's edition]

7.1 Explain how the following have influenced **contemporary fashion**:

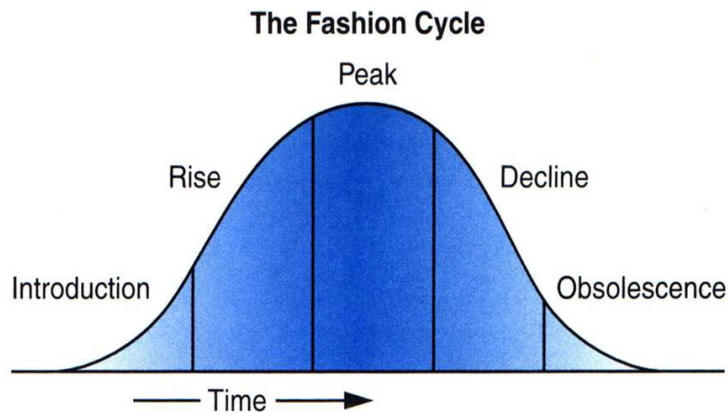
7.1.1 Technological factors (3)

7.1.2 Economic factors (3)

7.2 **“Fashion is a mirror of the time in which we live”**

Explain this statement with reference to **ONE** decade in the 20th century. (4)

7.3 Study the graph below and answer the question that follows:



7.3.1 Explain, with reference to the graph, the lifespan of a fashion trend. 5x2 (10)

[20]

QUESTION EIGHT

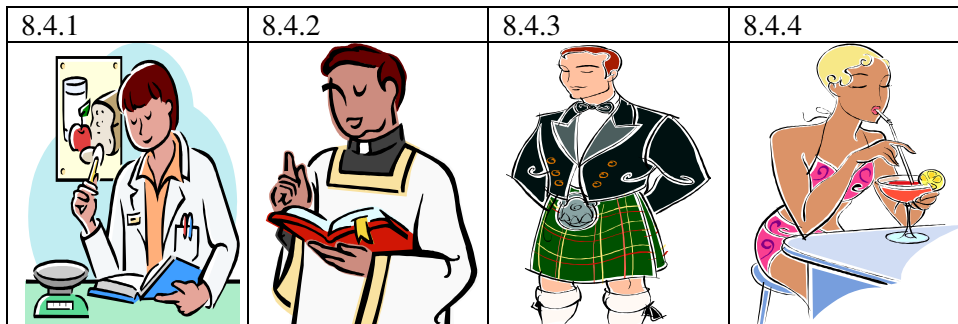
Study the outfit below that Kwanda wears to work. He works for a lawyer.



- 8.1 From the following list, select the **THREE** most suitable items of clothing to complete Kwanda's outfit. Give reasons why.

Blue denim jeans; beige chinos; charcoal classic pants; dark red skinny pants; white trainers; brown laced shoes; slops; doc martin boots; formal black slip-on shoes; white socks; red socks; black socks; secret socks

- 8.2 Kwanda is attending a relaxed soccer party after work. Suggest **TWO** changes that he can make to this outfit to suit this occasion. (6)
- 8.3 How would brand labels influence Kwanda's choice of clothing? (2)
- 8.4 State the message (non-verbal communication) that is displayed in each of the pictures below: (4)



- 8.5 The **Fairtrade** certification is a way of allowing people to identify clothing products that have been manufactured in compliance with an ethical, socially responsible code of conduct.



- List **FOUR** fair trade practices that companies carrying this logo should adhere to. (4)

TOTAL SECTION C : [40 Marks]

[20]

SECTION D: CONSUMER AND HOUSEHOLD ISSUES**QUESTION NINE**

Read the scenario below and answer the question that follows.

One's rubbish bin shows a lot about the values and attitudes of the family; i.e. it could be full of take away food boxes/packaging, convenience food packets, plastic, etc. or it could contain plenty of vegetable and fruit peelings, a few meat and fish bones, paper wrappers and glass.

- 9.1 What consumer responsibility applies to the above scenario? (1)
- 9.2 Explain to the consumer the importance of making sensible choices with regard to packaging in order to control household waste. (5)
- 9.3 What are the three principles of sustainability? Discuss how these could be applied in the above scenario. (6)
- 9.4 Discuss how you, as a member of your household, can use water and electricity in a responsible way to help our dwindling natural resources. Tabulate your answer as set out below.

Municipal Service		Responsible use thereof
9.4.1	Water	
9.4.2	Electricity	

(8)

[20]

TOTAL SECTION D: [20 Marks]

SECTION E: ENTRPRENEURSHIP**QUESTION TEN**

- 10.1 How can quality control be implemented during the following **THREE** stages when producing good quality food products?
- 10.1.1 Input (3)
- 10.1.2 Process (3)
- 10.1.3 Output (3)

- 10.2 Explain the **5 P marketing mix** with regard to product marketing. (10)
- 10.3 Why is it important to keep good financial records in a business? (1)

[20]

QUESTION ELEVEN

Read the following case study and then answer the questions that follow:

Susie Bloch, 45, lives in Woodmead, Southgate with her husband Max and their sons Daniel 17, and Gregory, 15. 'Food is my passion, and always has been. I used to bake whenever I had the chance. When I had kids I started giving cooking lessons, and eventually I went into catering for all sorts of functions. All this was done from my kitchen at home. In the end the house was total chaos and I realised I needed to find premises away from home. Now I have employed staff and they are learning how to master my recipes.'

Susie's best move – 'Moving into proper premises and not working from home.'

Her worst mistake – 'Not knowing what I needed in terms of equipment. It's an ongoing process to get everything right.'

- 11.1 What do you think motivated Susie to start her business? (2)
- 11.2 Could Susie's business be classified as a small scale production? Explain. (3)
- 11.3 Susie commented that 'her kitchen (work area) at home was becoming total chaos'. How will an organised workplace affect one's productivity? (3)
- 11.4 What extra overheads will Susie encounter now that she is working away from home? (4)
- 11.5 Name **THREE** types of workers, and identify which of these Susie has employed on her staff. (4)
- 11.6 Susie mentioned her worst mistake was not knowing what she needed in terms of equipment. Comment on the importance of selecting quality equipment for small scale production. (4)

[20]

TOTAL SECTION E: [40 Marks]

GRAND TOTAL OF PAPER: 200 MARKS