

Hillcrest High School



GRADE 10 CONSUMER STUDIES EXAM

MAY 2015

Marks: 180

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 : 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 Self – actualisation is the need...

- A to become everything he or she is capable of becoming.
- B to feel love and acceptance.
- C to feel safe.
- D for recognition from others and self- acceptance.

(1)

1.2 James slipped on a wet floor and hurt his knee. What right applies to James?

- A The right to safety
- B The right to choose
- C The right to replacement or refund
- D The right to quality

(1)

1.3 Stephanie wants to go to the Mi Casa concert but her water bill needs to be paid. What Responsibility does Stephanie have to abide by?

- A To be careful with all goods
- B To be well informed
- C To honour commitments
- D To be honest

(1)

1.4 What is an example of a habitual decision?

- A Thomas brought a Magnum ice – cream because he had a bad day.
- B Sue always buys Albany sliced bread from Pick ‘n Pay.
- C Kelly brought a blouse that does not match anything in her wardrobe.
- D After careful consideration, Damian decided to buy an apartment close to work.

(1)

1.5 Disposable income is the amount of money that...

- A is spent on groceries for the month.
- B a person has saved for several months.
- C is left after buying extra clothing.
- D a person has left to spend after essentials have been brought.

(1)

1.6 A wholesaler outlet...

- A is a combination of a supermarket and a department store.
- B is a self- service outlet.
- C belongs to a company or individual.
- D gets products from the manufacturer to the consumer.

(1)

1.7 An example of a supermarket is...

- A Edgars
- B Spar
- C Makro
- D Carrol Boyes

(1)

1.8 What does psychographic segmentation refer to in marketing?

- A The area in which people live
- B The number of people living in an area
- C The consumer's personal interests and lifestyles
- D The specifics of people living in an area, example gender

(1)

1.9 _____ is an example of a product specific specification.

- A Standard size
- B Price
- C Promotion
- D Place

(1)

1.10 _____ is/are an example of food from the French culture.

- A Kraut
- B Beans
- C Noodles
- D Snails

(1)

1.11 What mineral is very important for teenagers?

- A Iron
- B Iodine
- C Lipids
- D Fibre

(1)

1.12 Energy is provided by _____.

- A Fibre
- B Vitamins
- C Protein
- D Minerals

(1)

1.13 This nutrient regulates the body's temperature by sweating.

- A Lipids
- B Protein
- C Water
- D Carbohydrates

(1)

1.14 How many glasses of water should be drunk a day?

- A Four to nine
- B Six to eight
- C Six to nine
- D Four to eight

(1)

1.15 The main nutrient of the vegetable food group is _____.

- A Carbohydrates
- B Calcium
- C Iron
- D Vitamins

(1)

1.16 The main function of Vitamin B12 is...

- A needed for the production of red blood cells.
- B plays a role in the metabolism of proteins.
- C protects cell membranes from damage.
- D essential for the clotting of blood.

(1)

1.17 _____ is the best source of iron.

- A Cereal milk
- B Cheese
- C Spinach
- D Mealies

(1)

1.18 An example of aesthetic criteria used in the evaluation of a menu is...

- A colour
- B texture
- C cooking methods
- D All of the above

(1)

1.19 The enzymatic action of oxidation refers to the...

- A bacteria that needs oxygen to grow.
- B enzymes come into contact with oxygen in the air causing the surface of the food to turn brown.
- C bacteria does not need oxygen to grow.
- D presence of enzymes causes food to ripen.

(1)

1.20 A freezer should be kept at _____.

- A 2°C
- B -18°C
- C 0°C
- D -10°C

(1)

[20]

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 term in Column A with the definition in Column B.

	Column A: Term		Column B: Definition
2.1.1	Blanch	A	A combination of melted butter and flour cooked for a short time
2.1.2	Shred	B	Mix ingredients together gently with a metal spoon
2.1.3	Roux	C	Cut food into very small cubes
2.1.4	Fold in	D	Immersing food into boiling water followed by iced water
2.1.5	Dice	E	Combine ingredients
		F	Cut food into very thin slices

(5)

2.2 Match the Nutrition term in Column A with the definition in Column B.

	Column A: Nutrition Term		Column B: Definition
2.2.1	Overnutrition	A	The rate at which your body uses energy to maintain basic body functions.
2.2.2	Nutrition		
2.2.3	Basal Metabolic Rate	B	Imperfect nutrition or poor nutrition
2.2.4	Nutrient	C	The scientific study of the process by which food is taken in and used for growth, repair and maintenance of the body.
2.2.5	Malnutrition	D	Occurs when the total intake of nutrients is less than the body requires
		E	A substance found in food that performs a specific function in the body.
		F	Occurs when the total intake of nutrients is more than the body requires

(5)

[10]

QUESTION THREE: Correct Combinations

3.1 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. **3.1.1 A,B,C,D,E**.

3.1.1 From the list below, select the 5 P's of the marketing mix.

- A People ✓
- B Packaging
- C Product ✓
- D Place ✓
- E Price ✓
- F Promotion ✓

(5)

3.1.2 From the list below, select the FIVE steps of a rational decision.

- A Search for information.
- B Recognise there is a decision to be made.
- C Buy the best product.
- D Explore your alternatives.
- E Make a decision and act on it.
- F Evaluate the decision.

(5)

[10]

TOTAL SECTION A : [40 Marks]

SECTION B: THE CONSUMER**QUESTION FOUR**

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

Jade works at a Caltex Fresh Stop shop as a chef. She drives a Renault Megane that she has had for three years. For her birthday she received R5000 from her father. Jade decided that she wanted to buy seat covers for her car and save the rest of her money, she wanted bright pink ones with flowers that all her friends had brought from *Midas*. When she went to buy the seat covers she could not find the ones she liked and went to ask Peter who was in charge of the section. Peter was very rude to Jade and told her that they did not have stock, without even looking in the stock room. Jade left without anything and was very upset.

- 4.1 State the need that Jade is fulfilling. (1)
- 4.2 Identify ONE right and ONE responsibility that applies to this situation. (2)
- 4.3 Name and briefly explain the type of decision that Jade is making. (2)
- 4.4.1 State the factor that has influenced which car seat cover Jade wants. (1)
- 4.4.2 State the influence that the factor in 4.4.1 is categorised in. (1)
- 4.5 Name and briefly describe the type of outlet where Jade works. (5)

[12]

QUESTION FIVE

- 5.1 Study the symbols below and answer the questions that follow:



- 5.1.1 What do these symbols represent? (2)
- 5.1.2 Explain the THREE principles that are represented in symbol A. (3)
- 5.1.3 Why should the initiative that is represented by figure B be supported? (3)

[8]

QUESTION SIX

Study the advertisement below and answer the questions that follow:



NEW AXE ANARCHY
FOR HIM + FOR HER
UNLEASH THE CHAOS

- 6.1 What is the purpose of an advertisement? (2)
- 6.2 Briefly explain what is meant by a target market, and identify the target market in this advertisement. (3)
- 6.3.1 What is a slogan? (1)
- 6.3.2 State the slogan used in the advertisement above. (1)
- 6.4.1 What does AIDA stand for? (4)
- 6.4.2 Analyse the advertisement above according to AIDA (4)

[15]

QUESTION SEVEN

- 7.1 Discuss the difference between mass marketing and target marketing (3)
- 7.2 State and briefly describe the THREE types effective pricing techniques. (9)

- 7.3 Name THREE types of shop layouts illustrated in the diagrams below. (3)

[15]

TOTAL SECTION B : [50 Marks]**SECTION C: FOOD AND NUTRITION****QUESTION EIGHT**

- 8.1 How can emotional and psychological needs impact on the food choices of consumers? (5)
- 8.2 Explain how the following religions influence peoples' food choices:
- 8.2.1 Jewish (3)
- 8.2.2 Muslim (2)

[10]

QUESTION NINE

Study the table below and answer the questions that follow:

ENERGY CONTENT OF A FRITTER				
NUTRIENT	Lipids	Starch	Sugar	Protein
g/1 fritter	14g	41g	12g	4g

- 9.1 State reasons why energy is needed by the body. (2)
- 9.2 What are the TWO main factors that determine how much energy a person needs? (2)
- 9.3 Discuss what is meant by energy intake and energy expenditure. (3)
- 9.4 Calculate the energy that is provided by one fritter. (9)

[16]

QUESTION TEN

Study the Meal Plans below and answer the questions that follow:

	MEAL PLAN A	MEAL PLAN B
BREAKFAST	1 slice Whole – wheat toast 2 tablespoons Peanut butter 1 glass water	1 cup cooked oats ½ cup milk 2 teaspoons sugar 1 tablespoon margarine 1 glass 100% orange juice
SNACK	1 medium apple 200ml 100% Carrot juice	1 banana 1 packet Fritos 1 glass water
LUNCH	2 x Egg & Mayonnaise sandwich - 2 egg - 10ml Mayonnaise - 4 slices Whole – wheat bread 250ml strawberry yoghurt 2 glass water	Steak Roll - 90g Grilled steak strips - 1 White hotdog roll - 1 teaspoon margarine - 1 teaspoon mayonnaise - 1 cup lettuce strips - 1 tomato - 45g Cheddar cheese 1 glass water
SNACK	¾ cup dried mango 1 cup celery pieces 1 glass water	2 slices white toast 2 tablespoon peanut butter 1 glass Fanta orange
SUPPER	90g Grilled Hake fillet ½ cup rice 1 cup broccoli 1 glass water	2 roasted chicken drumsticks (120g) 1 cup lettuce 1 tomato ½ cup sliced red onion ½ cup cucumber ½ cup grated carrot 1 glass water
AFTER SUPPER	1 wedge watermelon 1 glass water	3 cup ice – cream 2 tablespoons chocolate sauce 1 glass water

10.1 List the SIX food groups and state their recommended portions per day. (6)

10.2 Identify how many servings of each food group is in each meal plan. Tabulate your answers as follows: (12)

Food Group	Meal Plan A	Meal Plan B
Grain and Grain Products		
Fruit		
Vegetables		
Milk and Milk Products		
Meat and Meat Alternatives		
Fats and Oils		

- 10.3 Which meal plan would you advise for an obese person trying to lose weight? Give reasons for your answer. (3)
- 10.4 List THREE South African food – based dietary guidelines that have NOT been abided by in Meal Plan B. (3)

[24]

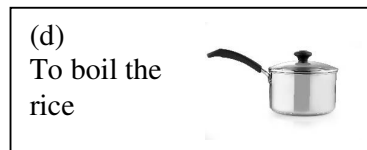
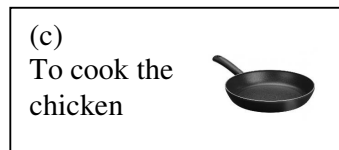
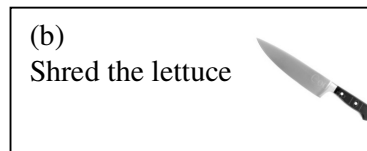
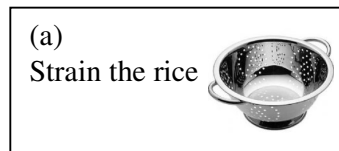
TOTAL SECTION C : [50 Marks]

SECTION D: PRACTICAL SECTION

QUESTION ELEVEN

Chicken Stir - fry	Method
<p>Ingredients</p> <p>1 chicken fillet, cut into strips Piece of cabbage shredded 20ml oil 1 slice of pineapple, cubed 2 mushrooms, sliced 10ml bean sprouts ½ onion, cut into rings 5ml soya sauce ¼ green pepper, diced 100ml rice ½ carrot, grated pinch salt</p>	<ol style="list-style-type: none"> 1. Bring about 200ml of water to the boil, add the rice and salt. Boil until the rice is cooked. 2. Fry the chicken in hot oil until golden brown. 3. Add mushrooms, onion and green pepper and stir-fry gently. 4. Add carrot, cabbage, pineapple and bean sprouts and stir-fry for ± 3 minutes. 5. Add 5 ml soya sauce and seasoning. 6. Serve on a bed of rice.

- 11.1 State the THREE types of information that are included in this recipe. (3)
- 11.2 Name the equipment needed to: (4)



- 11.3 Which ingredient in this recipe is most likely to be infected by Salmonella? (1)
- 11.4 In preparing the ingredients for the Stir – fry, what precautions should be taken to prevent cross – contamination? (4)

- 11.5 State the SIX conditions that are required for the growth of pathogenic micro – organisms. (6)
- 11.6.1 State the temperature at which bacteria is more likely to grow on the chicken? (1)
- 11.6.2 What is the name given to this temperature range? (1)

[20]

QUESTION TWELVE

- 12.1 State the correct procedure of washing up in the kitchen. (5)
1. Divide dishes into cleanest to dirtiest
 2. Allow to drip dry
 3. Use hot soapy water wash
 4. Hot water to rinse
 5. Scrape off leftover foods
- 12.2 Briefly explain the following information that appears on packaging:
- 12.2.1 Sell – by – date (1)
- 12.2.2 Best – before date (1)
- 12.2.3 Use – by – date (1)
- 12.3 State whether the foods below are perishable, semi – perishable and Non – perishable, and give the length of time each can be stored at room temperature.
- 12.3.1 Eggs (2)
- 12.3.2 Legumes (2)
- 12.3.3 Salmon (2)
- 12.4 What does the phrase “first in, first out” mean? (1)
- 12.5 How should the following foods be stored?
- 12.5.1 Chicken
- 12.5.2 Mushrooms (1)
- 12.5.3 Onions (1)
- 12.5.4 Green Pepper (1)
- 12.5.5 Rice (1)

[20]

TOTAL SECTION D : [40 Marks]**GRAND TOTAL OF PAPER 150 MARKS**