

Hillcrest High School



GRADE 12

CONSUMER STUDIES EXAM

JUNE 2015

MARKS: 200

TIME: 3 hours

This question paper consists of 13 pages.

INSTRUCTIONS AND INFORMATION

1. **SECTIONS A, B, C, D and E are compulsory.**
2. **Number your answers correctly according to the numbering system used in this question paper.**
3. **Write neatly and clearly, and leave a line between each question.**
4. **Good Luck!**

SECTION A : Short Questions**QUESTION 1 : Multiple Choice**

Various possible options are provided as answers to the following questions. Write the correct letter next to the question number on your foolscap e.g. **1.1 A**

- 1.1 Which of the following is a result of Riboflavin deficiency?
- A Beri-beri
 - B Constipation
 - C Lesions at the corners of the mouth
 - D Flaking skin
- (1)
- 1.2 The nutritional value of food is affected by.....
- A the way in which the food is grown or reared
 - B the effect of food processing in industry or at home
 - C the way in which food is stored
 - D all of the above
- (1)
- 1.3 Which of the following is NOT a symptom of Pellagra?
- A Dementia
 - B Dermatitis
 - C Diarrhoea
 - D Depression
- (1)
- 1.4 The water-soluble vitamin present in fresh fruit is.....
- A Vitamin A
 - B Vitamin B
 - C Vitamin C
 - D Vitamin D
- (1)
- 1.5 Which of the following is frequently affected by deficiencies of the B vitamins?
- A Bones
 - B Tongue
 - C Eyes
 - D Hair and nails
- (1)
- 1.6 Vitamin D is responsible for.....
- A efficient blood clotting
 - B improved night vision
 - C the release of energy from food

- D teeth and bone formation (1)
- 1.7 The element responsible for growth in proteins is.....
- A carbon
B nitrogen
C oxygen
D hydrogen (1)
- 1.8 Complete proteins.....
- A lack some of the essential amino acids
B support growth
C must be combined
D are found in pulses (1)
- 1.9 is an example of a polysaccharide
- A Maltose
B Lactose
C Fructose
D Cellulose (1)
- 1.10 Which of these carbohydrates are found in liver?
- A Starch and cellulose
B Glucose and fructose
C Glucose and glycogen
D Maltose and lactose (1)
- 1.11 Which of the following foods have a high GI ?
- A Watermelons
B Bananas
C Oranges
D Apples (1)
- 1.12 Which of the following foods should the consumer eat most often?
- A Fish, cottage cheese, dried fruit, pasta
B Maize meal, red meat, cheese, olives
C Full cream milk, biltong, honey, crisps
D Nuts, bread, polony, rice cakes (1)
- 1.13 Beri-beri results from a deficiency of
- A niacin
B thiamine
C vitamin B12

- D vitamin E (1)
- 1.14 Which of the following is an early sign of vitamin C deficiency?
- A Bleeding gums
 - B Pernicious anaemia
 - C Appearance of a cold
 - D Hysteria and depression (1)
- 1.15 What is the term used for the movement of fluid through a cell membrane from an area of high concentration to low concentration?
- A Hypotension
 - B Hypertension
 - C Osmotic pressure
 - D Hypertonic pressure (1)
- 1.16 Goitre is a deficiency disease caused by lack of
- A phosphorus
 - B sulphur
 - C magnesium
 - D iodine (1)
- 1.17 Constipation is caused by.....
- A lack of milk
 - B too much fibre
 - C lack of fibre
 - D too much milk (1)
- 1.18 The combination of food that will contribute to high cholesterol levels is:
- A Butter, lamb chops
 - B Low fat milk, 'lite' margarine
 - C Skimmed milk, low fat yoghurt
 - D Sunflower oil, soya beans (1)
- 1.19 Osteoporosis mainly affects.....
- A young women
 - B young men
 - C older women
 - D children (1)

1.20 Identify the drink that would best boost the immune system of a person who is HIV positive:

- A Coffee
- B Orange juice
- C Tea
- D Water

(1)

[20]

QUESTION 2: Matching Columns

2.1 Choose an item from COLUMN B that matches an item in COLUMN A. Write the correct letter next to the question number in your answer book.

COLUMN A		COLUMN B	
2.1.1	Tax deducted from a salary or wage of an employee	A	SITE
2.1.2	Revenue payable after someone has died	B	Donations tax
2.1.3	Amount of tax payable on consumer goods	C	PAYE
2.1.4	Indirect tax paid on cigarettes and alcohol	D	Excise Duty
2.1.5	Amount of tax payable on monetary gifts over the value of R30,000	E	Estate tax
		F	Value added tax

(5)

2.2 Choose a description from COLUMN B that matches an item in COLUMN A. Write the correct letter next to the question number in your answer book.

COLUMN A		COLUMN B	
2.2.1	Production	A	Ability to set up a business
2.2.2	Natural resources	B	Money invested
2.2.3	Labour	C	Industrial city
2.2.4	Capital	D	Providing goods and services
2.2.5	Entrepreneurship	E	Expertise and skills
		F	Land, water, air

(5)

- 2.3 Choose a description from COLUMN B that matches an item in COLUMN A. Write the correct letter next to the question number in your answer book.

COLUMN A		COLUMN B	
2.3.1	Exemption Clause	A	The same product is imported by a distributor without the knowledge of the entrepreneur.
2.3.2	Contract	B	A person makes you a false offer for the purpose of getting you to part with your money.
2.3.3	Grey goods	C	Applies to contracts where one party has taken advantage of its superior bargaining power.
2.3.4	Warranty	D	One party is protected from being sued by the other party.
2.3.5	Scam	E	A written agreement in which a company selling something promises to repair or replace it if there is a problem.
		F	A legally enforceable agreement between two or more parties

(5)

[15]

QUESTION 3: Selecting from Lists

- 3.1 From the list below, select THREE clothing items which are regarded as fashion fads. Write the three correct letters beside the question number on your foolscap, e.g. **3.1 ABC**

- A Black evening outfit
- B Socks with toes
- C Tailored suit
- D Stretch-rope belt
- E Square wooden bangles
- F White cotton shirt

(3)

- 3.2 From the list below, select TWO important issues for the efficient production of marketable products. Write the correct letters beside the question number on your foolscap.

- A Hygiene of worker
- B Division of work
- C Durability of item
- D Promotion of products
- E Stock control

(2)

TOTAL SECTION A: 40

SECTION B: The Consumer**QUESTION 4**

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

Angela really wanted to buy a T-shirt depicting her favourite group, The Script. However, she only had R300 in her savings account, and everywhere she looked the shirts were far more expensive than that. Her friend, Portia, told her that she had seen them selling for R125 in a small shop at the beachfront. Angela was delighted and bought one from this shop. The first time the shirt was washed, it shrunk and went out of shape. Angela returned to the shop where she bought it and complained to the sales assistant. She was told that she could not get a replacement or refund as this was not the store policy.

- 4.1 Name and explain TWO consumer rights that have been abused in this case. (4)
- 4.2 Why do you think the shirt was so cheap in this shop compared to others? Explain your answer. (3)
- 4.3 List three advantages of purchasing branded products. (3)

[10]

QUESTION 5

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

In February Mrs. Tully allowed a saleswoman to demonstrate a jacuzzi in their home. Although she did not really need the jacuzzi, she buckled under heavy sales pressure and agreed to buy it at a reduced price of R10 400. “Actually, when I was told the ‘promotional’ price, I asked for a moment to think about it, but was told that it was already being delivered to my house”, she said. Mrs. Tully did not feel happy about the situation, and within the cooling-off period, she cancelled the deal in writing.

Wendy Knowler, Consumer Watch, May 8th 2013

- 5.1 What is the common term for the type of marketing Mrs. Tully was exposed to? (1)
- 5.2 What tactics were used by the saleswoman to pressurise Mrs. Tully into purchasing the spa? (2)
- 5.3 Explain what is meant by the ‘cooling off period’. (3)
- 5.4 According to the Consumer Protection Act, does Mrs. Tully have a right to a refund for the spa? Explain your answer. (2)
- 5.5 Name two other consumer protection bodies that Mrs. Tully could approach to help with this matter. (2)

[10]

TOTAL SECTION B: 20

SECTION C: Food and Nutrition**QUESTION 6**

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

Decades ago the food industry was delighted at the discovery that, through a process of partial hydrogenation, they could produce a relatively cheap form of fat, with great benefits. Trans- fat, or hydrogenated fat, is stable, remains solid at room temperature and gives food products a longer shelf life. It was working out beautifully for the industry until a US lobby group sued Kraft Foods to highlight the trans- fat content of the company's famous Oreo biscuits - and the danger the fat poses to human health.

Wendy Knowler; *Consumer Alert* Nov 12th 2009

- 6.1 What is hydrogenated fat? (2)
- 6.2 How can an excess of hydrogenated fat in the diet lead to coronary heart disease? (4)
- 6.3 What other factors can contribute to the onset of coronary heart disease? (4)

[10]

QUESTION 7

- 7.1 Copy the table below and complete the information with regard to Osteoporosis:

7.1.1 ONE symptom	(1)
7.1.2 TWO causes	(2)
7.1.3 TWO preventative measures	(2)

- 7.2 Suggest FIVE guidelines for maintaining a healthy diet and lifestyle of a person suffering from osteoporosis and lactose intolerance. (5)

[10]

QUESTION 8

Read the article below and answer the questions that follow:

The government was consulting within the food industry on the reduction of salt content in food, the Health Department said yesterday. Health minister Aaron Motsoaledi has said the government wanted salt content in foods lowered as parts of efforts to reduce non-communicable diseases such as high blood pressure.

- 8.1 What is meant by a 'non-communicable' disease? (1)
- 8.2 What function does salt have in the body? (2)

- 8.3 Give another name for:
- 8.3.1 Salt (2)
- 8.3.2 High blood pressure (2)
- 8.4 What is considered to be normal blood pressure for a healthy adult? (1)
- 8.5 Suggest FOUR ways in which salt intake could be reduced in the diet. (4)
- [10]

QUESTION 9

Read the article below and answer the questions that follow:

The pressure to look like a male model is driving more young men to develop dangerous eating disorders, British experts warned. GPs have been warned to be on the lookout for potentially fatal conditions in men such as anorexia and bulimia. Men may be reluctant to admit they have a problem as until now these conditions have been associated with teenage girls.

The Sunday Tribune

- 9.1 What causes people to develop eating disorders such as anorexia or bulimia? (2)
- 9.2 Why are eating disorders now developing in young men? (2)
- 9.3 What are the main differences between anorexia and bulimia? Tabulate your answer as follows: (6)

Anorexia	Bulimia

[10]

QUESTION 10

- 10.1 Explain what is meant by a 'food allergy'. (2)
- 10.2 How does this differ from a 'food intolerance'? (3)
- 10.3 List FIVE foods that are the most common triggers for allergic reactions. (5)
- [10]

QUESTION 11

- 11.1 Name THREE nutrients that can prevent the deficiency disease anaemia. (3)
- 11.2 What is the function of iron in the diet? (3)
- 11.3 Explain the difference between haem iron and non-haem iron. (4)

[10]

TOTAL SECTION C: 60

SECTION D: Clothing**QUESTION 12**

- 12.1 How has the advancement of textile technology in the past 50 years contributed to fashion change? (10)
- 12.2 The lady's outfit below is a combination of a red floral silk scarf, a black three-quarter jacket worn over a black polyester/cotton skirt and a bracelet.



- 12.2.1 Evaluate the suitability of this outfit for an interview for a bank clerk. (3)
- 12.2.2 What does her choice of colour tell the interviewer about her personality? (3)
- 12.2.3 Comment on the use of line in this outfit and explain its effect on the body. (4)

[20]

QUESTION 13

Read the extract below and answer the questions that follow.

BACK TO THE 80s

Neon brights and chalky pastels are in hot demand this season, but don't let the idea of pastel shades put you off. This season's dusty tones are edgy and masculine and add an explosion of colour to the male wardrobe.

Woolworths Magazine, Spring 2013

- 13.1 Describe the term *retrospective fashion* by referring to the information in the extract. (2)
- 13.2 Fashion changes from season to season. Describe the fashion cycle of this colourful trend under the following headings:
- 13.2.1 Introduction / launch (3)
- 13.2.2 Peak (3)
- 13.2.3 Obsolescence / end (3)
- 13.3 Could this be considered to be 'Classic Fashion'? Explain why / why not. (3)
- 13.4 Draw a graph depicting the rise and fall of a fashion fad. (4)
- 13.3 Name ONE fashion fad and ONE fashion leader from the 80s. (2)

[20]

TOTAL SECTION D: 40

SECTION E: Entrepreneurship**QUESTION 14**

- 14.1 Explain each of the following terms:
- 14.1.1 Target market (2)
- 14.1.2 Profitability (2)

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

A PASSION FOR BUSINESS

Lea studied Consumer Studies at school and since then she has been making a variety of products to sell from home. She realised that she could supplement her family's income by selling these products.

Lea experimented with recipes/patterns and chose only quality raw materials. To improve the quality of the products, she paid a specialist who helped her draft product labels that met with industry standards. The products were neatly packaged in attractive, rectangular-shaped, see-through plastic bags. A health inspector was invited to inspect the premises.

By taking samples around to store owners, she managed to secure more sales and the business grew.

The home courtyard was converted into a work space. Three people were employed to help with production. Many products were produced daily and sold to shops in the area. As the demand for the products grew, new products were added to the range annually. Lea also invested in an accounting system to keep record of finances and stock.

Business in figures:

Start-up costs: R1 000, 00

Selling price of one of the products: R30, 00

Turnover: R60 000, 00 per month

Equipment: R25 000, 00

- 14.2.1 State THREE benefits of training unskilled workers. (3)
- 14.2.2 *Product* is one of the 5 P's in the marketing mix. Explain how Lea fulfilled each of the other P's of the marketing mix. (8)
- 14.2.3 Explain how regular/routine maintenance of the equipment could benefit the business. (3)
- 14.2.4 Use the information in the case study to identify FIVE factors that contribute to the success of this business. (5)
- 14.2.5 One of the products sells for R30, 00. The production cost for this product is R12, 00.
- (a) Calculate the profit that the entrepreneur makes on one product. Show ALL the calculations. (3)
- (b) The entrepreneur's total income from sales is R60 000,00 per month. If the entrepreneur makes 60% profit, calculate how much profit she will make per month. Show ALL the calculations. (3)
- 14.2.6 It is very likely that this business will continue to make a sustainable profit. Give THREE reasons to support this statement. (3)

- 14.3 Study the information below and predict why December 2015 will be the best sales scenario.

DECEMBER 2015	JANUARY 2016
<p>Products made: 100 Products sold: 100</p> <p>Selling price per product: R25,95 Daily sales: $100 \times R25,95 = R2\ 595,00$ Raw materials: R505,00 Labour: 8 hours: R92,00 Transport: R15,00</p> <p>Production costs: $R505,00 + R92,00 + R15,00 = R612,00$</p> <p>Profit per day: (sales – production costs) $R2\ 595,00 - R612,00 = R1\ 983,00$</p> <p>Monthly figures (20 days) Profit per day x 20 days $R1\ 983,00 \times 20 = R39\ 660,00$</p>	<p>Products made: 100 Products sold: 30</p> <p>Selling price per product: R25,95 Daily sales: $30 \times R25,95 = R778,50$ Raw materials: R505,00 Labour: 8 hours: R92,00 Transport: R15,00</p> <p>Production costs: $R505,00 + R92,00 + R15,00 = R612,00$</p> <p>Profit per day: (sales – production costs) $R778,50 - R612,00 = R166,50$</p> <p>Monthly figures (20 days) Profit per day x 20 days $R166,50 \times 20 = R3\ 330,00$</p>

(8)

[40]

TOTAL SECTION E: 40**TOTAL PAPER 200**

