

## Hillcrest High School



### GRADE 12 CONSUMER STUDIES EXAM

**JUNE 2016**

**Marks: 200**

**Time: 3 hours**

**Examiner: Mrs. D. Kroone**

**Moderator: Mrs. N. Magubane**

SECTION	CONTENT	MARKS	TIME (minutes)
<b>A</b>	Short Questions (All topics)	40	20
<b>B</b>	The Consumer	20	20
<b>C</b>	Food and Nutrition	60	60
<b>D</b>	Clothing	30	30
<b>E</b>	Housing	10	10
<b>F</b>	Entrepreneurship	40	40
<b>TOTAL:</b>		<b>200</b>	<b>180</b>

### 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 booklet 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 Which **ONE** of the following should be approached first when a consumer complains about poor service?
- A Dealer
  - B South African Bureau of Standards
  - C National Consumer Forum
  - D South African National Consumer Union (1)
- 1.2 A long-term consequence of anorexia nervosa:
- A Infertility and stunted growth
  - B Dehydration and bloating
  - C Low blood pressure and jaundice
  - D Bone fractures and paleness (1)
- 1.3 Which **ONE** of the following food-based dietary guidelines plays a role in reducing the risk of hypertension?
- A Drink lots of clean, safe water
  - B Use food and drinks containing sugar sparingly
  - C Eat fats sparingly
  - D Use salt sparingly (1)
- 1.4 Identify **ONE** of the most common causes of allergic reactions:
- A Oranges
  - B Peanuts
  - C Red meat
  - D Sugar (1)
- 1.5 In order not to mislead consumers the following information should **NOT** appear on food labels:
- A Low fat
  - B Sugar free
  - C Reduced fat
  - D High in fibre (1)

1.6 An advantage of eating low GI foods is:

- A Blood vessels are constricted
  - B Cholesterol levels are well maintained
  - C Blood sugar levels are better maintained
  - D The pancreas is over stimulated
- (1)

1.7 Which **ONE** of the following logos will indicate that a household appliance is of good quality?



1



2



3



4

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

(1)

1.8 Which non-verbal message is conveyed by the following picture?



- A Religion
- B Marital status
- C Culture
- D Occupation

(1)

1.9 Which of the following vitamins play a role in strengthening the immune system?

- A Vitamin C, vitamin B12 and vitamin E
  - B Vitamin A, vitamin B12 and vitamin D
  - C Vitamin B6, vitamin C and vitamin E
  - D Vitamin A, vitamin B6 and vitamin C
- (1)

1.10 A person with a gluten intolerance will be able to eat the following bread:

- A Brown bread
  - B Rye bread
  - C Raisin bread
  - D White bread
- (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

	<b>Column A: Term</b>		<b>Column B: Description</b>
2.1.1	Production schedules	<b>A</b>	Description of the standards that must be maintained when making a product
2.1.2	Quality control	<b>B</b>	Inspections to ensure that a product is of a particular level of excellence
2.1.3	Raw materials	<b>C</b>	Plan indicating the order and time needed to prepare products
2.1.4	Specifications	<b>D</b>	Process to ensure that all materials are available
2.1.5	Standardisation	<b>E</b>	Resources used to produce products testing new materials
		<b>F</b>	Uniform procedures for the production of products

(5)

## 2.2

	<b>Column A: Term</b>	<b>Column B: Description</b>	
2.2.1	Brand names	<b>A</b>	A distinctive form of dress with recognisable qualities
2.2.2	Fashion fad	<b>B</b>	The outline of a garment
2.2.3	Style	<b>C</b>	Simple styles that remain popular
2.2.4	Fashion	<b>D</b>	A style that is accepted by a specific group of people at a given time and place
2.2.5	Classic styles	<b>E</b>	The general direction that a fashion silhouette takes
		<b>F</b>	A style that comes into fashion quickly and is short-lived
		<b>G</b>	Registered names that are recognised worldwide

(5)

## 2.3

	<b>Column A: Related Condition</b>	<b>Column B: Deficiency</b>	
2.3.1	Dehydration	<b>A</b>	Protein
2.3.2	Diabetes	<b>B</b>	Insulin
2.3.3	Goitre	<b>C</b>	Folic acid
2.3.4	Kwashiorkor	<b>D</b>	Calcium
2.3.5	Spina Bifida	<b>E</b>	Iodine
		<b>F</b>	Water

(5)

**[15]**

**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. **1.3.1 A,B,C**

3.1 A quality production system includes the following:

1. Testing new materials
2. Using large quantities of material
3. Longer production time
4. Regular inspection at various stages of production
5. High salaries for skilled workers
6. Prescribing detailed specifications for the product

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

3.2 From the list below identify **THREE** maintenance responsibilities of a sectional title holder.

- A Fixing a dripping tap in the kitchen  
 B Repairing a broken window  
 C Replacing the light bulbs at the entrance gate of the complex  
 D Repairing the steps to the swimming pool  
 E Painting the lounge  
 F Watering the lawn around the swimming pool

- A A, B, F  
 B C, D, F  
 C A, B, E  
 D C, D, E (3)

3.3 From the list below, select **THREE** reasons for using additives in food:

- 1 Improves the nutritional quality of food
- 2 Promotes growth of micro-organisms
- 3 Prevents product coagulation
- 4 Improves the keeping quality of food
- 5 Standardises the baking time of the product
- 6 Improves the colour of food

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

3.4 Mr Ngcobo has the right to safety. Identify **THREE** responsibilities Mr. Ngcobo has to follow which will ensure his safety when he uses his new gas stove.

1. Repair it himself
2. Read and follow the instructions carefully
3. Keep the gas bottle outside
4. Ignite the match/lighter first before switching the gas on
5. Use the gas stove to heat the room

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

(3)

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

1. Sweet biscuits
2. Potato chips
3. Pickled onions
4. Bananas
5. Biltong
6. Milk

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

(3)

**[15]****TOTAL SECTION A : [40 Marks]**

**SECTION B: THE CONSUMER****QUESTION FOUR**

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

According to the Consumer Protection Act (CPA), if something a customer buys proves to be faulty within six months, they get to return it for their choice of a refund, replacement or repair. The company can choose to first send it for technical assessment to rule out user abuse, but no longer can it insist that a product found to be defective must be repaired, or say: “Sorry, you’ve missed our seven-day returns cut-off.” But many continue to do so, routinely.

Here’s a classic example of how consumers are being denied their basic CPA rights. Ines Ferreira bought a Vodacom Smart Grande cellphone on promotion from CNA. Ferreira charged the phone for 48 hours, as instructed by the salesman, but from the start it proved to be useless at holding its battery charge for more than half a day, despite being barely used. Two days before Christmas — by which time she’d had the phone for 10 days — Ferreira returned it to CNA, and was told it would have to be booked in for repair.

When she protested, saying she would prefer a new phone or her money back, she was pointed to the Cellphone Customer Pick-Up Document she had signed, saying that faulty phones would only be exchanged, not refunded, provided they were returned within the seven-day “Out of Box Failure” period.

Ferreira spoke to a manager who was “Extremely arrogant and not in the least bit helpful, or even vaguely remorseful, about the fact that I had purchased a defective phone,” she said.

WENDY KNOWLER , 25 JANUARY 2016

- 4.1.1 Identify THREE consumer rights that have been abused in this scenario. (3)
- 4.1.2 According to the CPA, what is the policy concerning the return of faulty products? (4)
- 4.1.3 Can a store insist that a cellphone cannot be refunded or replaced if returned after 7 days? Give reasons for your answer. (3)

4.2 Compare TWO advantages of purchasing a cell phone on contract (credit transaction) or paying cash up front. Tabulate your answer as follows:

<b>Contract</b>	<b>Cash</b>
1.	1.
2.	2.

(4)

- 3.3 List FOUR responsibilities that a consumer has when signing a contract to purchase a new phone. (4)
- 3.4 How should consumers safely dispose of their old cell phones? (2)
- [20]

**TOTAL SECTION B: [20 Marks]**

**SECTION C: FOOD AND NUTRITION**

**QUESTION FIVE**

- 5.1 A young adult is allergic to soya.
- 5.1.1 Explain why some young adults are more vulnerable to soya than others. (2)
- 5.1.2 List FOUR common symptoms of a food allergy. (4)
- 5.1.3 How would you know that this person has a food allergy and not food intolerance? (4)
- 5.2 **The information on the next page appears on the labels of a variety of canned soup tins. Study the information in the table and answer the questions that follow:**
- 5.2.1 Identify the ingredient that contributes the **MOST** to the fibre content of Soup C. (1)
- 5.2.2 Explain which soup would be the **LEAST** suitable for a person who is trying to manage hypertension (high blood pressure). (3)
- 5.2.3 After comparing Soup A and Soup B, explain which soup would be the **BEST** choice for a person who is trying to manage obesity. (6)

	<b>SOUP A</b>	<b>SOUP B</b>	<b>SOUP C</b>
Ingredients	<b>Creamy Butternut (38%) Soup:</b> Water, Butternut, Cream (8%), Vegetable stock, Onions, Corn flour, Sunflower oil, (Anti-oxidant: Tocopherol), Wheat flour, Salt, Sugar, Orange concentrate, Garlic, Spices	<b>Smooth Creamy Butternut (38%) Soup:</b> Water, Butternut, Vegetable stock, Cream (3%), Onions, Corn flour, Wheat flour, Sunflower oil, (Anti-oxidant: Tocopherol), Sugar, Salt, Orange concentrate, Garlic, Spices	<b>Lentil (25%) Soup:</b> Water, Lentils, Vegetable stock, Beef mince, Onions, Sunflower oil (Anti-oxidant: Tocopherol), Tomato paste, Corn flour, Garlic, Salt, Spices, Black pepper
<b>Nutritional Information</b>			
	<b>SOUP A</b>	<b>SOUP B</b>	<b>SOUP C</b>
Average values	Per 100 g	Per 100 g	Per 100 g
Energy	225kj	160kj	235kj
Protein	1,2g	1,0g	3,6g
Carbohydrate of which total sugars	6,0g 1,6g	4,8g 1,2g	0,0g 1,2g
Total fat	2,5g	1,4g	1,2g
Cholesterol	4mg	2mg	3mg
Total dietary fibre	0,8g	1,4g	3,0g
Sodium	292 mg	276 mg	457 mg

## QUESTION SIX

6.1 Communicable diseases are passed from one carrier to another.

6.1.1 Complete the table below with regard to Hepatitis A.

TWO symptoms	1.	(2)
ONE cause	1. 2.	(1)
TWO preventable measures	1. 2.	(2)

(5)

- 6.1.2 Suggest FIVE guidelines for maintaining a healthy diet for a person suffering from HIV/Aids. (5)

- 6.2 Study the diet plan below suggested for a person who has been diagnosed with anaemia.

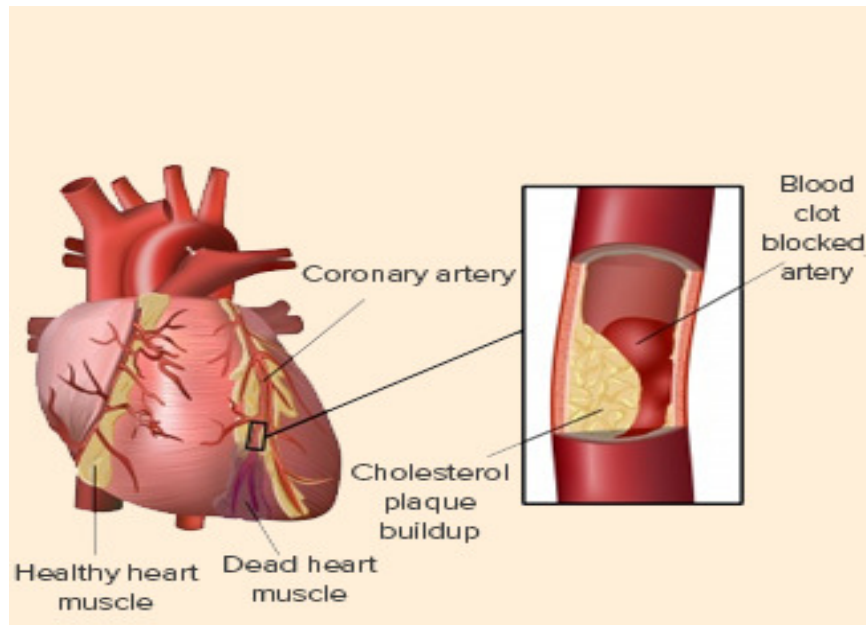
<b>DIET PLAN</b>
<p><b>BREAKFAST</b></p> <p><b>Homemade crunchy cereal</b>            1 tbsp oats with 2 tbsp bran flakes            2 chopped dried apricots            1 tbsp raisins            1 tbsp sunflower seeds            Skimmed milk</p> <p><b>LUNCH</b></p> <p><b>Mozzarella tomato salad</b>            1 small avocado            50 g reduced fat mozzarella            2 tomatoes, sliced and arranged on a plate            with fresh basil            Black pepper and balsamic vinegar            1 kiwi fruit</p> <p><b>DINNER</b></p> <p>1 small jacket potato            1 small tin canned beans            Salad with fat-free dressing            Vitamin C-fortified blackcurrant juice</p>

- 6.2.1 Describe the health condition *anaemia*. (4)
- 6.2.2 Explain why young female adults are more prone to anaemia. (2)
- 6.2.3 Motivate the inclusion of the Vitamin C fortified juice with the dinner. (3)
- 6.2.4 Identify **ONE** other food in the diet plan that would be beneficial to include in the diet of a person with anaemia. (1)

[20]

**QUESTION SEVEN**

7.1 Examine the diagram below then answer the questions that follow.



<http://asapp.org/health-facts/heart-disease>

- 7.1.1 What is cholesterol? (2)
- 7.1.2 Differentiate between the two main types of cholesterol. (6)
- 7.1.3 Explain how a build up of cholesterol can lead to a heart attack. (6)
- 7.1.4 List the factors (other than cholesterol) that increase the risk of getting a heart attack. (4)
- 7.1.5 List **TWO** common symptoms of heart attack. (2)

**[20]**

**TOTAL SECTION C : [60 Marks]**

## SECTION D: CLOTHING

### QUESTION EIGHT: Fashion

- 8.1 Name and describe the stages in the fashion cycle. (10)
- 8.2 The changing role of women in society has had a major influence on fashion. Explain the effect that **THREE** of these changes have had on fashion in the 20<sup>th</sup> Century. (6)
- 8.3 List **THREE** technological factors that influence fashion change. (3)

[19]

### QUESTION NINE: Clothing in the world of work

- 9.1 Study the outfit below that Thabo wears to work. He works for a corporate company.



- 9.2 Suggest **THREE** rules which Thabo's company may have in their dress code policy. (3)
- 9.3 Thabo will be attending an informal soccer party after work. What should he change in the outfit to suit the occasion? (3)

- 9.4 Suggest how Thabo can express his individuality and personality through his clothing at work while still keeping within the dress code policy. (2)
- 9.5 If the shoes are black and the pants are black, what colour socks should Thabo wear with this formal attire? (1)
- 9.6 Suggest **TWO** other items of clothing that Thabo should purchase to add variety and complete this basic wardrobe. (2)

**[11]****TOTAL SECTION D: [30 Marks]****SECTION E: HOUSING****QUESTION TEN: Different housing acquisition options**

- 10.1 Compare the advantages of buying a house to renting a house. Tabulate your answer as follows:

<b>Buying a house: Advantages</b>	<b>Renting a house: Advantages</b>
1.	1.
2.	2.
3.	3.
4.	4.
5.	5.

(10)

**TOTAL SECTION E: [10 Marks]**

**SECTION F: ENTREPRENEURSHIP****QUESTION ELEVEN:****Catering Opportunity**

The Mercury School Entrepreneurs Competition has advertised for tenders from learners to cater at the competition prize-giving ceremony in Durban on 7<sup>th</sup> September 2016. You decide that this would be a good introduction to the catering business that you want to start when you leave school. The deadline for submitting a tender is 30th July. You need to organise your ideas and formulate a business plan to be in with a chance of getting this tender.

Use the following questions to help you plan your business proposal:

- 11.1 Who is your target market for this event? (1)
- 11.2 Describe the profile of this target market. (4)
- 11.2 Decide on a trade name for your catering business, and explain what image you want to create. (4)
- 11.3 Draw a logo that represents this image. (2)
- 11.4 Name **FOUR** human resources that you have that will be an asset to you in applying for this tender. (4)
- 11.5 Name the 5Ps of the Marketing Mix. (5)

[20]

**QUESTION TWELVE**

**Bruna Green runs an Italian cooking school from her home. She launched her business in 2012 with start up costs of R20 000. She spends R6 500 per month on online marketing. Her ingredients cost R2 400 per month. Her current turnover is R 250 000 per year. Bruna's tip: "Marketing is hugely important, no matter how small your business is. Find a smaller marketing company that can give you lower rates, and work out a marketing strategy".**

*Woman & Home, August 2013*

- 12.1 Explain what is meant by "start-up costs". (2)
- 12.2 Other than ingredients, what overheads might Bruna need to consider when calculating the costs of running her business? (4)
- 12.3 Bruna understands the importance of marketing. Name **FOUR** qualities

- that she should look for in her choice of a marketing company. (4)
- 12.4 Bruna has chosen online / electronic marketing to advertise her cooking school. List **THREE** other media options available to her, and give an example of each. (6)
- 12.5 If Bruna spends R2 400 on ingredients, R6 500 on marketing, draws a salary of R8 000 and pays R2 000 on overheads, how much profit does she make per month? (2)
- 12.6 Calculate the profitability of this business, and state whether it is financially sustainable. (2)

**[20]****TOTAL SECTION F: [40 Marks]****GRAND TOTAL OF PAPER 200 MARKS**