

Hillcrest High School



**GRADE 12 CONSUMER STUDIES EXAM  
JUNE 2018**

**Marks: 200**

**Time: 3 hours**

**Examiner: Mrs. D. Kroone**

**Moderators: Mrs. N. Magubane**

**SECTION A : SHORT QUESTIONS**

1.1 One is advised to eat more fatty.....to limit the risk of heart disease:

- A Beef
  - B Chicken
  - C Mutton
  - D Fish
- (1)

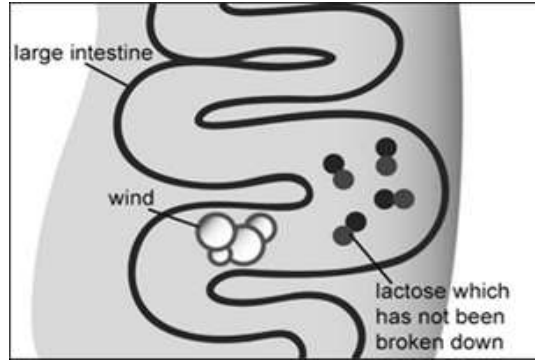
1.2 This drink may be taken with a meal to prevent osteoporosis

- A Rooibos tea
  - B Fruit juice
  - C Flavoured milk
  - D Coke
- (1)

1.3 To manage anaemia, this drink should be AVOIDED when eating a meal:

- A Coffee
  - B Milkshake
  - C Orange Juice
  - D Water
- (1)

1.4 Which nutrition related condition is depicted in the diagram below?



- A Gluten intolerance
  - B Dairy intolerance
  - C Diabetes
  - D Milk allergy
- (1)

1.5 Adhering to the correct dress code in the world of work is conducive to ...

- A sexual discrimination.
  - B social interaction.
  - C religious commitments.
  - D gender equality.
- (1)

1.6 Most young adults purchase their clothing during this stage of the fashion cycle:

- A Growth
  - B Introduction
  - C Decline
  - D Maturity
- (1)

1.7 Eco fashion implies that:

- A Chemical dyes were used to colour fabrics for garments.
  - B Inorganically grown cotton is environmentally friendly.
  - C Only synthetic fibres are used to manufacture garments.
  - D The manufacturing process does not harm the environment.
- (1)

1.8 The following occupation provides a good opportunity to express one's fashion sense through clothing:

- A Laboratory assistant
  - B Dental technician
  - C Interior designer
  - D Motor mechanic
- (1)

- 1.9 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)
- 1.10 Susan prefers well designed clothes made from beautiful fabrics. Her choice reflects a/an ... value.
- A social
  - B aesthetic
  - C economic
  - D religious (1)
- 1.11 Identify THREE methods bulimia sufferers use to get rid of food in the body. Write only the THREE correct letters next to the question number in your answer booklet.
- A Drinking lots of water
  - B Taking laxatives
  - C Increasing consumption of fats
  - D Engaging in excessive exercise
  - E Refusing to eat
  - F Self-induced vomiting
  - G Increasing protein intake (3)
- 1.12 From the list below, identify FOUR guidelines to manage obesity. Write only the FOUR correct letters next to the question number in your answer booklet.
- A Follow a very high-kilojoule diet
  - B Limit alcohol intake
  - C Snack on fresh fruit and vegetables
  - D Include extra fibre
  - E Follow a diet high in saturated fatty acids
  - F Eat enough protein foods
  - G Eat more salty foods
  - H Limit fruit and vegetable intake (4)
- 1.13 From the list below, identify FIVE factors that an entrepreneur must consider when identifying a potentially profitable business opportunity. Write only the FIVE correct letters next to the question number in your answer booklet.
- A Efficient use of time
  - B Capital and start-up money
  - C Passion
  - D Good customer relations
  - E Target market
  - F Human skills

G	Maintenance of equipment	
H	Product or service	
I	Franchise competition	
J	Testing the business idea	(5)

[22]

**QUESTION TWO: Matching columns**

2.1 Choose the fashion term from COLUMN B that matches a description in COLUMN A. Write the correct letter next to the question number in your answer booklet, e.g. 2.1.1. A

	Column A:		Column B:	
2.1.1	A new garment style that is worn by a few fashion leaders	A	Design	
2.1.2	The outline of a garment	B	high fashion	
2.1.3	Individual differences in a style	C	silhouette	
2.1.4	A style which remains popular and is worn over a long period of time	D	fashion trend	
2.1.5	Accepted style worn by many people during a specific period	E	fashion	
		F	classic style	
		G	fashion fad	
				(5)

2.2 Choose the description from COLUMN B that matches the term in COLUMN A.

	Column A:		Column B:	
2.2.1	Capital	A	Costs such as wages, electricity, water, administration and cleaning.	
2.2.2	Selling price	B	Money or assets used to start a business.	
2.2.3	Overheads	C	Surplus after expenses have been deducted.	
2.2.4	Production costs	D	The cost of the product is covered by the sales.	
2.2.5	Profit	E	The flow of money into and out of the business.	
		F	The price displayed on the product that includes all costs.	
		G	The total amount paid for materials, labour and overheads.	
				(5)

2.3 Choose a nutrient from COLUMN B and a consequence from COLUMN C that match the food-related health condition in COLUMN A.

	Column A:		Column B:		Column C:
2.3.1	Gluten Intolerance	A	calcium	A	bloating and diarrhoea
2.3.2	Diabetes	B	sodium chloride	B	bones lose density
2.3.3	Lactose intolerance	C	iron	C	can cause coronary heart disease
2.3.4	Milk allergy	D	milk sugar	D	excessive thirst
		E	milk protein	E	leads to blindness
		F	glucose	F	immune system responds
		G	wheat protein	G	reduces oxygen supply to cells
					(8)

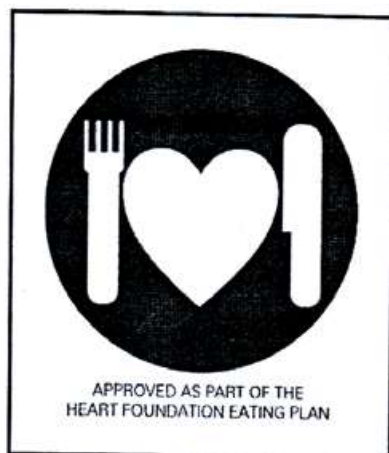
[18]

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

## SECTION B: FOOD AND NUTRITION

### QUESTION FOUR

- 4.1 Explain how the logo below can influence consumers when they buy food products.



(3)

- 4.2 Suggest FOUR ways to decrease a person's daily salt intake. (4)
- 4.3 Suggest and motivate FOUR food choices for a person suffering from HIV/Aids, who has diarrhoea and sores in the mouth. (8)
- 4.4 Explain how the prevalence of HIV / Aids impacts on the South African economy. (5)  
**[20]**

#### QUESTION FIVE

- 5.1.1 List the symptoms of the health condition *anaemia*. (5)
- 5.1.2 Explain why young female adults are more prone to anaemia. (2)
- 5.1.3 Indicate and motivate which foods from the diet plan will be beneficial for the management of anaemia. (10)
- 5.1.4 Suggest THREE other foods that could be included in this diet plan to alleviate this condition. (3)  
**[20]**

Study the diet plan below and answer the questions that follow:

#### 5.2

- 5.2.1 What is cholesterol? (2)
- 5.2.2 Why is it dangerous to have too much cholesterol in the body? (6)
- 5.2.3 What is the difference between HDL and LDL? (6)
- 5.2.4 Evaluate the given diet plan for its suitability for a person who has been diagnosed with high cholesterol. (6)  
**[20]**

#### 5.3

- 5.3.1 List the six food groups, and identify ONE item from the above diet plan from EACH food group. (12)
- 5.3.2 Protein is necessary for growth and repair. Do you think that there is sufficient protein in this meal plan for a growing child? Motivate your answer. (8)  
**[20]**

**TOTAL SECTION B : [80 Marks]**

**SECTION C: CLOTHING****QUESTION SIX**

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

6.1.1 Thabo will be attending an informal soccer party after work. What should he change in the outfit to suit the occasion? (3)

6.1.2 How would brand labels influence Thabo's choice of clothing? (4)

6.2 List the qualifying criteria for manufacturers to place the Fairtrade logo below on their clothes. (3)



6.3 Name TWO technological factors and TWO social factors that influence fashion change. (4)

6.4 Suraya is short and stout. She has to select TWO items in the list below to wear to a business presentation. Give TWO reasons for EACH choice. (6)

- Grey blazer
- Blue denim jeans
- Grey trousers
- Pink, floral long-sleeved T- shirt
- Red, chunky, knitted jersey
- White long-sleeved shirt

**[20]**

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

**SECTION D: ENTREPRENEURSHIP****QUESTION SEVEN**

- 7.1 State FIVE requirements that the packaging of a product should adhere to. (5)
- 7.2 Give THREE reasons why a tidy workplace is important for a business. (3)
- 7.3 Name TWO main purposes of stock control. (2)
- 7.4 Read the scenario below and answer the questions that follow.

**VUYO'S EVENT RENTALS**

**While studying for a diploma in public management, Vuyo worked part-time for a marketing company. After completing his studies he worked for a bank, which did not pay him much. However, this job exposed him to attending events. Vuyo saw the need for events equipment in and around his community. He conducted a financial feasibility study before venturing into this business idea. He took a loan and bought his equipment mostly at auctions. He started his own small-scale rental business operating from his mother's house and garage. It grew quickly and his friends helped him set up for events. He later employed them. He paid off the loan and resigned from his job. He could now afford rented storage units where he maintained his equipment very well. He keeps track of the latest events and entertainment ideas.**

Study the advertisement below and answer the questions that follow. This advertisement appears on the Internet, flyers and on Vuyo's delivery van.

- 7.4.1 Identify THREE types of media Vuyo uses to promote his business. (3)
- 7.4.2 Refer to the advertisement and quote TWO phrases that refer to product specifications. (2)
- 7.4.3 Explain what made Vuyo move from an idea to a business venture. (3)
- 7.4.4 Discuss THREE reasons why Vuyo's business meets the needs of quality service. (3)

- 7.4.5 Give reasons why it was beneficial for Vuyo to do a financial feasibility study before he started his business. (4)
- 7.4.6 Discuss THREE factors that Vuyo had to consider when choosing a suitable product for his business. (3x2) (6)
- 7.4.7 Motivate why Vuyo's business is sustainable. (9)
- [40]**

### QUESTION EIGHT

8.1 Read the scenario below and answer the questions that follow.

**Maya is a night nurse in a private hospital and she is entitled to 14 days off a month. She has a natural talent for sewing and she has converted a room in her house into a sewing room. She bought two new high-quality sewing machines and one over-locker. Maya employed two workers to ensure that garments are completed on time and to assist with the management of the finances and purchases. They produce garments for formal events. She pays special attention to each customer to ensure that all customer needs are met. Two weeks before the delivery date her customers have a final fitting for the garments. She also serves refreshments to her satisfied customers.**

- 8.1.1 Explain why Maya should do routine or preventative maintenance instead of corrective maintenance of her sewing machines. (4)
- 8.1.2 Write a paragraph to describe how Maya achieves good customer relations. (6)
- 8.1.3 List FOUR human resources /skills that Maya has that help her in managing her business. (4)
- [20]**

**TOTAL SECTION D : [60 Marks]**  
**GRAND TOTAL OF PAPER: [200 Marks]**