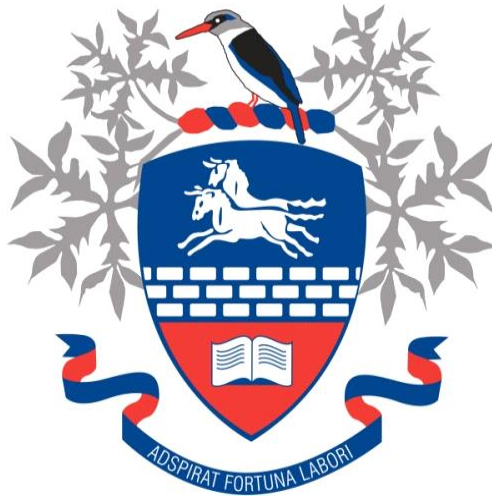


Hillcrest High School



Consumer Studies

Grade 10

June 2022

MEMORANDUM

Time: 2 Hours

Total: 120 Marks

Examiner: Mrs N. M. Magubane

Moderator: Mrs S. J Geel

INSTRUCTIONS AND INFORMATION

1. This question paper consists of THREE questions.

QUESTION	CONTENT	MARKS	TIME (minutes)
1.	Short Questions (All topics)	30	30
2.	Food and Nutrition	50	50
3.	Clothing	40	40
TOTAL:		120	120

2. ALL the questions are COMPULSORY and must be answered in the ANSWER BOOK.
3. Number the answers correctly according to the numbering system used in this question paper.
4. Start EACH question on a NEW page.
5. You may use a calculator.
6. Write in black or blue ink only.
7. Pay attention to spelling and sentence construction.
8. Write neatly and legibly.

QUESTION 1: SHORT QUESTIONS

1.1. Various options are provided as possible answers to the following questions. Choose the answer and write only the letter (A – D) next to the question number (1.1.1. – 1.1.15).

1.1.1 A consumer has a right to:

- A Samples packaged foods
- B **replacements or refunds** ✓
- C demand a discount
- D shout at the salesperson when things go wrong (1)

1.1.2 End-of season sales encourage _____ purchasing decisions.

- A Habitual
- B **Spur of the moment** ✓
- C Intuitive
- D Economic (1)

1.1.3 Shops have popped up around our petrol stations. These shops are examples of:

- A general dealer
- B speciality stores
- C outdoor markets
- D **convenience stores** ✓ (1)

1.1.4 Factors concerning the food requirements of individuals include:

- A religion, season and family size
- B income, age and time
- C **age, gender, and activities** ✓
- D health, abilities and skills (1)

1.1.5 Breakfast helps restore your _____ levels.

- A **blood glucose** ✓
- B water content
- C lipids
- D sucrose (1)

1.1.6 You should have at least _____ small amounts a day to maintain a healthy metabolism.

- A 3
- B 4
- C **5** ✓
- D 6 (1)

1.1.7 People who do not eat meat are called:

- A **vegetarians** ✓
- B herbivores
- C vegans
- D degans (1)

1.1.8 The main objective of advertising is to:

- A compete with similar businesses
- B **Persuade the consumer to buy** ✓
- C educate the consumer
- D increase profit

(1)

1.1.9 In the marketing mix what is a business website an example of?

- A **Place and promotion** ✓
- B Product and people
- C Price
- D People

(1)

1.2 Choose the correct combination of answers below. Write the correct letters next to the question numbers on your answer booklet e.g. 1.2.1 A,B,C

1.2.1 Secondary needs according to Maslow's Hierarchy are...

- A **Self - Actualisation** ✓
- B Safety and Security
- C **Self Esteem** ✓
- D **Social** ✓
- E Physiological

(3)

1.2.2 Recognised there is a decision to be made and search for information are the first two steps in making a rational decision. Identify the last THREE steps.

- A Decide on the outlet
- B **Explore alternatives** ✓
- C **Make a decision and act on it** ✓
- D Return the product
- E **Evaluate the decision** ✓

(3)

1.3. Choose the correct word from the words in brackets and write only that word next to the question number (1.3.1 – 1.3.5).

1.3.1. Carrol Boyes Boutiques is a good example of a (**speciality** ✓ / department) store.

1.3.2. (Online / **Mail-Order** ✓) shopping are sometimes advertised in a catalogue.

1.3.3. Halaal food is eat by (Hindu / **Muslim** ✓) religion.

1.3.4. (**Uneducated** ✓ / Educated) people eat more junk, convenience and unbalanced foods.

1.3.5. Adverts can encourage (**poor** ✓ / good) eating habits.

(5)

1.4. Match the term in Column A with the definition in Column B. Write the correct letter (A – F) next to the question number (1.4.1 – 1.4.5) in your answer booklet. e.g., 1.4.1 C

COLUMN A		COLUMN B	
1.1.1.	Blanch	A	A combination of melted butter and flour cooked for a short period of time.
1.1.2.	Shred	B	Immersing food into boiling water followed by ice water.
1.1.3.	Roux	C	Cut food into very small cubes.
1.1.4.	Fold In	D	Cut food into very thin slices.
1.1.5.	Dice	E	Mixing ingredients to incorporate air using a spatula.
		F	Cut food into very large cubes.

(5)

- 1.4.1. B ✓
- 1.4.2. D ✓
- 1.4.3. A ✓
- 1.4.4. E ✓
- 1.4.5. C ✓

1.5. Indicate whether the following statements are TRUE or FALSE if false, correct the statement.

1.5.1. The danger zone is between 4°C and 50°C.
True. ✓

1.5.2. You must read liquid in a measuring jug from the top.
False. ✓ **You read at eye level.** ✓

1.5.3. By supporting the Proudly South African Campaign you do not have assurance of quality.
False. ✓ **You have assurance of quality for choosing Proudly SA products.** ✓

(5)

[30]

- 1.1.1. **B** ✓ (1)
 - 1.1.2. **B** ✓ (1)
 - 1.1.3. **D** ✓ (1)
 - 1.1.4. **C** ✓ (1)
 - 1.1.5. **A** ✓ (1)
 - 1.1.6. **C** ✓ (1)
 - 1.1.7. **A** ✓ (1)
 - 1.1.8. **B** ✓ (1)
 - 1.1.9. **A** ✓ (1)
- [9]**

- 1.2.1. **A** ✓ (1)
 - C** ✓ (1)
 - D** ✓ (1)
 - 1.2.2. **B** ✓ (1)
 - C** ✓ (1)
 - E** ✓ (1)
- [6]**

- 1.3.1. **speciality** ✓ (1)
 - 1.3.2. **mail-order** ✓ (1)
 - 1.3.3. **Muslim** ✓ (1)
 - 1.3.4. **Uneducated** ✓ (1)
 - 1.3.5. **poor** ✓ (1)
- [5]**

- 1.4.1. **B** ✓ (1)
 - 1.4.2. **D** ✓ (1)
 - 1.4.3. **A** ✓ (1)
 - 1.4.4. **E** ✓ (1)
 - 1.4.5. **C** ✓ (1)
- [5]**

- 1.5.1. **True.** ✓ (1)
 - 1.5.2. **False.** ✓ You read at eye level. ✓ (2)
 - 1.5.3. **False.** ✓ You have assurance of quality for choosing Proudly SA products. ✓ (2)
- [5]**

QUESTION 2: THE CONSUMER

2.1. Read the Case study and answer the questions that follow:

WOOLIES PILOTS SMART RECYCLING MACHINES AT TWO CT STORES 10 OCTOBER 2018 2:41 PM

Retailer Woolworths introduced a new recycling machine at its Palmyra Junction store in Cape Town last month.

The machine is essentially a receptacle for packaging which can be recycled, explains consumer journalist Wendy Knowler.

Knowler recently visited the store and noted a great deal of consumer enthusiasm towards using the machine, which she says, "makes recycling sexy".

The machine accepts all recyclable items, not only those purchased from Woolworths.

In the first month, 191 people brought their bottles and cans to recycle. A whopping 73% were women. 40% of them aged 19 to 25

So, you punch in your cell number, and then shove the bottle or can into the hole.

Woolworths will roll-out another recycling machine at its V&A Waterfront store and should be operational by the end of the week.

The machine is a smart machine and is monitored remotely... Our recycling partner collects the waste and sorts it.

— Feroz Koor, Head of sustainability at Woolworths South Africa

At the same time, Woolworths has also announced plans to implement a 6-month trial in its Steenberg store where it will remove single-use plastic bags.

Customers will have the option of bringing their own bags or paying R5.50 for a reusable bag from November.

When there's no alternative, you make a plan. It irks me that 15 years after the implementation of the plastic bag levy, most people still buy their plastics at supermarkets.

<http://www.capetalk.co.za/articles/322466/woolies-pilots-smart-recycling-machines-at-two-ct-stores>

- 2.1.1. State the Consumer Rights that Woolworths is assisting with. (1)
The right to a healthy environment. ✓
- 2.1.2. State the Consumer Responsibility that the shoppers are adhering to. (1)
The responsibility to preserve the natural environment. ✓
- 2.1.3. What is sustainable consumption? (3)
Sustainable consumption refers to the way in which humans use their resources, ✓ to meet their needs ✓ while ensuring that future generations will also be able to their needs. ✓

2.2. Read the statement below and answer the questions that follow:

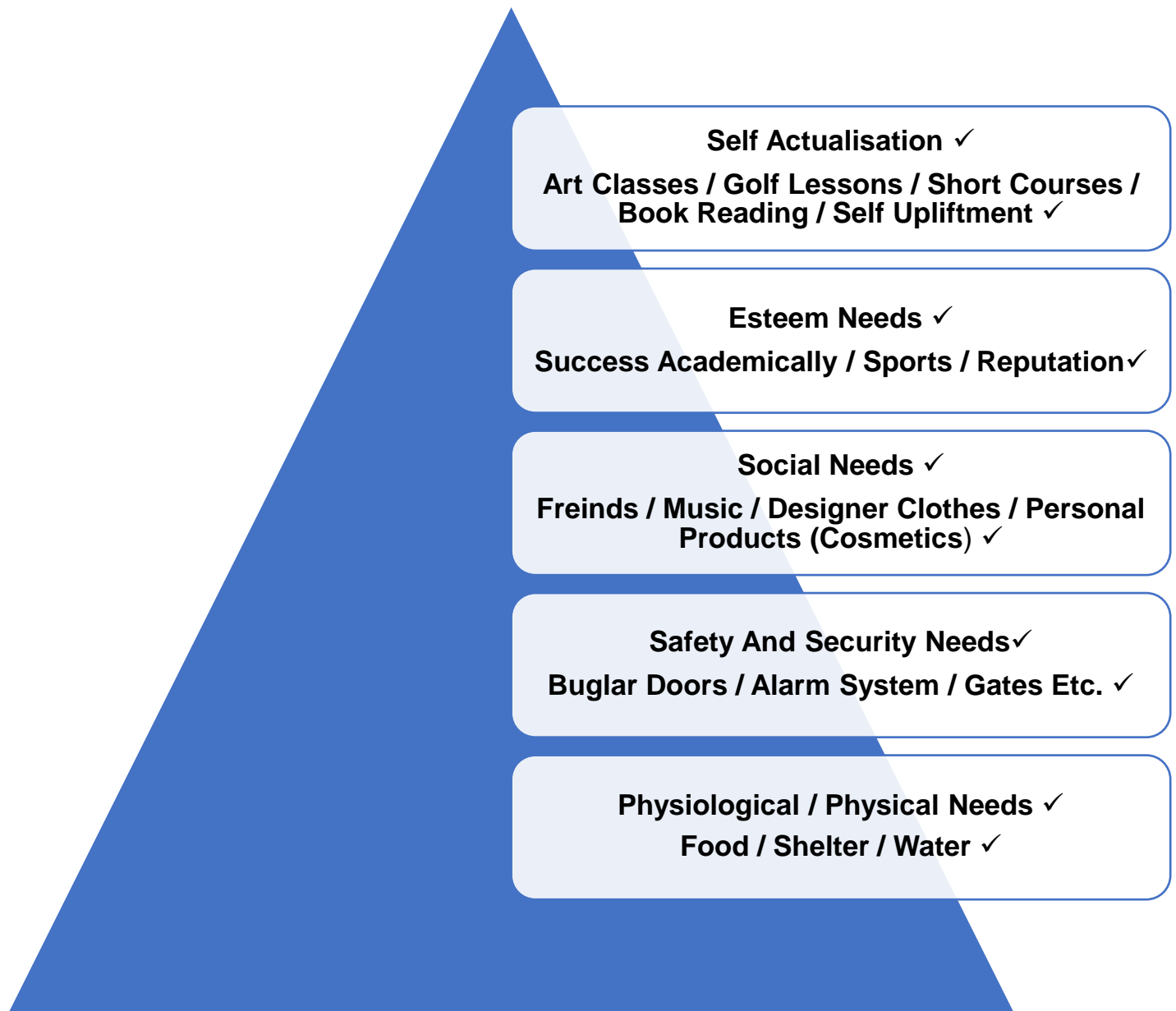
“Woolies pilots smart recycling machines at two CT stores”

2.2.1. Recycling is one of the principles of sustainability. List the other TWO principles. (2)
Reduce. ✓
Reuse. ✓

2.2.2. State and briefly discuss the psychological buying behaviour that influences the 191 people. (2)
Values and Beliefs: ✓ **Consumers value preserving the natural environment and believe in recycling.** ✓

2.2.3. What type of shopping outlet is Woolworths? (1)
Department Store. ✓

2.3. Draw and Label Maslow's Hierarchy of Needs Pyramid in the correct order. Include an example of each need. (10)



NOTE: Only accept one example per level.

2.4. Define the following terms:

2.4.1. Target Market (2)
This is a specific group of consumers ✓ at which the company aims its product and services. ✓

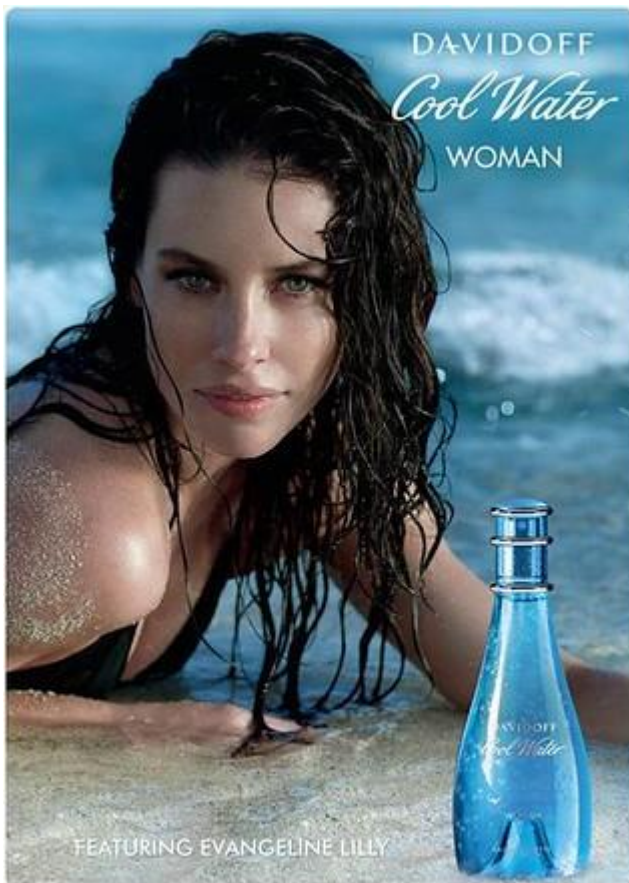
2.4.2. Mass Marketing (2)
This is marketing a product to many people ✓ which some may buy the product depending on their preference. ✓

2.4.3. Market Segmentation (2)
This is dividing the target group into segments of people ✓ who share needs, interests, likes and dislikes. ✓

2.5. Briefly discuss the difference between marketing and selling. (4)
Marketing: involves researching the market to identify who the target market is ✓ in order to reach their needs and wants. ✓

Selling: involves persuading the consumer to purchase your goods ✓ and services as form of increasing revenue for the business. ✓

2.6. Study the following advert and answer the questions that follow:



2.6.1. Analyse this advert above according to the AIDA Principle. (8)

- **Attention:** ✓
The man and the woman at the beach. ✓
- **Interest:** ✓
Beautiful Woman (Evangeline Lilly) / Handsome Man (Josh Holloway). ✓
- **Desire:** ✓
To be viewed as powerful because of the cool fragrance. ✓
- **Action:** ✓
Purchasing the perfume. ✓

2.6.2. What type of message does the advertiser aim to deliver in this advertisement. (2)

- **If you wear this perfume you will be seen as beautiful woman / handsome man / super star.** ✓✓

[40]

QUESTION 3: FOOD AND NUTRITION

3.1. Study the meal plan below and answer the question that follow:

Judah is a Jewish student at Crossville High. He is popular amongst his friends, and they always eat lunch together. His meal plan for today is:

Breakfast: Oatmeal porridge with a banana and a glass of milk
Mid-day snack: Apple. Yoghurt and salted nuts
Lunch: Roasted chicken breast with broccoli and rice
Mid-afternoon snack: Packet Lays Chips
Dinner: Baked Fish, Mashed Potatoes, Green Salad

3.1.1. Using examples from the case study above provide answers to complete the table below. Write only the letter (A – L) and your answer. (12)

FOOD GROUP	RECOMMENDED SERVINGS	MAIN NUTRIENT	ONE EXAMPLE FROM THE MEAL PLAN
Grain and Grain Products	D	Carbohydrate	J
Fruit	E	G	Apple / Banana
A	3 – 5	Vitamins / Minerals	K
B	2 – 3	H	Glass of Milk / Yoghurt
Meat and Meat Alternatives	F	Protein	L
C	0 – 3 / Use Sparingly	I	Lays Chips

- A **Vegetables** ✓
- B **Milk and Milk Alternatives** ✓
- C **Fats and Oils** ✓
- D **6 – 11** ✓
- E **2 – 4** ✓
- F **2 – 3** ✓
- G **Vitamins and Minerals** ✓
- H **Calcium** ✓
- I **Lipids** ✓
- J **Oatmeal / Potatoes / Rice** ✓
- K **Broccoli / Potatoes / Green Salad** ✓
- L **Chicken / Baked Fish / Nuts** ✓

3.2. Do you think this meal plan follows the recommended dietary guidelines? Provide reasons for your answer. (3)

Yes ✓

ANY 2

- **There is variety of food items.** ✓
- **Starch is still the basis of each meal.** ✓
- **Fruit and vegetables are eaten.** ✓
- **Fats and oils are eaten sparingly.** ✓

- 3.1. What is the Jewish food preparation method called and what does this mean? (2)
Kosher. ✓
Food must be blessed and prepared under certain conditions. ✓
- 3.2. List TWO other food preparation requirements that people of the Jewish faith must follow. (2)
- **They do not eat pork, ham, bacon, shellfish or animal gelatine.** ✓
 - **Dairy products and meat are not prepared or eaten together.** ✓
- 3.3. Explain the difference between macronutrients and micronutrients write ONE example of each. (4)
- **Macronutrients: nutrients that the body requires in large quantities.** ✓
E.G.: Lipids / Carbohydrates / Proteins. ✓
 - **Micronutrients: nutrients that the body requires in small quantities.** ✓
E.G.: Vitamins / Minerals. ✓
- 3.4. “Judah is popular amongst his friends”.
- Which factor will this statement be categorised under when it comes to Judah’s food practices? (2)
- **Social Factor.** ✓✓
- 3.5. State ONE function and TWO sources of each of the following:
- 3.5.1. Protein (3)
FUNCTION: Build, Repair, Maintain Body Tissues Regulate Metabolism. ✓
SOURCES: Chicken, Beef, Mutton, Pork, Fish, Beans, Peas and Soya. ✓✓
- 3.5.2. Carbohydrates (3)
FUNCTION: Provides the body with energy. ✓
SOURCES: Bread, Potatoes, Maize Meal, Mealies etc. ✓✓
- 3.5.3. Iron (3)
FUNCTION: Builds haemoglobin levels (oxygen carrier in blood). ✓
SOURCES: Meat, Green Vegetables, Legumes. ✓✓
- 3.5.4. Vitamin A (3)
FUNCTION: Keeps eyes and skin and mucous membranes healthy. ✓
SOURCES: Carrots, Salad Dressing And Some Green Leafy Vegetables. ✓✓
- 3.5.5. Vitamin D (3)
FUNCTION: Helps with building strong teeth and bones. ✓
SOURCES: Margarine, butter, Fortified Cereals and Grains. ✓✓

NOTE: ACCEPT ANY 2 RELEVANT SOURCES.

3.6. Examine the following extract and answer the questions that follow:

CHOCOLATE MOUSSE NUTRITIONAL INFORMATION:

LIPIDS	STARCH	SUGAR	PROTEIN
3.9g	4.3g	16.2g	7.9g

3.6.1. Calculate the TOTAL energy that will be provided by the chocolate mousse. Show ALL your calculations clearly. (9)

Lipids:

$$3.9\text{g} \times 38\text{kJ/g} \checkmark = \underline{148.2\text{kJ}} \checkmark$$

Starch:

$$4.3\text{g} \times 17\text{kJ/g} \checkmark = \underline{73.1\text{kJ}} \checkmark$$

Sugar:

$$16.2\text{g} \times 17\text{kJ/g} \checkmark = \underline{275.4\text{kJ}} \checkmark$$

Protein:

$$7.9\text{g} \times 17\text{kJ/g} \checkmark = \underline{134.3\text{kJ}} \checkmark$$

$$\underline{\underline{\text{TOTAL} = 631\text{kJ}}} \checkmark$$

3.6.2. Define Basal Metabolic Rate. (1)
The rate at which your body uses energy to maintain basic body functions when it is completely at rest. ✓

[50]