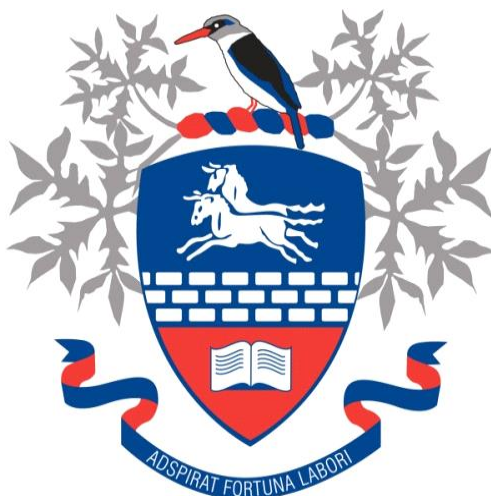


Hillcrest High School



Consumer Studies

Grade 12

June 2022

Time: 3 Hours

Total: 200 Marks

Examiner: Mrs S.J. Geel

Moderator: Mrs J. Bega

This paper consists of 17 pages.

INSTRUCTIONS AND INFORMATION

1. This question paper consists of FOUR questions.

QUESTION	CONTENT	MARKS	TIME (minutes)
1.	Short Questions (All topics)	50	40
2.	Food and Nutrition	60	60
3.	Clothing	40	35
4.	Entrepreneurship	50	45
TOTAL:		200	180

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 numbers (1.1.1 to 1.1.20) in the ANSWER BOOK, for example 1.1.21 D.
- 1.1.1. The index on a scale of 1–100 for the carbohydrates group that when eaten will result in a sudden and rapid rise of glucose in the blood. (1)
- A 1–55
 - B 70 or more
 - C 56–69
 - D 54 or less
- 1.1.2. A food additive type that prevents rancidity in fats: (1)
- A Emulsifier
 - B Stabiliser
 - C Preservative
 - D Anti-oxidant
- 1.1.3. The nutrient content on a product label for sodium is 120 mg per 100g. This means the salt content is ... (1)
- A High
 - B Very Low
 - C Low
 - D Virtually Free
- 1.1.4. A 'sell-by date' means the ... (1)
- A last date that the product is for sale.
 - B same thing as an expiry date.
 - C the date that it is unsafe to eat.
 - D product will be safe if stored correctly.
- 1.1.5. Food labelling legislation benefits the consumer in that ... Choose the INCORRECT answer. (1)
- A they enforce truthful descriptions.
 - B the consumer is given basic information.
 - C misleading claims can be justified.
 - D consumers can make informed decisions.

- 1.1.6. Substances added to food to enhance the flavour, texture, appearance or to preserve it: (1)
- A Preservatives
 - B Flavourings
 - C Colourants
 - D Food Additives
- 1.1.7. A disadvantage of organic farming: (1)
- A Crops cannot be grown in winter.
 - B Less land is required for growing.
 - C Weeds are difficult to control.
 - D Yields of crops are higher.
- 1.1.8. One is advised to eat more fatty ... to limit the risk of coronary heart disease. (1)
- A Beef
 - B Chicken
 - C Mutton
 - D fish
- 1.1.9. A description for the curve of a fad on the fashion cycle graph: (1)
- A Slight rise that reaches a plateau
 - B Rise sharply and decrease rapidly
 - C Resembles the shape of a wave
 - D Shows a dip in the centre
- 1.1.10. An example that stimulates fashion change: (1)
- A When the repo rate has increased
 - B The coronavirus pandemic lockdown
 - C Fashion information is marketed
 - D A country with severe flooding
- 1.1.11. Retrospective fashions are ... (1)
- A expensive exclusive successful styles.
 - B those that pre-empt the next fashion trend.
 - C looks back at the past at previous eras.
 - D styles that have a short life span.

- 1.1.12. Negative effect of brand piracy: (1)
- A Creates competition in the market
 - B The image of brand holders is improved
 - C Registered trademarks increase their profits
 - D Registered trademarked goods do not enter the market
- 1.1.13. Eco-fashion implies that ... (1)
- 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.
- 1.1.14. A cash flow projection ... (1)
- A shows the movement of money in a future period.
 - B identifies the sales targets for the next few weeks.
 - C is a detailed description of a marketing plan.
 - D is a list of all the expenses incurred.
- 1.1.15. Which entrepreneur made a bad choice with regard to the availability of raw materials? (1)
- A Bonita buys all her raw materials in a nearby town.
 - B Lindiwe's raw materials are delivered monthly from the city.
 - C Sihle's raw materials are produced locally.
 - D Pete imports high-quality raw materials from Somalia.
- 1.1.16. The factor that clearly influences the efficient production of the products of an entrepreneur who moves to larger premises to be more organised: (1)
- A Consumer appeal
 - B Hygiene of workers
 - C Tidy workspace
 - D Efficient use of time
- 1.1.17. An effective advertisement for your product will ... (1)
- A only have one core message for the customer.
 - B entice the consumer to use your product.
 - C focus on consumers basic needs.
 - D make a claim about the brand name.

1.1.18. The pricing strategy refers to ... (1)

- A the method used to price the products or services.
- B making enough profit for the business to survive.
- C analysing pricing data that determine pricing.
- D factors that determine your production costs.

1.1.19. The purpose of a financial feasibility study will determine: (1)

- A The profit made at the financial year end
- B The employee, community, and product safety
- C An effective way to reach potential clients
- D Whether to go ahead with the business idea

1.1.20. The factor that improves staff morale and motivation: (1)

- A Quality controls
- B Storage procedures
- C Staff training
- D Customer relations

1.2. Indicate the type of food additive that is used in each of the descriptions below. Write down only the word/term next to the question number (1.2.1–1.2.3) in the ANSWER BOOK.

1.2.1. Additives added to margarine to mix oil and water permanently. (1)

1.2.2. Additives used in frozen yoghurt to prevent large crystals. (1)

1.2.3. Additives added to freshly milled flour to change the yellowish tint. (1)

1.3. Study the illustration below and answer the questions that follow. Write only the word(s) next to the question numbers (1.3.1 to 1.3.5) in the ANSWER BOOK.



1.3.1. Select TWO foods from the list that are typical for causing E. coli infection: (2)

Peanut butter; unpasteurised milk; cheese, undercooked meat; eggs; bread.

1.3.2. Identify the organ that is affected by the Hepatitis A: (1)

stomach; small intestine; large intestine; lungs; liver

1.3.3. Select ONE range of time that the symptoms for gastroenteritis may last: (1)

2 weeks; 1–7 days; 12–48 hours; 2–12 hours.

1.3.4. Select TWO additives present in bread: (2)

Calcium propionate; citric acid; bleach; benzoic acid

1.3.5. The nutrient content on cheese wrapper states low fat therefore the grams of fat per 100 g would be: (1)

1,5 g or less, 6 g or less, maximum 3 g or less, 300 mg

- 1.4. Choose the explanation from COLUMN B that matches the term in COLUMN A. Write only the letter (A–H) next to the question numbers (1.4.1 to 1.4.4) in the ANSWER BOOK, for example 1.4.5 I.

COLUMN A TERM	COLUMN B EXPLANATION
1.4.1. Fashion Cycle	A A fashion trend which is outdated
1.4.2. Contemporary Fashion	B The general direction the fashion style follows
1.4.3. Obsolete	C The outline of the garment
1.4.4. Accessory	D Fashion is available to many at affordable prices
1.4.5. Silhouette	E The path that fashion trends take
	F Inexpensive clothing produced rapidly
	G Appropriate for everyday wear
	H A decorative item that can make the outfit look more stylish

(5 X 1)

(5)

1.5. Select FIVE CORRECT statements regarding the photograph below. Write only the letters (A–J) next to the question number (1.5) in the ANSWER BOOK.

	<p>The woman is wearing a sleeveless shift dress with three different colours.</p> <p>The dress is dark blue from the shoulders to the middle of the thigh with a 5 cm white strip below the dark blue and a 20 cm blue-green strip which ends just above the knee.</p> <p>The man is wearing blue jeans with a white and blue check shirt and a light blue blazer.</p> <p>[Source: www.truworths.co.za]</p>
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- A The blazer is a classic fashion item.
- B The blazer is a good example of retrospective fashion.
- C The colour of the blazer creates the illusion that the man's figure is slenderer.
- D The colour of the dress creates the illusion that the woman's figure is slender.
- E The dress is a fashion fad.
- F The dress draws attention to the woman's legs.
- G The dress is suitable for a professional job.
- H The dress shows harmony of colour.
- I The man's whole outfit is suitable for a professional job.
- J The man's jeans are suitable for formal occasions.

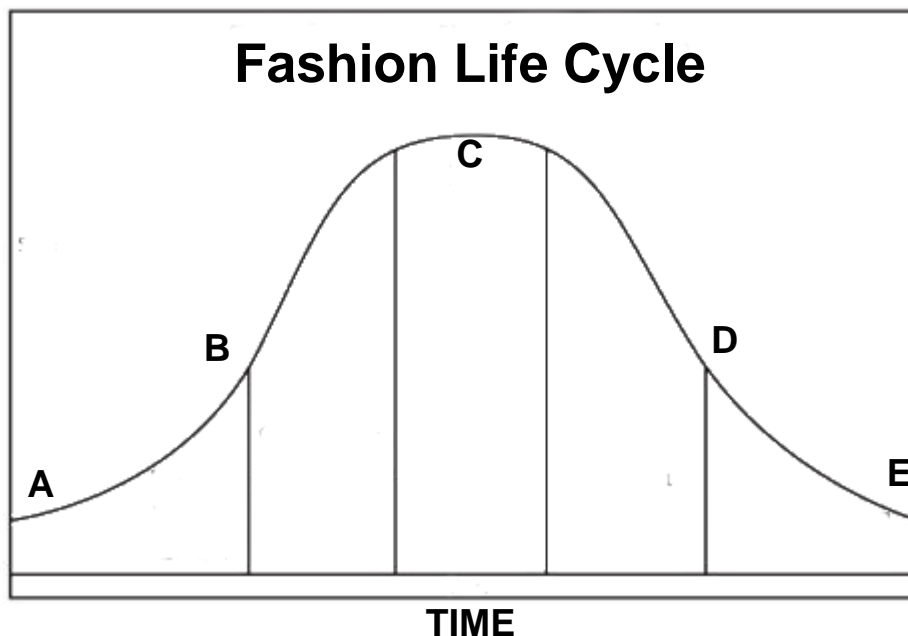
(5)

1.6. Choose the description from COLUMN B that matches the term in COLUMN A. Write only the letter (A–G) next to the question number (1.6.1–1.6.4) in the ANSWER BOOK, for example 1.4.6 H.

COLUMN A TERM	COLUMN B DESCRIPTION
1.6.1. Capital	A costs such as wages, electricity, water, administration and cleaning
1.6.2. Overheads	B money or assets used to start a business
1.6.3. Production Costs	C surplus after expenses have been deducted
1.6.4. Profit	D the cost of the product is covered by the sales
1.6.5. Cost Price	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 x 1) (5)

1.7. Identify labelles A – E in the Fashion Cycle Diagram. Write only your answer next to the letter (A – E) in the ANSWER BOOK.



(5 x 1) (5)

[50]

QUESTION 2: FOOD AND NUTRITION

- 2.1. Define the following terms:
- 2.1.1. Allergen (2)
 - 2.1.2. Allergies (2)
 - 2.1.3. HIV (2)
 - 2.1.4. AIDS (2)
 - 2.1.5. Malnutrition (2)
- 2.2. Give the name of the ranking system that classifies food containing carbohydrates according to how they affect blood glucose levels. (1)
- 2.3. Give a brief description of the condition *diabetes*. (3)
- 2.4. State TWO roles of insulin in the body. (2)
- 2.5. Explain what the consumer can do to prevent type 2 diabetes. (5)
- 2.6. Read the case study below and answer the question that follow.

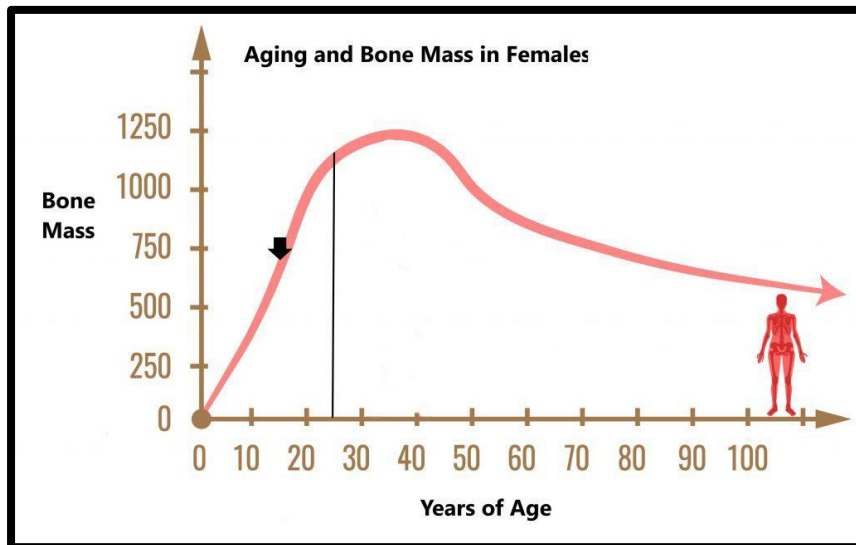
Sally is not a diabetic. She ate too many sweets and cake for her afternoon snack. This has caused her blood glucose level to rise rapidly.

- 2.6.1. Explain in detail her body's response to the quick release of so much glucose into her blood. (5)
- 2.7. Compare the management of the diet for diabetes and osteoporosis sufferers with reference to the following recommendations. Tabulate your answer as follows:

	RECOMMENDATION	DIABETES	OSTEOPOROSIS
2.7.1.	A reason why protein should be reduced	(1)	(1)
2.7.2.	The type of beverage that should be limited	(1)	(1)
2.7.3.	A reason to include canned fish (sardines)	(1)	(1)

(6)

- 2.8. Interpret the graph below to explain the relationship between aging and bone mass with the risk of osteoporosis in females.



[Source: <https://myfamilyphysio.com.au/osteoporosis>] (6)

- 2.9. Give THREE characteristics of organic foods excluding that they are non-GMO. (3)
- 2.10. Explain how food irradiation can extend the shelf life of food. (2)
- 2.11. Give THREE reasons why antioxidants are used as food additives. (3)
- 2.12. Read the following extract and answer the question that follows.

HOW TENDING A FOOD GARDEN LENDS TO GREATER FOOD SECURITY

While providing food parcels during the Covid-19 pandemic addresses the short-term needs of vulnerable communities, it does not make for a sustainable food security solution during or beyond the current crisis. The Community Market Gardens programme goes beyond helping communities meet their immediate food security needs, explains Ruth Butcher, CSI consultant at MAMAS Alliance: “When it comes to food gardens, not only are they providing food relief, but there is a transfer of skills, a sense of responsibility and pride in being able to provide for one’s family. There is direct food relief, as well as the potential to generate an income from the produce. This creates a full circle of sustainability.”

[Source: www.bizcommunity.com/Article/. Accessed on 6 July 2020.]

Analyse why self-sufficiency may be a means to address the need of food insecurity. (6)

- 2.13. Determine the different types of information that appears on food labels that relate to food safety and explain how each category guarantees consumer safety. (4 x 2) (8)

QUESTION 3: CLOTHING

- 3.1. List the qualifying criteria for manufacturers to place the fairtrade logo below on their clothes. (3)

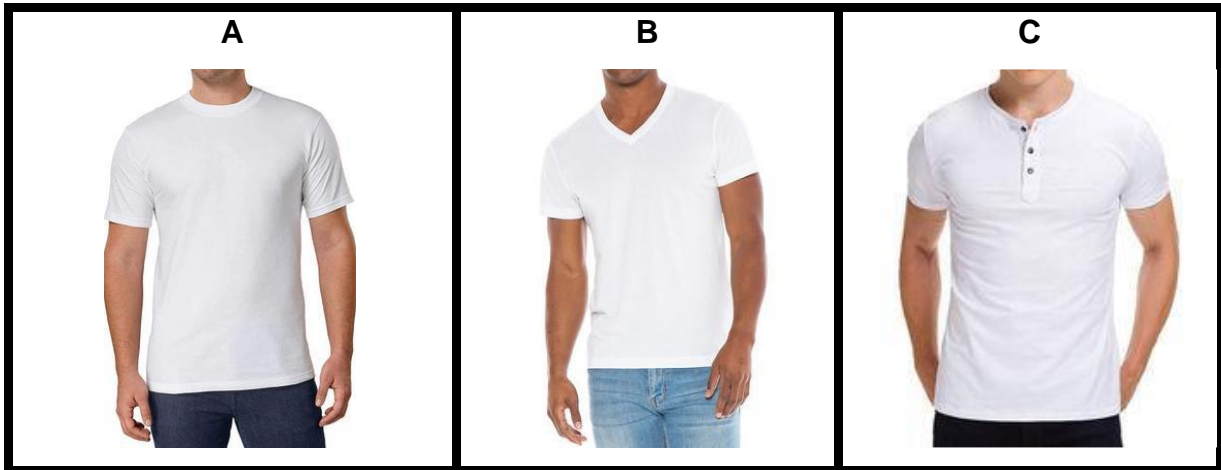


- 3.2. Name TWO technological factors that influence fashion change. (2)
- 3.3. Write a paragraph to explain how a young adult's choice of clothing contributes to first impressions when he/she goes for a job interview. (3)
- 3.4. Read the statement below and answer the questions that follow.

Consumers always look for new fashion trends.

- 3.4.1. Explain the effect that the constant consumer demand for new fashion trends will have on fashion cycles. (2)
- 3.4.2. Write a paragraph to explain the negative impact that the constant consumer demand for new fashion trends may have on the natural environment. (4)
- 3.5. 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. (2 X 3) (6)
- Grey blazer
 - Blue denim jeans
 - Grey trousers
 - Pink, floral long-sleeved T-shirt
 - Red, chunky, knitted jersey
 - White long-sleeved shirt
- 3.6. State TWO examples where a consumer can 'reuse' their clothing instead of the recycling option. (2)

3.7. Study the pictures below and answer the questions that follow.

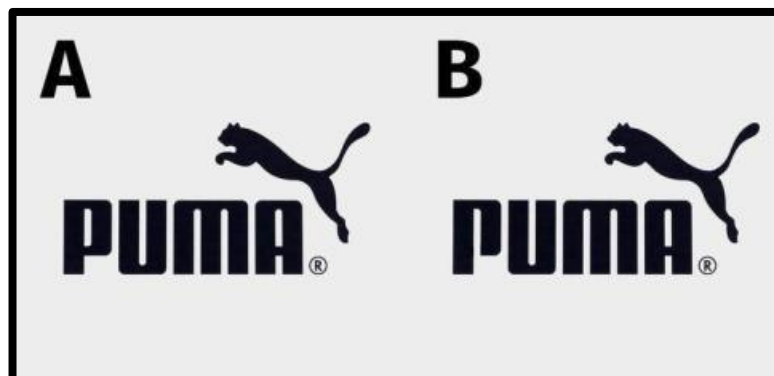


3.8. 3.8.1. State TWO facts why the T-shirt is considered a classic. (2)

3.8.2. Describe the term *style*. Refer to the pictures in your answer. (3)

3.9. List TWO consequences of brand piracy for businesses. (2)

3.10. Describe why illustration **B** is an example of brand piracy.



[Source: Google images] (2)

3.11. Read the scenario below and answer the question that follows.

More businesses are operating online. A virtual meeting with clients and colleagues with the webcam functioning will still require one to look professional. Appropriate clothing is good virtual etiquette – from the waist up at least.

[Examiner's own text]

Discuss why the outfit below is suitable for a virtual meeting.

WORKING FROM HOME



Jacket: tan/taupe

Shirt: white

Necklace: gold

Jeans: blue

Shoes: white takkies
with tan stripe

[Source: Google images]

(3)

3.12. Read the statement below and answer the question that follows.

Recycled polyester is definitely a sustainable option for our wardrobe. However, we need to be aware that it is still non-biodegradable and takes years to disappear once thrown away.

[Source: <https://www.sustainyourstyle.org>]

Explain the term *sustainable* as it relates to clothing and analyse the statement to conclude whether recycled polyester is sustainable or not.

(6)

[40]

QUESTION 4: ENTREPRENEURSHIP

- 4.1. Define the term *target market*. (2)
- 4.2. Give TWO advantages of routine / preventative maintenance of equipment when running a business. (2)
- 4.3. List THREE reasons why a business should do stock control. (3)
- 4.4. List the information that should appear on a product label. (4)
- 4.5. List THREE objectives of advertisements. (3)
- 4.6. Explain the term *sustainable production*. (3)
- 4.7. Read the scenario below and answer the questions that follow.

As a young boy Thabo discovered his enjoyment of cooking as he often helped his grandmother prepare the meals. After finishing school, he worked at a small bakery for one year, but the business closed because of the Covid-19 pandemic. He decided to start a food truck business. The following were some of the points he made when investigating his idea.

- Food is a necessity and there would always be a demand for ready-made food.
- As a mobile restaurant, he could drive to a busy area in town and sell to customers of all ages.
- His grandfather was prepared to rent his truck to him for a reasonable price.
- His uncle was prepared to assist him by investing in his small business.

Thabo needed a product that would be suitable for breakfast, lunch or a snack. He decided to sell roosterkoek and vetkoek with a variety of sweet or savoury fillings. He had all the equipment at home. He asked his friends to try out the fillings to ascertain which ones were tastier.

Each day he would get up early to make the dough and prepare the fillings. His price would range from R8,00 to R35,00 depending on the filling chosen by the customer. Cooldrinks would also be sold.

[Examiner's own text]

- 4.7.1. Identify the factor that was available to Thabo when he chose a product for his business from the sentences given below.
- a) Thabo showed interest in food from a young age and gained knowledge at work. (1)
- b) He would prepare the food before leaving home and when his truck is parked, the fillings would be placed into the products. (1)
- 4.7.2. State TWO advantages of Thabo using the truck as his point of sale. (2)

- 4.7.3. Identify TWO start-up needs. (2)
- 4.7.4. Discuss how the products will appeal to the target market. (4)
- 4.7.5. Give THREE items of information that should appear on the label if the product was pre ordered and packaged. (3)
- 4.7.6. Describe SIX hygiene practices that need to be followed to ensure that the food is safe for the customers when selling the food from the food truck during the COVID-19 pandemic. (6)
- 4.7.7. Read the information below and answer the question that follows.

Thabo sells 80 curry mince vetkoek per week. His production cost is R125 per week. Thabo adds 70% profit to the production cost.

Calculate the profit that he will make per month.

(Work on 4 weeks per month)

Show ALL calculations. (6)

- 4.7.8. Analyse why this business idea and the product choice has the potential to be a successful business. (8)

[50]