

Hillcrest High School

Grade 12

CONSUMER STUDIES

JUNE 2023

MEMORANDUM

MARKS: 200

TIME: 3 Hours

EXAMINER: Mrs S. Geel

MODERATOR: Mrs J. Bega

This Paper Consists of 25 Pages

INSTRUCTIONS AND INFORMATION

1. This question paper consists of SIX questions.

QUESTION	CONTENT	MARKS	TIME (minutes)
SECTION A (Short questions)			
1	Short Questions (All topics)	50	30
SECTION B (Long questions)			
2	Food and Nutrition	60	60
3	Clothing	40	40
4	Entrepreneurship	50	50
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 only in black or blue ink.
7. Pay attention to spelling and sentence construction.
8. Write neatly and legibly.

SECTION A: SHORT QUESTIONS**QUESTION 1**

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 – 1.1.30). e.g., 1.1.31 E.

1.1.1. The ... indicates the last date on which the product should be offered for sale.

- A use-by date
- B sell-by date
- C best-before date
- D buy-before date (1)

1.1.2. Gelatine is used as a ... in a cheesecake.

- A colourant
- B emulsifier
- C preservative
- D stabiliser (1)

1.1.3. In organic farming ...

- A crop yield is greater.
- B crops have an improved appearance.
- C production costs are lower.
- D pollution is reduced. (1)

1.1.4. An advantage for a diabetic that eats low GI foods:

- A Promotes constant food intake.
- B Increases the need for regular insulin injections.
- C Better control of blood glucose levels.
- D The pancreas is overstimulated to produce insulin. (1)

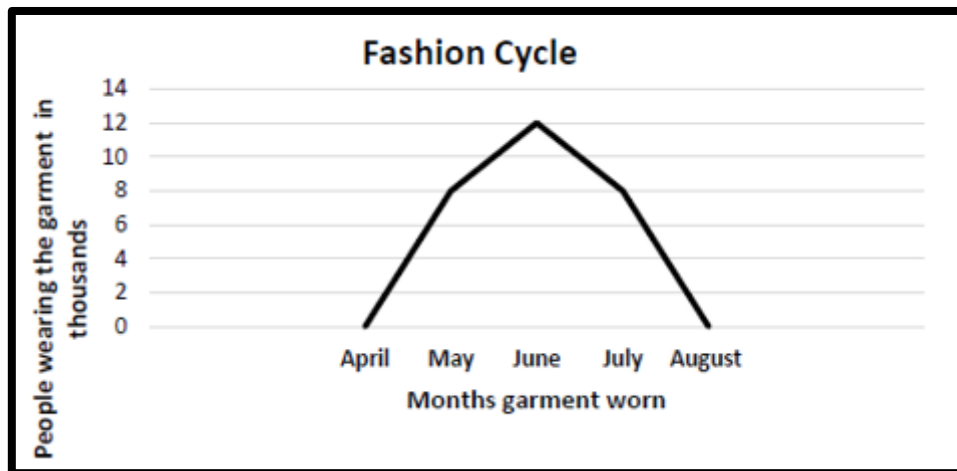
Read the scenario below and answer QUESTION 1.1.5.

Junior returned from the matric camp and has been feeling nauseous with stomach cramps and bloody diarrhoea.

1.1.5. The food-borne disease that Junior is most likely suffering from:

- A Hepatitis A
- B Dysentery
- C E. coli Infection
- D Gastro Enteritis (1)

Study the graph of a fashion cycle below and answer QUESTIONS 1.1.6 and 1.1.7.



- 1.1.6. The graph above represents a ... curve.
- A classic fashion
 - B standard fashion
 - C fashion fad
 - D current fashion
- (1)
- 1.1.7. The previous fashion cycle graph represents the possible life span of the following:
- A White Shirt
 - B Blue Denim Jeans
 - C Black Jacket
 - D Orange Balloon Skirt
- (1)
- 1.1.8. An eco-conscious consumer will select a ... package.
- A plastic
 - B paper
 - C foil
 - D tin
- (1)
- 1.1.9. ... will help to ensure that a business always has sufficient funds to pay suppliers.
- A A cash flow projection
 - B The best-sale scenario
 - C Sufficient start-up capital
 - D The worst-sale scenario
- (1)

1.1.10. The most important factor to be considered before starting a new business:

- A Set standards for the product.
- B Find premises for the new business.
- C Investigate the number of items that could be sold.
- D Determine consumer needs. (1)

1.1.11. The purpose of good stock control in a business is to ensure that ...

- A the cheapest stock is bought.
- B it is not necessary to organise stock.
- C no time or money is wasted.
- D a lot of extra stock is available. (1)

1.1.12. ... increases the awareness and visibility of a product.

- A Price
- B Promotion
- C Raw Materials
- D Transport (1)

1.1.13. A financial feasibility study ...

- A is a detailed description of a marketing plan.
- B is an evaluation of a business to determine if it will be a success.
- C identifies the sales targets for the first two months.
- D is a prediction of a future situation based on a study of the present situation. (1)

1.1.14. A correct statement regarding principles for good customer relations in a business:

- A The salespeople should follow the customers around quietly.
- B Attend only to serious consumer complaints.
- C Record complaints and contact customers for follow-up.
- D Only the business owner can satisfy customer needs. (1)

Read the scenario below and answer QUESTIONS 1.1.15 – 1.1.17 that follow.

Chloe lives on a farm with many peach trees. She employs seven people to assist her to cook jam and chutney during the summer season. She sells high quality products with attractive labels to several shops in the community.

1.1.15. The factor that Chloe considered most when she decided on suitable products for production.

- A Available Raw Materials
- B Available Workspace
- C Financial Resources
- D Consumer Appeal (1)

1.1.16. The most important factor to ensure that Chloe's products are of a high quality:

- A Good Equipment
- B Fresh Products
- C Attractive Labelling
- D Reasonable Selling Price (1)

1.1.17. The months that would be the best time for Chloe to do maintenance on her equipment:

- A January and February
- B July and August
- C October and November
- D November and December (1)

1.1.18. Messages conveyed by clothing, are known as

- A non-verbal communication.
- B communication.
- C verbal communication.
- D first impressions. (1)

1.1.19. To be dressed appropriately for each occasion means that you are...

- A wearing a style that suits your personality.
- B dressed according to the latest fashion.
- C dressed according to your group of friends.
- D dressed according to the norms for a specific occasion. (1)

1.1.20. Anaemia can be caused by a lack of

- A proteins and vitamins.
- B vitamin B12 and folic acid.
- C carbohydrates and fats.
- D zinc and phosphorus. (1)

1.1.21. An obsession with kilojoule intake to the point of dangerous weight loss.

- A Bulimia
 - B Malnourished
 - C Obesity
 - D Anorexia
- (1)

1.1.22. This type of food will increase your blood sugar levels the most.

- A White Bread
 - B Fish
 - C Apple
 - D Milk
- (1)

1.1.23. are added to food to influence the physical qualities of food and help to increase the shelf-life of the food.

- A Emulsifiers
 - B Bleaches
 - C Preservatives
 - D Sweeteners
- (1)

1.1.24. The following food additive allows oils and liquids to mix.

- A Emulsifiers
 - B Stabilisers
 - C Preservatives
 - D Colourants
- (1)

1.1.25. Using antioxidants as food additives prevents ...

- A allergies and separation.
 - B discolouration and rancidity.
 - C rancidity and allergies.
 - D separation and discolouration.
- (1)

1.1.26. Eating fat sparingly will help with the management of ...

- A anaemia.
 - B anorexia.
 - C diabetes.
 - D osteoporosis.
- (1)

1.1.27. A food combination that best assists with the formation of red blood cells:

- A Tomato salad and stewed liver
 - B Deep-fried potato chips and fish
 - C Macaroni and minced meat
 - D Carrot salad and oven-roasted chicken
- (1)

1.1.28. A suitable choice for breakfast for a person suffering from celiac disease:

- A All Bran flakes.
 - B Jungle oats
 - C Weet-Bix
 - D Mealiepap/Maize porridge
- (1)

1.1.29. Eco-friendly fabrics ...

- A are fashion classics.
 - B have a low carbon footprint.
 - C do not contain any dyes.
 - D are made from regenerated fibres.
- (1)

1.1.30. A person with an oval body shape should wear clothes with ...

- A curved lines and analogous colours.
 - B dark colours and a contrasting belt.
 - C horizontal lines and light colours.
 - D monochromatic colours and vertical lines.
- (1)

1.2. Match the description in COLUMN B and the management in COLUMN C with the food-related health condition in COLUMN A. Write only the letter (A–E) from COLUMN B and the roman numeral (i–v) from COLUMN C next to the question numbers (1.2.1 to 1.2.3) in the ANSWER BOOK, e.g., 1.2.4 F, vi.

COLUMN A FOOD-RELATED HEALTH CONDITION		COLUMN B DESCRIPTION		COLUMN C MANAGEMENT	
1.2.1.	Egg Allergy	A	The body lacks an enzyme to break down milk sugar	i.	Eat oats
1.2.2.	Dairy Intolerance	B	The body cannot control blood cholesterol	ii.	Avoid rye products
1.2.3.	Celiac Disease	C	The body lacks insulin	iii.	Avoid eating an omelette
		D	The immune system reacts against a harmless protein	iv.	Consume low fat milk
		E	Gluten damages the lining of the small intestine	v.	Consume lactose-free milk

(3 x 2) (6)

- 1.3. Identify FOUR statements in the list below that are CORRECT regarding the jersey in the photograph. Write only the letters (A–H) next to the question number (1.3) in the ANSWER BOOK.



- A. Black and white form a complementary colour scheme.
 B. The colours will not suit all skin tones.
 C. The design principle of rhythm is evident.
 D. The person wearing it will appear taller.
 E. Informal balance is evident.
 F. The person wearing it will look broader and shorter.
 G. The stripes draw attention to the upper body.
 H. Harmony of colour is created. (4)
- 1.4. Give ONE word/term for each of the following descriptions below. Write only the word/term next to the question numbers (1.4.1 – 1.4.5) in the ANSWER BOOK.
- 1.4.1. A planned and organised effort to get new knowledge that will help the entrepreneur to make informed decisions about their product and marketing thereof.
- 1.4.2. This is the process of inspecting products to ensure that the required standards are met.
- 1.4.3. A specific identification that makes it easy to recognise and distinguish competitor's products.
- 1.4.4. Is a document that shows the movement of money over a future period.
- 1.4.5. A business that is in production for a long period of time, covers all expenses and shows a profit. (5 x 1)(5)

1.5. Identify FIVE CORRECT statements in the list below regarding hypertension. Write only the letters (A–J) next to the question number (1.6) in the ANSWER BOOK.

- A Avoid processed food.
- B Consume enough potassium, magnesium and calcium.
- C Eat enough chicken and fish.
- D It is caused by consuming too much sodium.
- E Include vitamin C in the diet to help with the absorption of sodium.
- F It increases the workload of the heart.
- G Normal blood pressure is 140/90.
- H People that are anaemic are more likely to suffer from hypertension.
- I Reduce the consumption of eggs.
- J The walls of the larger arteries lose their natural elasticity. (5)

TOTAL SECTION A: 50

- 1.1.1. **B** ✓ (1)
- 1.1.2. **D** ✓ (1)
- 1.1.3. **D** ✓ (1)
- 1.1.4. **C** ✓ (1)
- 1.1.5. **C** ✓ (1)
- 1.1.6. **C** ✓ (1)
- 1.1.7. **D** ✓ (1)
- 1.1.8. **B** ✓ (1)
- 1.1.9. **A** ✓ (1)
- 1.1.10. **D** ✓ (1)
- 1.1.11. **C** ✓ (1)
- 1.1.12. **B** ✓ (1)
- 1.1.13. **D** ✓ (1)
- 1.1.14. **C** ✓ (1)
- 1.1.15. **A** ✓ (1)
- 1.1.16. **B** ✓ (1)
- 1.1.17. **B** ✓ (1)
- 1.1.18. **A** ✓ (1)
- 1.1.19. **D** ✓ (1)
- 1.1.20. **B** ✓ (1)
- 1.1.21. **D** ✓ (1)
- 1.1.22. **A** ✓ (1)
- 1.1.23. **C** ✓ (1)
- 1.1.24. **A** ✓ (1)
- 1.1.25. **B** ✓ (1)
- 1.1.26. **C** ✓ (1)
- 1.1.27. **A** ✓ (1)
- 1.1.28. **D** ✓ (1)
- 1.1.29. **B** ✓ (1)
- 1.1.30. **D** ✓ (1)

- 1.2.1. **D** ✓ **iii** ✓
- 1.2.2. **A** ✓ **v** ✓
- 1.2.3. **E** ✓ **ii** ✓ (3 x 2) (6)

- 1.3. **C** ✓
- F** ✓
- G** ✓
- H** ✓ (4 x 1) (4)

- 1.4.1. **Market Research** ✓
- 1.4.2. **Quality Control** ✓
- 1.4.3. **Trademark / Trade Name** ✓
- 1.4.4. **Cash Flow Projection** ✓
- 1.4.5. **Sustainable Profitability** ✓ (5 x 1) (5)

- 1.5. **A** ✓
- B** ✓
- D** ✓
- F** ✓
- J** ✓ (5 x 1) (5)

SECTION B: LONG QUESTIONS**QUESTION 2: FOOD AND NUTRITION**

2.1. Define the term *celiac disease*. (2)
A condition in which the lining of the small intestine ✓ is damaged as a result of a reaction to eating gluten. ✓

2.1.1. Name TWO ways in which to manage *celiac disease*. (2)

- **Do not consume any wheat, rye, barley, or oats. ✓**
- **Check food labels. ✓**
- **Vitamin and mineral supplements should be taken to correct any nutritional deficiencies. ✓**

2.2. Define the term *dairy intolerance*. (2)
The inability ✓ to fully digest lactose in dairy products. ✓

2.2.1. Name TWO ways in which to manage *dairy intolerance*. (2)

- **Avoid dairy products altogether. ✓**
- **Check food labels. ✓**
- **A calcium supplement should be taken if insufficient dairy is consumed. ✓**
- **Substitute with Soya / Almond etc. ✓**

2.3. Study the information below and answer the questions that follow.

The vegan way of eating is becoming more popular. Vegans do not eat foods that come from animals or dairy products and eggs.

[own text]

Define and discuss how the nutrients lacking in a vegan diet could lead to the following food related health conditions:

2.3.1. Osteoporosis. (5)
It means porous bones ✓ and occurs when calcium and minerals are lost from the bone more quickly than they are replaced. ✓
ANY 3

- **Calcium will be lacking ✓ because vegans do not eat dairy ✓ therefore the bones will be brittle / weak / less dense. ✓**
- **Calcium builds strong bones/ increases bone density ✓ and therefore helps to prevent osteoporosis.**
- **Vegans may lack phosphorus and vitamin D ✓ which helps with the absorption of calcium ✓ these are found in oily fish ✓ and dairy products.**

2.3.2. Anaemia. (5)

A condition in which the blood contains fewer red blood cells than normal / the red blood cells do not contain enough haemoglobin ✓ causing a reduced amount of oxygen being carried to the body's cells, which then cannot work properly. ✓

ANY 3

- **Animal products are the best source of iron ✓ and are lacking in a vegan diet.**
- **Iron is necessary for the formation of haemoglobin / red blood cells to prevent anaemia / lack of Iron will lead to insufficient formation of haemoglobin / formation of red blood cells, ✓ as a result a reduced amount of oxygen is carried to the body cells. ✓**
- **Vitamin B 12 ✓ is only found in animal sources ✓ and a lack of Vitamin B12 may cause anaemia.**

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

TEBERCULOSIS OUTBREAK AT A BOARDING SCHOOL

A boarding school had to be closed after 50 learners were diagnosed with tuberculosis.

2.4.1. Name FOUR symptoms of tuberculosis. (4)

ANY 3

- **Chest Pains ✓**
- **(Severe) Cough ✓**
- **Blood In Sputum ✓**
- **(Muscle) Weakness ✓**
- **Night Sweats ✓**
- **Fever ✓**
- **Loss Of Appetite ✓**
- **Weight Loss ✓**
- **Shortness Of Breath ✓**
- **Tiredness / Fatigue ✓**

- 2.4.2. Write a paragraph to explain why so many learners could have been infected by the disease. (6)

ANY 6

Learners could have been infected with TB when an infected person coughed / sneezed on their hands ✓ without covering their mouths. ✓ Tiny droplets of mucus and saliva could have spread in the air ✓ and these droplets transmitted the disease to others who inhaled them. ✓ Learners at the boarding school live close to each other ✓ and they breathe the same air for prolonged periods of time ✓ and therefore they could have infected each other, due to little / no ventilation. ✓ The learners could have eaten food on which tiny droplets of mucus/ saliva had landed ✓ and the disease could have spread. ✓ Staff preparing the food could have been infected and spread the disease to the food. ✓

- 2.5. Give FOUR reasons why a person suffering from anorexia nervosa ends up losing weight to a dangerous point. (4)

ANY 4

- **A distorted body image / wants a perfect body image / the person saw themselves as being overweight ✓ and tried to lose weight to become thinner and thinner. ✓**
- **Irrational / intense fears of gaining weight / becoming fat, obsession with kilojoule intake although the person is underweight. ✓**
- **Exercise excessively. ✓**
- **Purging: overuse of diet pills / laxatives / enemas / vomiting. ✓**
- **Restricted food intake / kilojoules much less than required ✓ to the point of dangerous and excessive weight loss.**
- **Eat very little / starve excessively. ✓**
- **Peer pressure / social media. ✓**

- 2.6. Explain how food irradiation can help South African households to be food secured. (6)

ANY 6

- **Irradiation reduces/ destroys micro-organisms therefore food will last longer, ✓ this reduces wastage/ disposal of food ✓ and more food will be available to South African households.**
- **Delays the ripening of fruit/ sprouting/ greening of potatoes / onions / garlic ✓ thus the shelf-life / eating quality / freshness of food is lengthened. ✓ It makes it easier to transport/ less damage during transporting. ✓ Households can therefore have food for longer as food spoilage is reduced. ✓**
- **It destroys pathogenic bacteria ✓ which prevents food-borne diseases ✓ and the food is safe to eat ✓ and available for longer.**
- **Destroys salmonella bacteria ✓ so it improves the shelf life of raw meat, fish and chicken. ✓**

2.7. Give THREE reasons why antioxidants are used as food additives. (3)

ANY 3

- **Antioxidants preserve the quality of food/lengthen the shelf life ✓ of food.**
- **Prevent rancidity ✓ and unpleasant taste and smell ✓ in margarine / cooking oil/biscuits / potato chips / soup mixtures.**
- **Preserve the colour of fresh cut fruit and vegetables / delay enzymatic browning / discolouration in fruit and vegetables / fruit juice / soft drinks / canned vegetables / frozen fruit. ✓**

2.8. Give TWO reasons why stabilisers are added to food. (2)

ANY 2

- **Stabilisers are added to food to maintain a uniform dispersion ✓ of two or more immiscible substances / prevents food from separating. ✓**
- **It gives food an even texture/ contributes to the consistency / texture / body / smoothness / appearance ✓ of a food product.**
- **Prevents the formation of large ice crystals in frozen desserts. ✓**

2.9. Food labels protect consumers, provide information and help with the choice of food items for a healthy diet. List the information on a food label that will meet these aims. (4)

ANY 4

- **List of ingredients ✓**
- **Nutritional information/ claims ✓**
- **Sell-by/ use-by/ best-before/ expiry date ✓**
- **Storage ✓**
- **Preparation instructions ✓**
- **Allergens/ additives ✓**
- **Endorsements e.g., heart foundation ✓**

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

Nicole is a 55-year-old voluntary nursing assistant and has a long history of obesity. She enjoys cake, chocolates, fried meat and fizzy drinks. She is very inactive. Recently she automatically started losing excessive weight; she remains tired and thirsty and struggles with infections that do not heal quickly. She is slowly losing feeling in her feet and legs. The doctor warned that her cholesterol levels are high, although she does not have atherosclerosis or high blood pressure yet. He recommended the intake of monounsaturated fat and physical exercises.

[own text]

2.10.1. Define the health condition *obesity*. (2)

ANY 2

- **Obesity is a condition of excessive fatness/ body fat/ BMI over 30 ✓ to the extent that it has a harmful effect on health. ✓**
- **Obesity is when a person weighs more than 20% ✓ than the recommended weight for his/her height/ age. ✓**

2.10.2. Give TWO reasons for Nicole's obesity. (2 x 2) (4)

ANY 2

- **She enjoys energy dense food / high kilojoule/ fat / sugar rich / high GI ✓ / junk food / unhealthy food e.g., cake, chocolate, fried meat, fizzy drinks. ✓**
- **Nicole is very inactive ✓ and the excess energy is stored in fat. ✓**
- **Her energy input is more ✓ than her energy output. ✓**

2.10.3. Nicole is suffering from more than one food-related health condition.

(a) Other than obesity, identify the food-related health condition that Nicole is suffering from due to her high carbohydrate intake. (1)

Type 2 Diabetes / Diabetes. ✓

(b) Explain the causes of the food-related health condition identified in QUESTION 2.10.3 (a) (4)

ANY 4

- **She eats too much refined sugar / carbohydrates (cake / chocolates / fizzy drinks) which are high GI / too little fibre. ✓**
- **Eats too much fat ✓ which causes obesity / overweight ✓ – cause of diabetes.**
- **Lack of physical activity contributes to obesity/ diabetes. ✓**
- **Her pancreas does not produce enough insulin / the body is unable to use insulin properly / insulin resistant ✓ therefore when the sugar/starch is broken down to glucose, ✓ all the glucose cannot move into the cells ✓ to be changed/ converted into energy. ✓**
- **The blood glucose levels continue to increase / rise / become abnormally high ✓ and build up in the bloodstream. ✓**

2.10.4. Why would physical exercise be an advantage to Nicole? (2)

ANY 2

- **Physical exercise lowers the blood glucose level, ✓ promotes weight loss ✓ and reduces stress. ✓**

[60]

QUESTION 3: CLOTHING

- 3.1. Explain the term *fashion*. (2)
Style / type of clothing ✓ worn by the majority / most / many people ✓ at a specific time and place. ✓

- 3.2. Read the scenario below and answer the questions that follow.

Onako saw a shirt at a fashion show for R599,00. A few months later he saw the very same shirt in a clothing store for R399,00, but it was on sale for R259,00. The last time he saw it, it was marked down to R99,00.

[Own text]

Describe the stage in the fashion cycle of the shirt when it was sold for:

- 3.2.1. R399,00 (2)

ANY 2

- **Fashion reaches the height of its popularity/ many people wear it. ✓**
- **Fashion is produced in growing numbers. ✓**
- **Advertised in stores/ magazines /social media. ✓**
- **Mass production stimulate sales. ✓**
- **Cheaper ✓ than at fashion show/ introduction as mass production takes place. ✓**

- 3.2.2. R259,00 (2)

ANY 2

- **A new fashion trend has begun ✓ and interest in the old trend is waning / people are bored with the fashion. ✓**
- **The item is now “out of fashion” ✓ and fewer consumers want to buy it. ✓**

NOTE: No mark to be allocated for naming the stage of fashion cycle.

- 3.3. The revival of vintage clothing can be considered to be an environmentally sustainable practice.

Motivate the statement above. (4)

ANY 4

- **Buying / wearing old clothes from a previous era ✓ means that new fabrics do not have to be produced to manufacture new garments. ✓**
- **This ensures that fewer natural resources will need to be used / depleted ✓ as fabrics / garments are reused. ✓**
- **Less clothes are thrown away / less waste / less clothing will appear on land fill sites. ✓**
- **Less water and electricity are needed / lowers carbon footprint ✓ as less clothing needs to be made because old clothing items are being reused. ✓**
- **Less water is wasted ✓ as less fabric / textiles are manufactured than usual. ✓**
- **Land is preserved ✓ as fewer plants are planted to manufacture new fabrics / textiles. ✓**

- 3.4. Study the outfit for the world of work and read Shaun's story below and answer the questions that follow.

Shaun is a sales representative for a well-known company. He feels that he does not have enough winter clothing and plans to expand his wardrobe. The grey, pure wool, three-piece suit is advertised at half price (NOW R699,00) at the winter sale at "His and Hers Boutique". As they would like to sustain the environment for future generations, the boutique specialises in locally produced clothing made from natural fibres. Although Shaun prefers well-known brand labels, he decided to purchase the advertised outfit illustrated below.

THREE-PIECE SUIT	
	<p>Light grey suit consists of:</p> <ul style="list-style-type: none"> • Jacket • Waist coat • Pants <p style="text-align: right;">[Source: www.vova.com]</p>

- 3.4.1. Define the term *dress code*. (2)

It is a set of rules ✓ about the type of clothing that the company expects ✓ its employees to wear to work.

- 3.4.2. Define the term *fashion accessory*. (2)

- **Fashion accessories are distinguished pieces ✓ that are mostly used by women as well as men to add some detail and style/interest and colour to the outfit. ✓**
- OR
- **Something that may be worn with an outfit ✓ to enhance the outfits appearance. ✓**

MARK AWARDED FOR CORRECT EXAMPLE.

- 3.4.3. Explain the term *counterfeit* goods. (1)

An illegal copy / replica / fake of an original product. ✓

- 3.4.4. Distinguish between classic styles and fashion fads. (2)

- **CLASSIC STYLE: Timeless / are worn for a long time / meets the needs of most people/ considered good taste / remains popular / simplicity / good quality / expensive. ✓**
- **FASHION FAD: short lived / lasts one season / quickly accepted by a small group of consumers / disappears quickly / often presented in accessories. ✓**

- 3.4.5. List FOUR factors that will affect the garments you choose for your working wardrobe. (4)

ANY 4

- They type of business you work for.
- The type of job, activities, and your particular needs. ✓
- Weather conditions, climate, and season. ✓
- Budget. ✓
- Figure type and body shape. ✓
- Apply knowledge of design principles and elements to your advantage. ✓
- Colouring. ✓
- Individuality and Personality. ✓
- Values. ✓
- Environment. ✓

- 3.4.6. Suggest THREE items that can be worn with the three-piece suit to create a neutral colour combination. (3)

ANY 3

- Black / white / grey shirt / blouse ✓
- Black / white / grey tie / scarf ✓
- Black / white / grey handkerchief / pocket square ✓
- Black / grey pair of socks / shoes ✓
- Black / grey belt ✓
- Black / grey handbag / brief case ✓
- Black / white / grey (Fedora) hat ✓

NOTE: A neutral colour must accompany the clothing item for a mark to be awarded.

- 3.4.7. Evaluate the suitability of the three-piece suit above for a person who works at a law firm. (5)

- The suit is suitable. ✓ (Conclusion)
- It is formal / professional / neat / presentable ✓ and people will take the wearer seriously.
- It will give the impression that the wearer is ready to work / will do a good job / assertive / confident. ✓
- It is classic ✓ and will last for many seasons / years / it is timeless / it has simple lines / accepted by large group of people. ✓
- It is versatile because of its neutral colour and can be worn with a variety of shirts / accessories / can be mixed and matched. ✓
- It is versatile as the pants can be worn on its own / the suit can also be worn without the waistcoat. ✓
- It is not offensive / not revealing. ✓

- 3.5. List THREE technological factors that influence fashion change. (3)

ANY 3

- Electronic Communication / Social Media. ✓
- Textile Technology. ✓
- Improved Manufacturing Methods. ✓
- Methods of Distribution. ✓

3.6. Eco-fashion takes the environment, the health of consumers and the working conditions into consideration.

3.6.1. Explain the difference between organic and environmentally friendly textiles. (4)

- **Organic textiles are grown organically, without the use of herbicides or pesticides ✓ and other toxins and protects the environment and health of consumers. ✓**
- **Eco-friendly fibres have a low carbon-footprint ✓ it is manufactured from crops that use less water and energy and produces less waste. ✓**

3.6.2. Wearing vintage clothing can contribute to reducing your carbon footprint. Explain this statement. (2)

Vintage clothes are of a previous year, ✓ it was someone else's clothes once, if you buy these clothes, you decrease your carbon footprint because you do not have to buy new clothes that uses resources, water and electricity to be made. ✓

3.6.3. Explain the purpose of brand labels for clothing manufacturers. (2)

- **To ensure that only ✓ the manufacturers can use ✓ the name / shows the uniqueness of the company. ✓**
- **It is a marketing tool ✓ to increase the sale of a specific product ✓ by the registered company.**

[40]

QUESTION 4: ENTREPRENEURSHIP

4.1. List the information that should appear on a product label. (5)

ANY 5

- **Name Of Product ✓**
- **Trade Name / Trademark / Logo ✓**
- **Name And Address of Manufacturer / Place of Manufacture ✓**
- **Price / Price Code / Bar Code ✓**
- **Product Content ✓**
- **Size/M/L/XL, etc. / Mass / Volume ✓**
- **Care Instructions / Storage ✓**
- **Emblems**
- **Batch Number.**
- **Allergens**
- **Ingredients.**

4.2. List THREE objectives of advertisements. (3)

ANY 3

- **Creating awareness about the product or service. ✓**
- **To attract the attention of customers. / Generate customer's interest. ✓**
- **Persuading customers to buy the product. / Create the desire to possess the article / product. / To convince consumers to buy the product. ✓**
- **Expanding the market to new customers. ✓**
- **To provide information about the product. ✓**

4.3. Explain the term *sustainable production*. (3)

ANY 3

Using goods and services to improve the quality of life ✓ and meet the needs of consumers, ✓ reducing the use of natural resources, toxic materials and chemicals / reducing waste ✓ and pollution ✓ to protect the natural environment. ✓

4.4. Explain the difference between *start-up* and *operating* costs. (2)

START-UP COSTS: all the costs that need to be paid to start a business. ✓

OPERATING COSTS: all the costs that keep the business running. ✓

4.5. Explain the demand-based pricing strategy. (2)

- **The entrepreneur begins by establishing the price that the target market is prepared to pay for the product. ✓**
- **The entrepreneur then works backwards and makes sure that the costs are kept as low as possible so that a profit can still be made. ✓**

- 4.6. What is the main purpose of *stock control*? (4)
- **Production is not stopped because there is a shortage of raw materials.** ✓
 - **The right quality raw materials are purchased for the product.**
 - **Wastage is reduced.** ✓
 - **Money invested in stock is limited.** ✓
 - **Minimise cost of storing final product.** ✓
 - **FIFO.** ✓
 - **Prevent theft.** ✓
- 4.7. Why do manufacturers use *trademarks*? (2)
- Manufacturers use trademarks to identify their products ✓ and distinguish themselves for their competitors. ✓ / Aids in theft prevention. ✓**
- 4.8. Read the scenario below and answer the questions that follow.

Kimmi started studying at a tertiary institution after school. During the first few months on campus, she noticed that the students often ate takeaway lunches.

Having learnt how to make savoury dishes such as pies and quiche at school, she decided to use a section of her mother's kitchen to make individual sized savoury pies and quiches. She used the kitchen and equipment free of charge but had to pay a fee for electricity. Kimmi used money from her savings account to buy a stand mixer and ingredients to start producing savoury pies and quiches. Her father installed more shelves in their storeroom at home to create space for ingredients and allowed her to use the spare fridge and freezer. She had to buy the materials he needed for the shelves. The ingredients were available at the local supermarket, and she bought flour in bulk at a discounted price. During weekends there was a flea market near the local supermarket.

Kimmi sold her products on campus. The students liked her products and asked for a wider variety of goods, such as nougat and toffees. She attended a course in sweet making and that helped her to perfect her nougat and toffee recipes.

In order to allow herself enough time to study, she produced most of her products during holidays. After a year Kimmi found it problematic that there was such a difference in her income and expenditure during some months. In December, January, April and July her expenses were much more than her income and she did not always have enough money to buy ingredients. In February, March, May, August, September and October she had a high income and few expenses.

- 4.8.1. Identify THREE start-up needs for Kimmi's business in the scenario above. (3)

ANY 3

INFRA-STRUCTURE:

- Kitchen (from her mother) ✓
- Electricity ✓
- Water ✓

APPLIANCES:

- Equipment (from her mother) ✓
- Money for the stand mixer ✓

STOCK:

- Materials / wood for the shelves that had to be built ✓
- Money for the raw materials / ingredients ✓

- 4.8.2. Give FOUR guidelines to ensure that Kimmi's new storage space will be managed effectively. (4)

ANY 4

- The area must be well lit so that the stock can be organized and managed efficiently. ✓
- Stock should be stored and arranged so that goods that are used frequently can be obtained quickly. ✓
- Arrange stock according to best before date/expiry date/follow the first-in-first out principle. ✓
- Check that the room has no mildew or damp/the storage area must be cool and dry. ✓
- The shelves must be kept clean and free of dust. ✓
- Treat the storage area for pests. ✓
- Wastage of space avoided. ✓
- Label Containers. ✓
- Use Containers. ✓

- 4.8.3. Give THREE requirements that the packaging for Kimmi's nougat should adhere to. (3)

ANY 3

- Must suit the nougat / suitable shape that will protect the shape of the nougat. ✓
- Must be strong to protect the nougat. ✓
- Suitable size for the nougat. ✓
- Must keep the nougat clean / fresh / safe for the intended shelf-life. ✓
- Must be airtight / must protect the nougat from dust / moisture / drying out / contamination. ✓
- Strong enough for transportation. ✓
- Easy to handle, open and close. ✓

4.8.4. Discuss the following factors that Kimmi considered in her choice of products for her small-scale production business:

(a) Human Skills (2)
Kimmi had the skills to make pies and quiche as she learned that at school. ✓ She attended a course at a cooking school ✓ to help her to perfect the toffee and nougat recipes.

(b) Consumer Appeal (2)
Her products appealed to the students / the students liked her products. ✓ It is easy for the students to buy the savouries directly from her. ✓ They asked for a wider variety, ✓ such as nougat and fudge. ✓

4.8.5. Kimmi sells two blocks of nougat per packet. Use the information below to calculate the selling price of ONE packet of fudge. Round off the selling price to the nearest rand. Show ALL calculations. (7)

INFORMATION:

Cost of ingredients to make one batch of 24 blocks of nougat: R81,00

Cost of paper packets: R25,00 for 100

Cost of electricity: R9,00 per batch of fudge

Kimmi wants to make 120% profit.

Option 1:

COST OF ONE PACKET	= R25,00 ÷ 100 = R0,25 ✓
	R81,00 + R9,00 = R90,00 ÷ 24 = R3,75 per block ✓
COST PER PACKET	= R3,75 x 2 + R0,25 = R7,75 ✓
	R7,75 x 120% ✓ = R9,30 ✓
	R7,75 + R9,30 = R17,05 ✓
SELLING PRICE OF ONE PACKET	= R17,00 ✓

Option 2:**COST OF ONE PACKET**

$$= 25,00 \div 100$$

$$= R0,25 \checkmark$$

$$R81,00 \div 24 = R3,38 \text{ per block}$$

$$R9,00 \div 24 = R0,38 \text{ per block}$$

$$R3,38 + R0,38 = R3,76 \text{ per block} \checkmark$$

COST PER PACKET

$$= R3,76 \times 2 + R0,25$$

$$= R7,77 \checkmark$$

$$R7,77 \times 120\% \checkmark = R9,32 \checkmark$$

$$R7,77 + R9,32 = R17,09 \checkmark$$

SELLING PRICE OF ONE PACKET

$$= R 17,00 \checkmark$$

Option 3:**COST OF ONE PACKET**

$$= 25,00 \div 100$$

$$= R0,25 \checkmark$$

$$R81,00 + R9,00 = R90,00 \div 12$$

$$= R7,50 \text{ per packet} \checkmark$$

COST PER PACKET

$$= R0,25 + R7,50$$

$$= R7,75 \checkmark$$

$$R7,75 \times 120\% \checkmark = R9,30 \checkmark$$

$$R7,75 + R9,30 = R17,05 \checkmark$$

SELLING PRICE OF ONE PACKET

$$= R 17,00 \checkmark$$

Option 4:

INGREDIENTS:	$R81,00 \div 24$ $= R3,38 \times 2$ $= R6,76 \checkmark$
PACKETS:	$R25,00 \div 100$ $= R0,25 \checkmark$
ELECTRICITY:	$R9,00 \div 24$ $= R0,38 \times 2$ $= R0,76 \checkmark$
COST PER PACKET:	$R6,76 + R0,25 + 0,76$ $= R7,77 \checkmark$
SELLING PRICE OF ONE PACKET:	$R7,77 \div 100 \times 120 = R9,32 \checkmark$ $R7,77 + R9,32$ $= R17,09 \checkmark$ $= R17,00 \checkmark$

4.8.6. Explain why there is a difference between Kimmi’s income and expenditure in the months mentioned in the scenario. (4)

- In December, January, April and July, students are on holiday, ✓ therefore she has a lower income during these months. During these months her production costs increase because she produces products during the holidays. ✓
- In February, March, May, August, September and October, students are on campus, and she is selling her products, ✓ therefore she has a higher income during these months. During these months her production costs decrease as she produces fewer products while she is studying. ✓

4.8.7. Advise Kimmi on how to solve her income and expenditure problem. (4)

- She must save some of her profit ✓ during the months that she earns well / February, March, May, August, September and October, for the ingredients she needs to buy during her production months. ✓
- During the holiday months / December, January, April and July she can sell her products at the nearby flea market ✓ to increase her income.
- Kimmi can make special holiday packaging to sell in the community / at the flea market during December / festive holiday. ✓
- She can continue selling her products on campus during the holidays if there are sports training / workshops / conferences. ✓
- She can ask for orders for birthdays or special occasions. ✓

[50]

TOTAL SECTION B: 150

GRAND TOTAL: 200