

# Hillcrest High School

Grade 10

## **CONSUMER STUDIES**

### JUNE 2024

**MARKS:** 150

**TIME:** 2 Hours

**EXAMINER:** Mrs J. Bega

**MODERATOR:** Mrs S. Geel

This Paper Consists of 13 Pages

## INSTRUCTIONS AND INFORMATION

1. This question paper consists of SIX questions.

QUESTION	CONTENT	MARKS	TIME (minutes)
<b>SECTION A (Short questions)</b>			
1	Short Questions (All topics)	40	20
<b>SECTION B (Long questions)</b>			
2	The Consumer	50	50
3	Food and Nutrition	60	50
<b>TOTAL:</b>		<b>150</b>	<b>120</b>

2. All questions are COMPULSORY.
3. Number the answers correctly according to the numbering system used in this question paper.
4. Start EACH question on a NEW page.
5. Draw a marking margin on EACH page.
6. You may use a non-programmable calculator.
7. Write in blue or black ink only.
8. Pay attention to spelling and sentence construction.
9. 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 – 1.1.20) in the answer book, for example 1.1.21 D.

1.1.1. \_\_\_\_\_ is an example of a primary need.

- A Physiological
- B Social
- C Ego
- D Self – esteem (1)

1.1.2. The exact ingredients labelled on a product is the consumers right to be \_\_\_\_\_

- A heard
- B refunds
- C informed
- D polite (1)

1.1.3. The proudly South African campaign should be supported because ...

- A you have assurance of quality.
- B you contribute to the economy.
- C you indirectly fighting against poverty.
- D all of the above. (1)

1.1.4. \_\_\_\_\_ is a psychological influence on consume behaviour.

- A Culture
- B Social class
- C Perception
- D Income (1)

1.1.5. An influence that determines your social class is \_\_\_\_\_.

- A religion
- B occupation
- C motivation
- D needs (1)

1.1.6. Makro is an example.

- A Speciality store
- B Wholesaler
- C Supermarket
- D Flea market (1)

1.1.7. \_\_\_\_\_ is an online store.

- A Takealot
  - B Spar
  - C Pick n Pay
  - D Woolworths
- (1)

1.1.8. This criteria depends on the type of outlet and its location.

- A Variety
  - B Price
  - C Hygiene
  - D Quality
- (1)

1.1.9. A factor to consider when choosing a restaurant is \_\_\_\_\_.

- A purpose of dining out.
  - B menu.
  - C service and atmosphere.
  - D all of the above
- (1)

1.1.10. Having vegan options on a menu is having \_\_\_\_\_.

- A variety
  - B price
  - C hygiene
  - D atmosphere
- (1)

1.1.11. \_\_\_\_\_ helps to reduce the risk of heart disease.

- A Eating a variety of foods
  - B Being active
  - C Making starchy food the basis of most meals
  - D Eating dry beans, split peas, lentils, and soya regularly
- (1)

1.1.12. A source of monounsaturated fat.

- A Coconut oil
  - B Red meat
  - C Avocado
  - D Cream
- (1)

1.1.13. A rich source of Calcium is:

- A fresh strawberries and ice-cream
  - B fresh fish and chips
  - C cheddar cheese and yoghurt
  - D raw cabbage and carrots
- (1)

1.1.14. Protein provides \_\_\_\_ kJ of energy per 1g.

- A 17
- B 18
- C 19
- D 20

(1)

1.1.15. A good source of iron.

- A Butternut
- B Carrot
- C Brinjal
- D Spinach

(1)

1.2. Choose the correct type of buying behaviour from COLUMN A that matches the correct scenario in COLUMN B. Write only the letter (A – E) next to the question numbers (1.2.1 – 1.2.4) in the answer book, e.g., 1.2.6 G.

COLUMN A Buying Behaviour		COLUMN B Scenario	
1.2.1.	Personality	A.	Sihle has a Woolworths account that he can spend on.
1.2.2.	Lifestyle	B.	Jo goes to England every June Holiday.
1.2.3.	Religion	C.	Samantha does not like to iron so all her shirts are easy to care for.
1.2.4.	Availability of credit	D.	Prevanie only eats Halal food.
		E.	Mike works 10 hour shifts and therefore eats frozen meals.

(4 x 1)(4)

1.3. Choose the correct main nutrient in COLUMN B that matches the correct food from COLUMN A. Write only the letter (A – F) next to the question numbers (1.3.1 – 1.3.5) in the answer book, for example 1.3.6 G.

COLUMN A Food		COLUMN B Main Nutrient	
1.3.1.	Cream	A.	Fibre
1.3.2.	Eggs	B.	Lipids
1.3.3.	Guava	C.	Protein
1.3.4.	Butternut	D.	Starch
1.3.5.	Whole-wheat Bread	E.	Vitamin A
		F.	Vitamin C

(5 x 1)(5)

1.4. Choose the correct definition in COLUMN B that matches the correct term from COLUMN A. Write only the letter (A – E) next to the question numbers (1.4.1 – 1.4.4) in the answer book, for example 1.4.5 F.

COLUMN A Term		COLUMN B Definition	
1.4.1.	Nutrition	A.	When the intake of nutrients is more than the body requires.
1.4.2.	Nutrient	B.	The scientific study of the process by which food is taken in and used for body functions.
1.4.3.	Overnutrition	C.	The rate at which your body uses energy to maintain basic body functions.
1.4.4.	Energy expenditure	D.	A substance found in food that performs a specific function.
		E.	The amount of energy used by doing physical activities.

(4 x 1) (4)

1.5 Give ONE word / term for each of the descriptions below. Write only the word / term next to the question numbers (1.5.1 – 1.5.5) in the answer book.

1.5.1 The amount of money that a person has left to spend after essentials have been bought.

1.5.2 A superstore that is a combination of a supermarket and a department store.

1.5.3 The strength in our bodies that gives us the ability to do things.

1.5.4 The type of food we consume every day.

1.5.5 The amount and frequency of meals in one day. (5 x 1) (5)

1.6 Identify the FOUR steps in making a rational decision. Write only the question number (1.6) and the correct letters (A – F) in your answer book.

- A. Recognise there is a decision to be made.
- B. Follow what the salesman says.
- C. Search for information.
- D. Explore alternatives.
- E. Make a decision and act on it.
- F. Buy the first thing that you like. (4)

1.7 Select the correct following factors that have an influence on a person's basal metabolic rate. Write only the question number (1.7) and the correct numbers (1. – 6.) in the answer book.

- 1. Body Type
- 2. Season
- 3. Gender
- 4. Rate Of Growth
- 5. Allergens
- 6. Culture (3)

**TOTAL SECTION A: 40**

**SECTION B****QUESTION 2: THE CONSUMER**

- 2.1 Define the term a consumer. (1)
- 2.2 Identify the Maslow's Hierarchy need below. (3)
- (a) Clothes
  - (b) 4-bedroom house with a pool
  - (c) Completing an art class
- 2.3 Read the case study below and answer the questions that follow:

Jade works at a Caltex Fresh Stop shop as a chef. She drives a Renault Megane that she has had for three years. For her birthday she received R5000 from her father. Jade decided that she wanted to buy seat covers for her car and save the rest of her money, she wanted bright pink ones with flowers that all her friends had brought from *Midas*. When she went to buy the seat covers, she could not find the ones she liked and went to ask Peter who was in charge of the section. Peter was very rude to Jade and told her that they did not have stock, without even looking in the stock room. Jade left without anything and was very upset.

- 2.3.1 State the need that Jade is fulfilling. (1)
- 2.3.2 Is the need in 2.3.1 a primary or secondary need? (1)
- 2.3.3 List TWO types of decisions. (2)
- 2.3.4 Name and briefly explain the type of decision that Jade is making. (2)
- 2.3.5 Identify TWO consumer rights that have been violated in this case study. (2)
- 2.3.6 Identify TWO consumer responsibilities that Jade should abide by. (2)
- 2.3.7 State the factor that has influenced which car seat cover Jade wants. (1)
- 2.3.8 Name and briefly describe the type of outlet where Jade works. (5)

2.4 Explain the difference between direct and indirect outlets. (2)

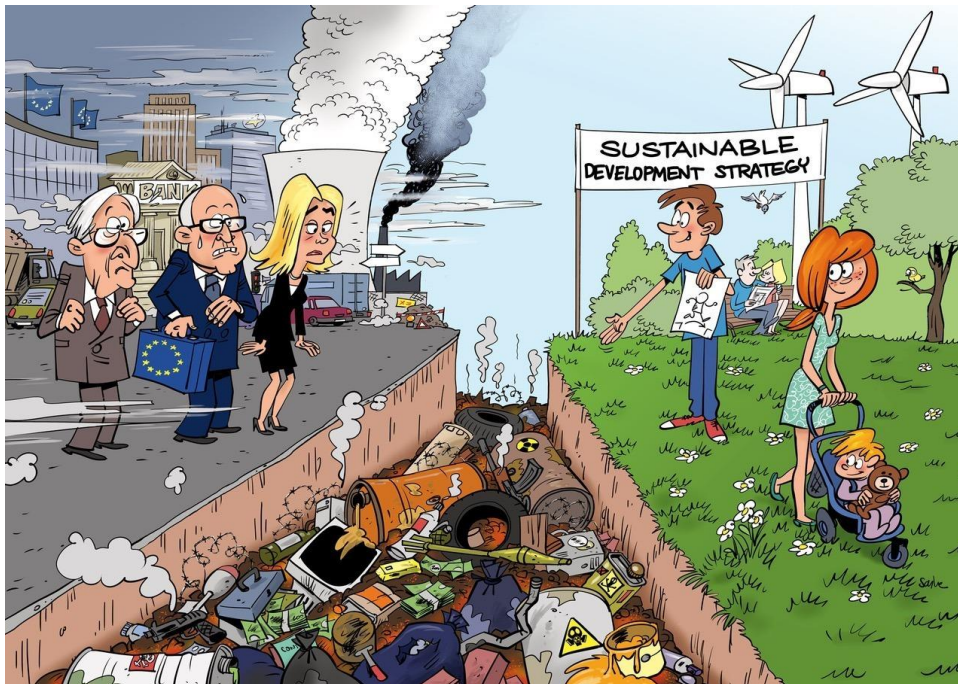
2.5 Classify the following outlets: (2)

2.5.1 Value Co.

2.5.2 Shongweni Farmer's Market

2.6 Give TWO factors that influence the type of outlet available in an area. (2)

2.7 Study the image below and answer the questions that follow:



2.7.1 Define the term sustainable consumption. (3)

2.7.2 List TWO consumer rights that apply to this cartoon. (2)

2.7.3 List TWO consumer responsibilities that apply to this cartoon. (2)

2.7.4 Name the THREE principles of sustainability (3)

2.8 Read the scenario below and answer the questions that follow:

Gugu is planning a surprise anniversary party for her parents this coming weekend and she booked a table for 2 at the 4 – star restaurant 1904 in an upmarket area, they were privately served a special candlelight 3 course dinner prepared by the head chef using high quality organic produce. Gugu was also able to arrange a small flower arrangement for the table.

2.8.1 Compare a family restaurant and a café. Re-draw and complete the table.

	<b>FAMILY RESTAURANT</b>	<b>CAFÉ</b>
<b>MENU</b>		
<b>RESTAURANT SETTING</b>		

(2 x 2) (4)

2.8.2 Is Restaurant 1904 a full-service restaurant or a fast-food restaurant? Give reasons for your answer. (4)

2.8.3 Evaluate the suitability of Gugus choice of restaurant under the following criteria. (2 x 2) (4)

(a) Quality

(b) Pricing

2.8.4 State any TWO general social etiquette guidelines to follow when dining out at a restaurant. (2)

**[50]**

**QUESTION 3: FOOD AND NUTRITION**

3.1 State the difference between macronutrients and micronutrients. (2)

3.2 Study the menu below and answer the questions that follow:

**MENU**  
 Tomato Soup and Sour dough roll

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Roasted chicken Breast  
 Roasted Herbed Baby potatoes  
 Pureed Butternut  
 Grilled Green Beans  
 Roasted Beetroot

\*\*\*

Chocolate Tart  
 Vanilla Creamaux

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3.2.1 Is this menu suitable for a Hindu person? Give a reason for your answer. (2)

3.2.2 State THREE dietary guidelines this menu is following. (3)

3.2.3 Classify the following foods using the food pyramid. Re-draw and complete the table below. (4 x 3) (12)

	<b>FOOD GROUP</b>	<b>RECOMMENDED SERVING OF FOOD GROUP</b>	<b>MAIN NUTRIENT</b>
<b>Tomato</b>			
<b>Baby potatoes</b>			
<b>Chicken</b>			
<b>Chocolate</b>			

3.2.4 State the main function of the following nutrients.

- (a) Water (1)
- (b) Fibre (1)
- (c) Iron (2)
- (d) Vitamin D (1)

- 3.2.5 List THREE mistakes made on how a menu should be printed. (3)
- 3.2.6 Evaluate the menu according to the following aesthetics:
- (a) Colour (2)
  - (b) Texture (2)
  - (c) Temperature (3)
- 3.2.7 Classify the foods below into perishable, semi-perishable and non-perishable. (2)
- (a) Sour Dough Bread
  - (b) Raw Chicken
- 3.3 Food will spoil if not correctly transported and stored.
- 3.3.1 State TWO ways food spoils. (2)
- 3.3.2 Classify the way in which the foods below will spoil. (3)
- (a) Apple
  - (b) Jam
  - (c) Biscuits
- 3.3.3 Name the pathogenic micro-organism that can contaminate undercooked pork. (1)
- 3.3.4 What is a pathogenic micro – organism? (3)
- 3.3.5 How is food contaminated with pathogenic micro – organisms? (1)
- 3.3.6 List the SIX conditions required for micro-organisms to grow. (6)
- 3.4 Correct storage encourages good quality foods. List THREE guidelines for proper storage. (3)

3.5 Study the picture below and answer the questions that follow:



3.5.1 Find THREE kitchen hygiene mistakes in the picture above. (3)

3.5.2 Suggest TWO guidelines for personal hygiene in the kitchen. (2)

[60]

**TOTAL SECTION B: 110**

**GRAND TOTAL: 150**