



# Hillcrest High School

Grade 12

## **CONSUMER STUDIES**

### JUNE 2024

**MARKS:** 200

**TIME:** 3 Hours

**EXAMINER:** Mrs S. Geel

**MODERATOR:** Mrs J. Bega

This Paper Consists of 17 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	40	40
3	Food and Nutrition	40	40
4	Clothing	20	20
5	Housing	20	20
6	Entrepreneurship	40	40
<b>TOTAL:</b>		<b>200</b>	<b>180</b>

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. Draw a marking margin on EACH page.
6. You may use a calculator.
7. Write only in black or blue ink.
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 to 1.1.20) in the ANSWER BOOK, e.g. 1.1.21 D.

1.1.1. A/An ... allows a consumer to cancel a contract without financial implications.

- A. verbal agreement
- B. cooling-off period
- C. exemption clause
- D. fair business practice (1)

1.1.2. A written promise to repair or replace an article if it breaks is called ...

- A. an extended guarantee.
- B. a contract.
- C. a warranty.
- D. an insurance. (1)

1.1.3. The consumer price index (CPI) ...

- A. is used to calculate the cost of goods and services.
- B. is the change in the average price of goods and services.
- C. calculates interest charged on certain goods and services.
- D. measures the change in individual prices during production. (1)

1.1.4. Using a ... will save the most electricity when heating water.

- A. kettle on a gas stove
- B. low-flow shower head
- C. geyser insulation blanket
- D. solar water heating unit (1)

1.1.5. ... interest is calculated on the interest and original amount.

- A. Compound
- B. Credit
- C. Simple
- D. Capital (1)

1.1.6. The hormone that regulates blood glucose levels:

- A. Insulin
- B. Oestrogen
- C. Thyroxin
- D. Lactase (1)

- 1.1.7. The disease with the longest incubation period:
- A. Dysentery
  - B. E. coli
  - C. Gastroenteritis
  - D. Hepatitis A
- (1)
- 1.1.8. The last date on which the product should remain on the shop's shelf:
- A. Use-by date
  - B. Sell-by date
  - C. Best-before date
  - D. Manufacturing date
- (1)
- 1.1.9. Food with a high glycaemic index ...
- A. releases glucose slowly.
  - B. causes medium rise in the blood glucose levels.
  - C. causes a sudden, rapid rise in the blood glucose levels.
  - D. steadily releases glucose into the blood stream.
- (1)
- 1.1.10. An advantage of genetically modified food:
- A. The use of antibiotics is forbidden
  - B. It can feed more people
  - C. No chemicals are used in production
  - D. No negative impact on the soil
- (1)
- 1.1.11. An economic factor that speeds up fashion change:
- A. Fashion styles change rapidly
  - B. Development of new, expensive textile fibres
  - C. Young people are fashion followers
  - D. Clothing stores offer credit facilities
- (1)
- 1.1.12. A/An ... code is included in a work contract specifying what a worker is supposed to wear to work.
- A. dress
  - B. employment
  - C. clothing
  - D. fashion
- (1)
- 1.1.13. ... transactions will charge interest and administration costs.
- A. Lay-by
  - B. Electronic payment
  - C. Instalment sale
  - D. Debit card payment
- (1)

- 1.1.14. Mpho is renting a property and his financial responsibility while renting is to pay ...
- A. property rates and taxes.
  - B. the levy and insurance of the property.
  - C. for any maintenance required.
  - D. for water and electricity. (1)
- 1.1.15. The main purpose of the NHBRC is to ...
- A. register an existing house by the owner.
  - B. control the rental of properties.
  - C. ensure standards of housing construction.
  - D. check procedures followed by the body corporate. (1)
- 1.1.16. A ... indicates that a business may lose money over a future period.
- A. cash flow projection
  - B. best-sale scenario
  - C. sustainable projection
  - D. break-even point (1)
- 1.1.17. ... gives a clear picture of whether a business has the potential for success.
- A. Market research
  - B. A marketing strategy
  - C. A feasibility study
  - D. Financial projection (1)
- 1.1.18. Using imported raw materials will ...
- A. increase the production costs of a business.
  - B. increase the accessibility of raw materials for the business.
  - C. assist the business to deliver products to customers on time.
  - D. increase the size of the target market of a business. (1)
- 1.1.19. The production cost of a product is R35,00. Calculate the selling price of the product if the mark-up is 20%:
- A. R38,65
  - B. R42,00
  - C. R44,00
  - D. R45,75 (1)
- 1.1.20. Training of workers in a business improves ...
- A. product pricing.
  - B. finance.
  - C. marketing.
  - D. human skills. (1)

1.2. Identify FOUR advantages of building your own house. Write only the letters (A–H) next to the question number (1.2) in the ANSWER BOOK.

- A. Bond registration process is quicker.
- B. You can select your own fittings and design.
- C. Minimal building risks involved.
- D. It will be cheap to start a new garden.
- E. Building can be done at your own pace.
- F. It is not a complicated process.
- G. It can be cheaper if you are the owner builder.
- H. Environmentally friendly features can be included. (4 x 1)(1)

1.3. Match the explanation in COLUMN B with the factor that influences efficient production in COLUMN A. Write only the letter (A–G) next to the question numbers (1.3.1 to 1.3.4) in the ANSWER BOOK, e.g.1.3.5 H.

COLUMN A FACTOR THAT INFLUENCES EFFICIENT PRODUCTION		COLUMN B EXPLANATION	
1.3.1.	Tidy workplace	A.	Ensures that the product meets set standards
1.3.2.	Control of finances	B.	Ensures that the product is Attractive
1.3.3.	Planning	C.	Ensures minimal production costs
1.3.4.	Quality control	D.	Ensures that competition is Eliminated
		E.	Ensures accurate production Sequence
		F.	Ensures staff safety
		G.	Ensures good customer relations

(4 x 1)(4)

- 1.4. Match the reason for the addition of food additives in COLUMN B with the type of food additive in COLUMN A. Write only the letter (A–G) next to the question numbers (1.4.1 to 1.4.4) in the ANSWER BOOK, e.g.1.4.5 H.

COLUMN A TYPE OF FOOD ADDITIVE		COLUMN B REASON FOR THE ADDITION	
1.4.1.	Emulsifiers	A.	Prevents rancidity in sunflower oil
1.4.2.	Chemical Preservation	B.	Improves the texture of cheesecake
1.4.3.	Antioxidants	C.	Improves the taste
1.4.4.	Bleaches	D.	Combines oil and vinegar in salad dressing
		E.	Improves the colour of maize-meal
		F.	Adds to a sour taste
		G.	Retards spoilage of processed Meats

(4 x 1)(4)

- 1.5. Give ONE term for each of the descriptions below. Write only the term next to the question numbers (1.5.1 to 1.5.4) in the ANSWER BOOK.

1.5.1. It clears a party from any liability if a product does not meet expectations.

1.5.2. An e-mail to attempt to get personal information from an unsuspecting consumer.

1.5.3. Products entering the country through unofficial distribution channels.

1.5.4. Marketing goods with false promises or misleading statements that are unreasonable to the consumer.

(4 x 1)(4)

1.6. Study the picture below and answer the question that follows.



[Source: www.rotita.com]

Identify FOUR optical illusions evident in the dress above. Write only the letters (A–H) next to the question number (1.6) in the ANSWER BOOK.

- A. The three-quarter sleeves make the arms appear longer.
- B. The flare of the skirt makes the hips appear broader/wider.
- C. The white upper part makes the bust appear larger/broader.
- D. The contrasting black and white colour below the bust makes the top part appear longer.
- E. The length of the skirt makes the legs appear shorter.
- F. The vertical white pleat and buttons make the wearer appear shorter from the bust to the knees.
- G. The black colour below the bust makes the waist appear thinner/smaller.
- H. The black colour makes the waist appear larger.

(4 x 1)(4)

**TOTAL SECTION A: 40**

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

- 2.1. Name the document that is a legal agreement between two or more parties. (1)
- 2.2. Give TWO examples of fossil fuels as a form of energy. (2)
- 2.3. Define the term repo rate. (2)
- 2.4. State THREE ways in which consumers can save electricity when using household lights. (3)
- 2.5.1. Name who should pay provisional tax. (1)
- 2.5.2. Explain how provisional tax is paid to SARS. (2)
- 2.6. Read the extract below and answer the questions that follow.

**STANDING TOGETHER IN TIMES OF NEED**

Siyabuthana members continue to help one another. The club has 22 members and they each contribute R250 per month to help each other.

[Adapted from *MOVE 21*]

- 2.6.1. Identify the type of club above. (1)
- 2.6.2. State THREE requirements that Siyabuthana must meet for them to be a legal club. (3)
- 2.7. Advise the community on how to use the following effectively to save water:
- 2.7.1. Taps (3)
- 2.7.2. Toilets (3)

2.8. Read the newspaper advertisement below and answer the questions that follow.

**LOOKING FOR THAT SECOND INCOME?**

Models required for an online designer clothing store. WhatsApp the following information:

- Recent full body picture
- Contact details
- Banking details
- Certified ID copy
- Deposit of R250 through instant money or cash send or e-wallet from your Cellphone to 083 249 9782 to book your first photo shoot in this amazing career (send proof of payment).
- The first 30 potential models to respond will receive a full cash back.

For any enquiries, call 083 249 9782 or e-mail designer3models@gmail.com

[Adapted from *Middelburg Observer*]

The advertisement above is an example of a scam.

2.8.1. Define the term *scam*. (2)

2.8.2. Identify and explain THREE warning signs indicating that this advertisement is a scam. (3 x 2) (6)

2.9. Discuss how the lack of refuse removal will have a negative impact on a community. (3)

2.10. Study the information below and answer the question that follows.

A household food basket cost the consumer R3 057,93 in July 2019. This cost increased by R355,21 in July 2020.

[Adapted from <https://www.timeslive.co.za>, 30 July 2020]

Write a paragraph to justify the increase in food prices from 2019 to 2020. (8)

**[40]**

**QUESTION 3: FOOD AND NUTRITION**

- 3.1. Give the name of the ranking system that classifies food containing carbohydrates according to how they affect blood glucose levels. (1)
- 3.2. State the role of insulin in the body. (1)
- 3.3. Give TWO different ways the pancreas which produces insulin, malfunctions in a Type 2 diabetic person. (2)
- 3.4. Read the case study below and answer the question that follow.

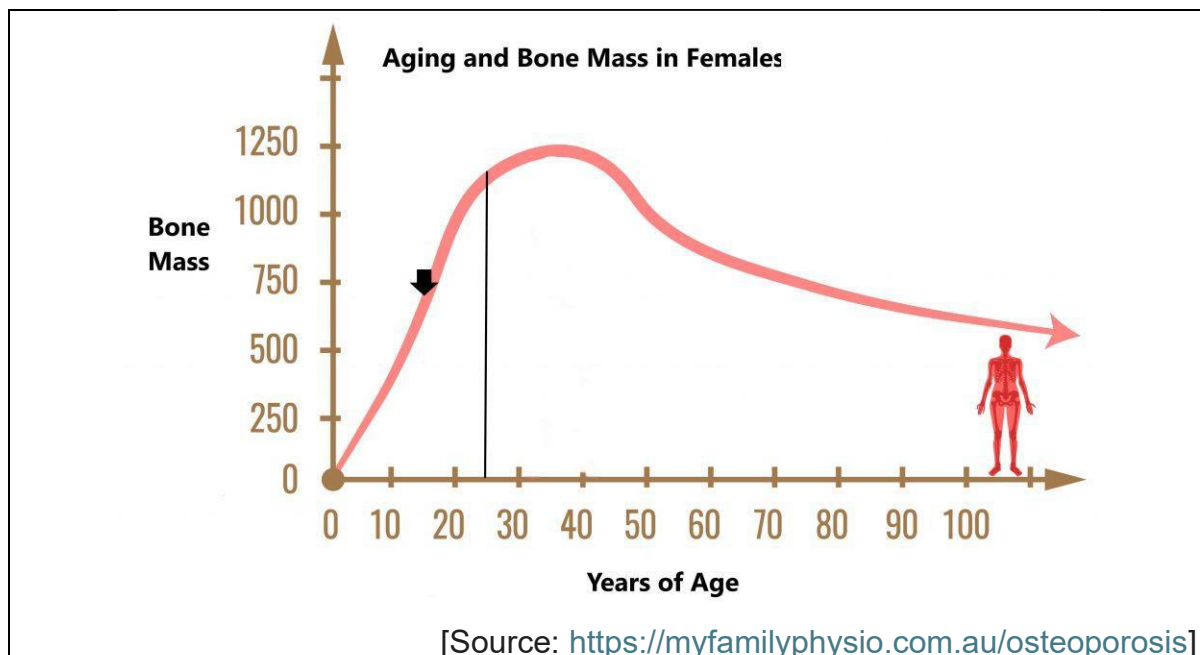
Sally is not a diabetic. She ate too many sweets and cake for her afternoon snack. This has caused her blood glucose level to rise rapidly.

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

	<b>RECOMMENDATION</b>	<b>DIABETES</b>	<b>OSTEOPOROSIS</b>
3.5.1.	A reason why protein should be reduced.	(1)	(1)
3.5.2.	The type of beverage that should be limited.	(1)	(1)
3.5.3.	A reason to include canned fish (sardines).	(1)	(1)

(6 x 1) (6)

3.6. Interpret the graph below to explain the relationship between aging and bone mass with the risk of osteoporosis in females. (6)



3.7. Give THREE characteristics of organic foods excluding that they are non-GMO. (3)

3.8. Explain how food irradiation can extend the shelf life of food. (2)

3.9. 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/](http://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)

3.10. 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)

**[40]**

**QUESTION 4: CLOTHING**

4.1. Explain the following terms:

4.1.1. Classic style (2)

4.1.2. Retrospective fashion (2)

4.2. Explain the following stages of the fashion cycle:

4.2.1. Introduction / Launch (2)

4.2.2. Peak (2)

4.2.3. Obsolescence / End (2)

4.3. Brand piracy has a definite impact on the sales of legally protected brand names. Justify this statement. (4)

4.4. Joyce is short and stout. Choose THREE items from the list below for her to wear to a business meeting. Give a reason for each choice. (6)

- Black blazer
- Blue denim jeans
- Long black pants
- Pink long-sleeved T-shirt
- Red knitted jersey
- White long-sleeved shirt

**[20]**

**QUESTION 5: HOUSING**

5.1. Explain the following terms:

5.1.1. Transfer Duties (2)



5.1.2. Occupational Rent (2)

5.1.3. Deed of Sale (2)

5.2. State where a title deed is registered. (1)

5.3. List the financial implications for a consumer to consider when purchasing household appliances by means of instalment sales. (5)

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

<b>A. FRONT LOADER</b>	<b>B. TWIN TUB</b>
	
<p><b>FUNCTIONS AND FEATURES</b></p> <ul style="list-style-type: none"> <li>• A+ energy rating</li> <li>• 5 washing programmes</li> <li>• Washes 5 kg dry clothes per load</li> <li>• Washes, rinses, and spins to dry automatically</li> <li>• Uses 150 to 200 litres of water per wash cycle</li> </ul>	<p><b>FUNCTIONS AND FEATURES</b></p> <ul style="list-style-type: none"> <li>• A energy rating</li> <li>• 2 washing programmes</li> <li>• Washes 3 kg dry clothes per load</li> <li>• Washes clothes on one side and spins on the other side.</li> <li>• Manual transfer of clothes from the washer to the spinner.</li> <li>• Uses 50 litres of water to wash all the dirty clothes</li> </ul>

[Source: Own source]

Compare the washing machines with specific reference to:

- 5.4.1. Washing capacity for a family of five members. (2)
- 5.4.2. Human energy consumption. (4)
- 5.4.3. Water consumption. (2)

Tabulate your answer as follows

		<b>FRONT LOADER</b>	<b>TWIN TUB</b>
5.4.1.	Washing capacity for a family of five members.	(1)	(1)
5.4.2.	Human energy consumption.	(2)	(2)
5.4.3.	Water consumption.	(1)	(1)

**[20]**

**QUESTION 6: ENTREPRENEURSHIP**

6.1. Name FOUR requirements of high-quality packaging. (4)

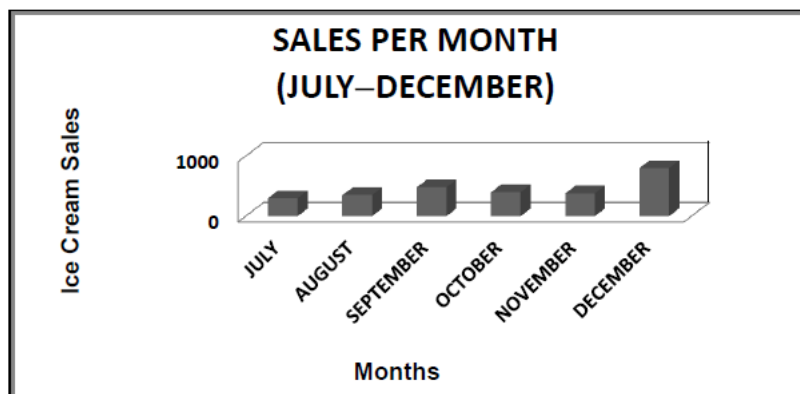
6.2. Study the advertisement below and answer the question that follows.

**TOFFEES FROM DARLING SWEET**

Darling Sweet has become a well-known brand for those with a sweet tooth. The toffees are available in many flavours. Darling Sweet has expanded their range and now also includes other products such as honey and toffee spread. Their products are found at many craft and food markets and are advertised online.

Explain how the 5Ps of the marketing mix have been achieved in the advertisement above. (5)

6.3. Study the graph below of the sales of a local ice cream business for the past six months. Answer the questions that follow.



- 6.3.1. Identify the month with the highest sales. (1)
- 6.3.2. Give THREE possible reasons for the answer to QUESTION 6.3.1. (3)
- 6.3.3. Explain why July shows the lowest sales. (1)

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

Nel runs a laundromat in his community. He offers collection, washing, ironing, and delivering of laundry. His business has grown recently after he has been awarded a contract by a local restaurant to wash their tablecloths and napkins. He then expanded his business by forming different departments: two workers receive and sort orders; two workers run the washing machines; two do the ironing and packing and a driver collects and delivers. Since getting the contract, Nel has been extremely busy and has had to hire and train more workers and buy bigger washing machines. He also wants to start a dry-cleaning section and has sent two employees on a dry-cleaning course.

[Own text]

- 6.4.1. Briefly explain the importance of staff training to ensure the success of Nel's business. (4)
- 6.4.2. Explain why tidiness is important in the laundromat. (2)
- 6.4.3. Identify THREE factors that will contribute to the success of Nel's business. (3)
- 6.4.4. Write a paragraph to explain how Nel's laundromat provides an efficient service to his customers. (6)
- 6.4.5. Read the information below and answer the questions that follow.

Nel charges R100,00 for a 10 kg basket of laundry. Collection and delivery cost the customer an additional R30,00. Nel's business launders 30 baskets per day. He makes a profit of 40% on each 10 kg basket of laundry, including collection and delivery.

- (a) Calculate the amount of money that the business will earn if 30 baskets of laundry are collected, laundered, and delivered daily. (3)
- (b) Calculate the profit Nel makes on laundering 30 baskets of laundry per day. (2)
- 6.4.6. Discuss the factors that make Nel's business financially sustainable. (6)

**[40]**

**TOTAL SECTION B: 160**

**GRAND TOTAL: 200**