

Hillcrest High School

GRADE 11

CONSUMER STUDIES

May Exam 2013

MARKS: 150

TIME: 2 hours

This question paper consists of 10 pages.

INSTRUCTIONS AND INFORMATION

1. SECTIONS A, B, C and D are compulsory.
2. Answer section A on the answer sheet provided. All other sections must be answered on the foolscap paper.
3. Number your answers correctly according to the numbering system used in this question paper.
4. Write neatly and clearly.
5. Good luck!

SECTION A**QUESTION 1 : Multiple Choice**

In each of the following questions, choose the correct answer and place a cross (X) over the corresponding letter on the answer sheet.

- 1.1 Which food group is a rich source of vitamin C?
- A Milk group
 - B Meat group
 - C Fruit group
 - D Grains group
- (1)
- 1.2 Which of the following would be the poorest source of vitamin C?
- A Oranges
 - B Potatoes
 - C Bananas
 - D Rice
- (1)
- 1.3 Of the following, which is the richest food source of Thiamine?
- A Milk
 - B Pork
 - C Lettuce
 - D White rice
- (1)
- 1.4 _____ are a poor source of Vitamin A
- A Tomatoes
 - B Pears
 - C Apricots
 - D Sweet potatoes
- (1)
- 1.5 What population group is at highest risk for osteoporosis?
- A Babies under 2 years
 - B Elderly men
 - C Elderly women
 - D Children
- (1)
- 1.6 What is the reason that vitamin E deficiencies are rarely observed in human beings?
- A The vitamin is not essential
 - B The vitamin is widely available in foods
 - C Most people take vitamin E supplements
 - D The vitamin can be synthesised by the body
- (1)

1.7 The most basic function of food is:

- A Growth
- B Energy
- C Repair
- D Protection

(1)

1.8 Complete protein is needed for:

- A Growth
- B Hormones
- C Enzymes
- D All of the above

(1)

1.9 Fats are a good source of vitamin:

- A A, D, B, and K
- B A, D, E and K
- C A, B, C and K
- D A, C, B and E

(1)

1.10is a good source of cholesterol.

- A Egg yolk
- B Butter
- C Offal
- D All of the above

(1)

[10]

QUESTION 2: Matching Columns

2.1 Choose a **banking term** from COLUMN A that matches an **explanation** in COLUMN B. Place a **X** over the correct letter on the answer sheet.

COLUMN A Banking Term	COLUMN B Explanation
2.1.1 Deposit	A Part of a cheque that is kept as a record
2.1.2 Overdraft	B Notes and coins
2.1.3 Counterfoil	C Sum of money taken out of a bank account
2.1.4 Cash	D Sum of money paid into a bank account
2.1.5 Withdrawal	E An agreement to pay money due
	F Arrangement with the bank to spend more money than there is in the account

(5)

2.2 Choose a **consumer organisation** from COLUMN A that matches type of **complaint** in COLUMN B. Place a **X** over the correct letter on the answer sheet.

COLUMN A		COLUMN B	
Consumer Organisation		Complaint	
2.2.1	National Consumer Commission	A	Broken appliances with SABS mark
2.2.2	Provincial Consumer Affairs Office	B	Unfair business practice
2.2.3	Ombudsman	C	Complaint about animal welfare
2.2.4	Equality Court	D	Disputes between consumer and supplier
2.2.5	South African Bureau of Standards	E	Any complaint within a province
		F	Complaint against an organisation such as a bank or insurer

(5)

QUESTION 3

Select the most correct answers from the lists given below. Place a cross (X) over the corresponding letter on your answer sheet.

3.1 Examples of macronutrients are:

- a) Carbohydrates
- b) Proteins
- c) Vitamins
- d) Minerals
- e) Lipids
- f) Water

- A a), b), c) and f)
- B b), d), e) and f)
- C b), c), d) and e)
- D a), b), e) and f)

(2)

3.2 Examples of micro-minerals are:

- a) Zinc
- b) Calcium
- c) Phosphorus
- d) Fluoride
- e) Manganese
- f) Iron

- A b), c), e) and f)
- B a), b), d) and e)
- C a), d), e) and f)
- D a), b), c) and d)

(2)

3.3 Examples of a monosaccharides are:

- a) Pectin
- b) Fructose
- c) Sucrose
- d) Lactose
- e) Glucose
- f) Glycogen

- A b), c) and f)
- B a), d) and e)
- C b), e) and f)
- D a), b) and f)

(2)

3.4 Examples of disaccharides are:

- a) Fructose
- b) Lactose
- c) Maltose
- d) Glucose
- e) Sucrose
- f) Galactose

- A a), b) and d)
- B b), c) and e)
- C a), b) and f)
- D a), c) and f)

(2)

3.5 Examples of a polysaccharides are:

- a) Fructose
- b) Fibre
- c) Pectin
- d) Maltose
- e) Sucrose
- f) Glycogen

- A a), b) and d)
- B b), d) and e)
- C b), c) and f)
- D a), c) and f)

(2)

[10]**TOTAL SECTION A: 30 Marks**

SECTION B: CONSUMERISM

QUESTION 4

Read the passage below and then answer the questions that follow:

Most South African households are broke before the end of the month, they sometimes skip meals and are forced into a debt cycle (UCT Unilever Institution of Strategic Marketing). Professor John Simpson said it was found that the poorest were doubly disadvantaged in purchasing goods and accessing credit. "In most cases people in this segment pay much more for goods and much more interest on credit, compared to their neighbours in the middle class", he said. High debt had negative implications on the well-being of consumers, both financially and psychologically.

- 4.1 List three sources of income of South African households. (3)
- 4.2 What does the author mean when he says that most households are "broke by the end of the month"? (1)
- 4.3 What main factors influence a household's expenditure patterns? (3)
- 4.4 Explain how poorer households could be forced into a 'debt cycle'. (3)
- 4.5 Why do people in this segment:
- 4.5.1 Pay much more for goods?
- 4.5.2 Pay much more interest on credit? (4)
- 4.6 In what way does debt impact negatively on both the financial and psychological well-being of consumers? (6)

[20]

QUESTION 5

Read the passage below and then answer the questions that follow:

The National Credit Regulator (NCR) is investigating documents relating to heavily indebted miners in Marikana. Zweli Zakwe, head of investigations at the NCR, said that "One microlender was charging clients 30 percent a month, compared to the legal limit of 5 percent a month". He added that the NCR was "going through" the documents to establish whether the microlenders had adhered to the requirements of the National Credit Act.

- 5.1 What is a 'microlender' ? (2)
- 5.2 What is the role of the NCR in the case study above? Explain. (3)
- 5.3 Do you think that the microlenders at Marikana adhered to the requirements of the National Credit Act? Give reasons for your answer. (3)
- 5.4 What are the consumer rights of the Marikana miners in this case? (3)
- 5.5 Name the independent court (established by the National Credit Act) whose aim is to achieve fairness and justice in cases such as the one above. (1)

5.6 Let's imagine that one of the Marikana miners has the following debt:

- Microloan R10,000
- Store credit accounts R2,000
- Mortgage bond repayment R2,500 a month
- Cell phone contract R 250 a month

His monthly income is R10, 500. He cannot manage all this debt. Explain the options available to him.

(6)

5.7 Credit bureaus are regulated by the National Credit Act and are required to register with the NCR. What is a credit bureau?

(2)

[20]

TOTAL SECTION B: 40 Marks

SECTION C: FOOD AND NUTRITION

QUESTION 6

Examine the graph below and answer the questions that follow:

6.1 List each food purchased above and place it in the correct food group. Tabulate your answer as follows:

(18 x ½)

(9)

Food Purchased	Food Group

- 6.2 Are all the food groups represented? Explain your answer. (2)
- 6.3 Name, and give the main function of, the minerals present in:
- 6.3.1 The fish (2)
- 6.3.2 The cheese (2)
- 6.4 Does the buying behaviour in the graph indicate that these consumers are following the South African based Dietary Guidelines? Support your answer. (5)
- [20]**

QUESTION 7

- 7.1 In the following sentences some words have been omitted. Write the sentence number and the missing word(s) on your foolscap paper.
- 7.1.1 Protein is the only nutrient that contains the element _____ .
- 7.1.2 Carbohydrates are broken down into _____ in the digestive system.
- 7.1.3 A fat or oil molecule is called a _____ .
- 7.1.4 Another name for Vitamin C is _____ .
- 7.1.5 _____ is a deficiency disease caused by lack of Vitamin B3 (Niacin). (5)
- 7.2 What is the difference between Complete and Incomplete proteins? Tabulate your answer as follows:
- | Complete Proteins | Incomplete proteins |
|-------------------|---------------------|
| | |
- (6)
- 7.3 What is the result of excess fat intake in the diet? (3)
- 7.4 Name one specific factor that will influence the nutritional needs of the following people:
- 7.4.1 Pregnant women
- 7.4.2 Nursing mothers
- 7.4.3 Babies
- 7.4.4 Teenage girls
- 7.4.5 Rugby players
- 7.4.6 The elderly (6)

[20]

TOTAL SECTION C: 40 Marks

SECTION D: Practical Work and Entrepreneurship**QUESTION 8**

- 8.1 Name and explain four research methods that entrepreneurs can use to collect information about their target market. (8)
- 8.2 What is meant by a Unique selling point (USP)? (3)
- 8.3 Explain the USP in each of the following slogans, and state the benefit to the consumer:
- 8.3.1 Burger King: “*Have it your way*”. (2)
- 8.3.2 Enterprise car hire: “*Pick Enterprise. We'll pick you up*”. (2)
- 8.3.3 Bounty bar: “*The Quicker Picker-Upper*”. (2)
- 8.4 List three factors that should be considered by an entrepreneur when choosing a marketable product. (3)

[20]**QUESTION 9**

Read through the recipe for doughnuts and then answer the questions that follow:

DOUGHNUTS	METHOD
360g cake flour 5ml salt 60ml sugar 60g margarine 10g instant yeast 1 large egg, beaten 145ml lukewarm water Oil for deep frying	<ol style="list-style-type: none"> 1. Warm the flour in the oven or microwave (do not make it too hot!). 2. Mix the cake flour, salt and sugar together 3. Rub the margarine into the flour mixture with your fingertips. Add the instant yeast and mix. 4. Add the beaten egg and enough lukewarm water to make a soft dough. 5. Knead the dough well until it is smooth and elastic: about 10 minutes. 6. Cover the dough with an oiled sheet of plastic and place in the warming tray until double in size. 7. Knock back the dough, and knead lightly. 8. Divide the dough into 8 large or 16 small sized pieces. 9. Shape each piece into a ball and make a hole in the centre. 10. Place the doughnuts on a greased tray, cover with the oiled plastic and allow them to rise until double in volume. 11. Heat oil in a deep saucepan. 12. Deep fry the doughnuts in hot oil until golden brown. Remove and drain.

- 9.1 What is the raising agent used in this recipe? (1)
- 9.2 Explain how this raising agent allows the dough to rise? (5)
- 9.3 Give a reason for:
- 9.3.1 Warming the flour (Step 1)
 - 9.3.2 Being careful not to overheat the flour (Step 1)
 - 9.3.3 Kneading the dough (Step 5)
 - 9.3.4 Covering the dough with oiled plastic (Step 6)
 - 9.3.5 Knocking back the dough (Step 7)
- 9.4 Describe the characteristics of successful doughnuts under the headings (5)
- 9.4.1 Appearance (2)
 - 9.4.2 Texture (2)
- 9.5 Suggest three different ways in which the doughnuts could be decorated to increase the saleability of the product. (3)
- 9.6 Name two overheads that would add to the cost of this product. (2)

[20]**TOTAL SECTION D : 40 Marks****TOTAL OF PAPER: 150 MARKS**