

Hillcrest High School



GRADE 11 CONSUMER STUDIES EXAM

November 2015

Marks: 200

Time: 3 hours

Examiners: Mrs. N. Magubane

Moderators: Miss J. Watt

Mrs. D. Kroone

Mrs. D. Kroone

INSTRUCTIONS AND INFORMATION

- **All sections are compulsory.**
- **Number the answers correctly according to the numbering system used in this question paper.**
- **Write all your answers on the answer book provided.**
- **Leave a margin for marking.**
- **Pay attention to spelling and sentence construction.**
- **Write neatly in blue or black pen.**
- **A calculator may be used.**

SECTION A : SHORT QUESTIONS**QUESTION ONE: Multiple Choice**

Various possible options are provided as answers to the following questions. Choose the correct answer and write the letter next to the question number in your answer book, e.g. 1.1. A

1.1 A function of the National Consumer Forum is to ...

- A act as mediator between tenants and landlords.
- B protect and promote.
- C make consumers aware of their rights and responsibilities.
- D set specific standards to protect the health and safety to consumers

(1)

1.2 The ... deals with complaints about misleading advertisements.

- A NHBRC
- B RMI
- C ASA
- D SABS

(1)

1.3 Desmond cannot afford the service of an attorney to help him sort out the problem with the builder, but he could seek legal assistance from ...

- A an ombudsman.
- B the Legal Aid Board
- C the Law Society of South Africa
- D the Small Claims court

(1)

1.4 Salary before deductions is called ... salary.

- A gross
- B annual
- C fringe
- D net

(1)

1.5 ... is when the cost of goods goes up and the value of money goes down.

- A Budget
- B Quintile
- C Statistics
- D Inflation

(1)

1.6 Select from the list below the most suitable sandwich spread for a growing child.

- A Peanut butter
- B Apricot jam
- C Marmite
- D Syrup

(1)

1.7 The carbohydrate in milk is called ...

- A casein
- B lactose
- C glucose
- D lactalbumin

(1)

1.8 Which ONE of the following nutrients will raise blood glucose levels the most?

- A Protein
- B Carbohydrates
- C Fibre
- D Fat

(1)

1.9 Which of the following foods will provide the most kilojoules?

- A A teaspoon sugar
- B A teaspoon ice cream
- C A teaspoon peanut butter
- D A teaspoon butter

(1)

1.10 What supplement should women take if they plan a pregnancy in order to reduce the risk of spina bifida in the baby?

- A Vitamin B1
- B Vitamin B12
- C Folic acid
- D Ascorbic acid

(1)
[10]

QUESTION TWO: Matching columns

In each of the following questions, match an item from Column A with an item from Column B. Write the correct letter next to the question number in your answer booklet, e.g. 2.1.1. A

2.1

	Column A: Food		Column B: Most important nutrient
2.1.1	Rice	A	Vitamin A
2.1.2	Cream	B	Vitamin C
2.1.3	Eggs	C	Protein
2.1.4	Guava	D	Fibre
2.1.5	Butternut	E	Starch
		F	Lipids

(5)

2.2

	Column A: Fabric properties		Column B: Description
2.2.1	Draping quality	A	Small balls appear on the surface
2.2.2	Elasticity	B	Fabric cannot wrinkle easily
2.2.3	Absorbency	C	Fabric can resist grease and stains
2.2.4	Crease resistance	D	Fabric falls in soft folds
2.2.5	Pilling	E	Fabrics take up water and moisture
		F	Fabrics can return to their original shape when stretched

(5)

2.3

	Column A: Bank account	Column B: Description
2.3.1	Savings account	A A minimum balance of R1000 must be maintained at all times
2.3.2	Current account	B Minimum opening balance ranges from R5000 to R25000
2.3.3	Fixed-deposit account	C A minimum monthly income of R1500 is needed
2.3.4	Call account	D Minimum opening deposit ranges from R0 to R50
2.3.5	Money-market account	E A fixed amount of money is deposited by the bank every month
		F A minimum of R1000 is invested for a fixed period of time

(5)

[15]

QUESTION THREE: Correct combinations

3.1 **In each of the following questions, choose the correct combination of answers. Write the correct letters next to the question number on your answer booklet, e.g. 3.1.1 A,B,C**

3.1.1 From the list below, select THREE fabric finishes that alter the performance of fabric

- A Sanforising
- B Calendering
- C Anti-static
- D Anti- bacterial
- E Starching
- F Waterproofing

(3)

3.1.2 From the list below, select THREE fabric finishes that can be applied to cellulose fibres

- A Sanforising
- B Calendering
- C Embossing
- D Mercerising
- E Sueding
- F Anti-static

(3)

3.1.3 From the list below, select the **THREE** basic zones of a home

- A TV area
- B Work area
- C Rest area
- D Study area
- E Social area
- F Storage area

(3)

3.1.4 From the list below, select **THREE** factors to consider when evaluating existing house plans

- A Size of rooms
- B Money available
- C Interior decor
- D Time available
- E Orientation
- F Traffic patterns

(3)

3.1.5 From the list below, select **THREE** criteria used in demographic segmentation of the market

- A Marital status
- B Area
- C Personality
- D Health
- E Occupation
- F Buying behaviour

(3)

[15]

TOTAL SECTION A : [40 Marks]

PTO

SECTION B: CONSUMERISM**QUESTION FOUR**

Read the following table below and answer the questions that follow:

THE BOTHA FAMILY BUDGET	
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<p>Both Lisa and Shaun Botha work. They have two teenage boys who attend the local school. They never have money to go on the holiday they wish for. Lisa loves shopping for groceries at Woolworths and likes to buy new clothes for her family every month. Lisa also buys take-aways for dinner at least three times a week. Shaun enjoys playing golf twice a week and the boys go to the movies at the mall every Saturday. The boys are now old enough to babysit or work as waiters at a restaurant if they want to earn their own money. However, Lisa gives the boys pocket money to use as they like each week. Every member of the Botha family has a cell phone contract.</p>
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- | | | |
|-----|--|-----|
| 4.1 | How would this family benefit by drawing up a budget? | (2) |
| 4.2 | List five steps the family should follow when drawing up this budget. | (5) |
| 4.3 | Suggest THREE changes this family could make in order to achieve their dream holiday in the near future. | (3) |

[10]

QUESTION FIVE**HOUSEHOLD EXPENDITURE:**

- | | | |
|-----|---|-----|
| 5.1 | List two sources of income in South African families. | (2) |
| 5.2 | Low income groups spend a higher percentage of their income on food and shelter than any other expenses. Provide a reason for this. | (2) |
| 5.3 | Location is one of the factors influencing expenditure patterns in South African households. Explain why. | (2) |
| 5.4 | Explain the difference between wages and salaries. | (2) |
| 5.5 | Explain the term <i>disposable income</i> . | (2) |

[10]

QUESTION SIX

Consumers need to be aware of policies that are available to protect them and their rights with regards to credit facilitation.

- 6.1 Discuss the purpose of the National Credit Act (NCA) (4)
- 6.2 Explain the credit process that a credit provider needs to follow when granting credit to the consumer. (3)
- 6.3 The National Credit Regulator (NCR) is the statutory body appointed by the NCA. Briefly discuss the functions of the NCR. (3)
- 6.4 What is a credit bureau, and what and what information do they record? (5)
- 6.5 Explain consumer rights in relation to the credit bureau. (5)

[20]

TOTAL SECTIONB: 40 MARKS

SECTION C: FOOD AND NUTRITION**QUESTION 7**

- 7.1 Toddler years are a good time to establish a positive attitude towards food and develop good eating habits. Provide four guidelines for feeding toddlers. (4)
- 7.2 Explain the role that our basal metabolic rate (BMR) and physical activity play in determining our energy needs. (4)
- 7.3 Ill and convalescing individuals lose their appetite easily. Suggest how you can encourage them to eat to help them get the nourishment they need to get better. (2)

[10]

QUESTION 8

Read the following case study and answer the questions that follow:

THE CONSUMER STUDIES FIELD TRIP GOES WRONG

A packed lunch organised for a Grade 11 field trip consisted of chicken sandwiches prepared a day before, fruit and boxed juices. Soon after eating the sandwiches many of the group felt sick. Some even had to be taken to hospital and admitted.

- 8.1 Discuss the difference between food contamination and food poisoning. (2)
- 8.2 Identify the micro organism that caused food poisoning in this case study. (1)
- 8.3 Provide THREE symptoms that members of the group could have experienced. (3)
- 8.4 How can food poisoning be treated? (2)
- 8.5 Suggest TWO possible procedures that must be followed to ensure that a similar incident does not occur again. (2)

[10]

QUESTION 9

Food fortification has been implemented successfully in many countries for over 80 years and has been proven to be completely safe and effective.

- 9.1 Explain what is meant by food fortification. (3)
- 9.2 Discuss why the government decided to fortify maize meal, white and brown bread flour, and white and brown bread. (3)
- 9.3 Explain the nutritional benefits of adding the following vitamins and minerals to these foods: (6)
- 9.3.1 Vitamin A (Thiamine)
- 9.3.2 Vitamin B1 (Riboflavin)
- 9.3.3 Vitamin B2 (Niacin)
- 9.3.4 Folic acid
- 9.3.5 Iron
- 9.3.6 Zinc
- 9.4 Although lipids are to be consumed sparingly they are needed for specific functions. Name FIVE functions of lipids. (5)
- 9.5 What deficiency diseases result from lack of the following nutrients? (3)
- 9.5.1 Protein
- 9.5.2 Sodium
- 9.5.3 Iodine

[20]

TOTAL SECTION C: 40 Marks

SECTION D: DESIGN ELEMENTS AND PRINCIPLES.

QUESTION 10 : INTERIORS

Study the picture below:



Now answer the following questions:

- 10.1 Define emphasis. Where has it been used in this room? (3)
- 10.2 What type of balance is used? Explain. (3)
- 10.3 Identify the dominant shape used in this room, and explain the mood it creates. (3)
- 10.4 How has an illusion of space been created? (4)
- 10.5 The chairs used in this picture have been upholstered in cream split-grain leather. Evaluate the suitability of this material for dining room chairs. (3)
- 10.6 List FOUR criteria to look for when selecting good quality dining room chairs. (4)

[20]

QUESTION 11: CLOTHING

Examine the picture below and then answer the questions that follow:

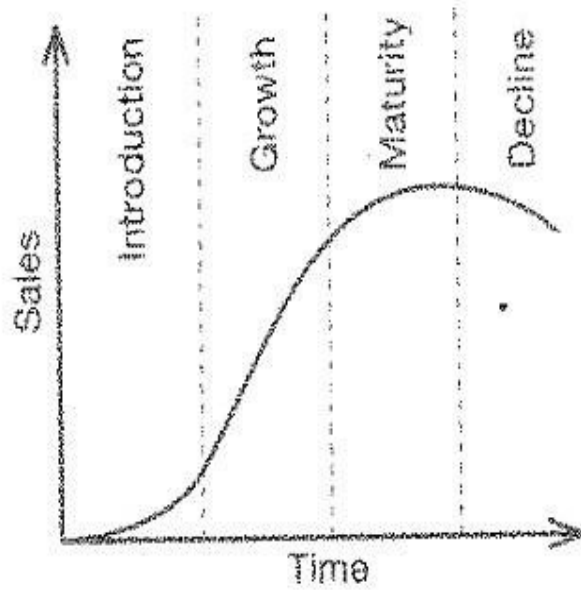


- 11.1 The jacket is light grey, dark grey, white and black. Name this colour harmony. (1)
- 11.2 Identify the focal point and explain how this has been achieved. (2)
- 11.3 Identify the dominant line and explain its effect on the body. (3)
- 11.4 Explain how rhythm has been achieved through (4)
- 11.4.1 Repetition
- 11.4.2 Alternation
- 11.5 Comment on the proportions used in this outfit. (6)
- 11.6 Does this outfit harmonise? Explain. (4)

[20]

TOTAL SECTION D: 40 Marks**SECTION E: ENTREPRENEURSHIP.****QUESTION 12:**

- 12.1 Examine the graph below of the product life cycle, and then answer the questions that follow.



- 12.2 What is a marketing strategy? (2)
- 12.3 Explain the product life cycle with reference to the above graph. (4)
- 12.4 How can the entrepreneur effectively improve sales when the product is in decline? (2)
- 12.5 Briefly discuss the importance of building good relationships as a core principle of marketing. (2)

[10]

QUESTION 13:

Study the ingredient list for ten (10) mini cheese cakes and answer the questions that follow.

Mini Cheese Cakes	
70g	Tennis biscuits
80 ml	Margarine
16ml	Gelatine
80ml	Castor sugar
2	Eggs
160ml	Cream
10ml	Vanilla
250ml	Cream cheese
200g	Fresh strawberries

Use the table below to calculate the cost of 1 recipe.

Conversion table	
Ingredients	Conversion per 250ml
Tennis biscuits	100g (crushed)
Margarine (Blossom)	230g
Castor sugar	150g
Eggs	2
Cream	240g
Cream cheese	190g
Fresh strawberries	160g

Copy this table onto your answer booklet and complete it:

[13]

- 13.1 Calculate 40% (20% overheads and 20% profit) mark-up to cover overheads and make a profit. Show calculations. (3)
- 13.2 Calculate the selling price per portion. (2)
- 13.3 **Price** is one of the 5 P's in the marketing mix. Name the other four. (4)
- 13.4 Name the information that must appear on the label for the mini-cheese cakes. (8)
- [17]**

TOTAL SECTION E: 40 Marks

GRAND TOTAL OF PAPER 200 MARKS