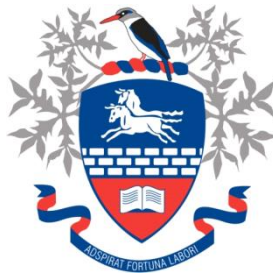


**Hillcrest High School**



**GRADE 11 CONSUMER STUDIES EXAM**

**November 2016**

**Marks: 160**

**Time: 2 hours**

**Examiner: Mrs. N. Magubane**

**Moderator: 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: MULTIPLE CHOICE****Question 1**

Choose the most correct answer and write down only the letter next to the question number  
E.g. 1.1.1-H.

1.1.1 When floors plans are drafted, they are based on the....

- A. architect's measurements
- B. dimensions of the storage spaces
- C. space needs of the family
- D. type of furniture plan for the house (1)

1.1.2 The type of floor plan where the large areas flow into each other is called a/an.....plan

- A. closed
- B. open
- C. single-storey
- D. horizontal (1)

1.1.3 An orange –coloured metal used for furniture that oxidises quickly and must be polished to retain its colour is.....

- A. aluminium
- B. chrome
- C. copper
- D. iron (1)

1.1.4 Ergonomically designed furniture ....

- A. is made from a combination of plastic and metal
- B. is made from recycled materials
- C. is uncomfortable
- D. is at the correct height for the person using it (1)

1.1.5 A hidden cost when buying furniture includes the.....

- A. guarantee
- B. delivery
- C. warranty
- D. installation (1)

- 1.1.6 A suitable material for outdoor furniture for a family with children and a dog is.....
- A. iron
  - B. glass
  - C. laminated wood
  - D. chipboard
- (1)
- 1.1.7 A method of payment where the customer only receives the goods once the full purchase price has been paid is called a/an.....
- A. lay-bye
  - B. cash purchase
  - C. credit account
  - D. instalment sales
- (1)
- 1.1.8 The.....tests the quality of goods for manufactures.
- A. Consumer Tribunal
  - B. Consumer Forum
  - C. South African Bureau of Standards
  - D. National Qualification Authority
- (1)
- 1.1.9 The.....enforces the National Credit Act.
- A. South African Bureau of Standards
  - B. National Credit Regulator
  - C. National Credit Authority
  - D. National Credit Bureau
- (1)
- 1.1.10 The..... deals with all consumer complaints that are not related to credit.
- A. National Consumer Commission
  - B. National Consumer Protection Office
  - C. South African National Consumer Forum
  - D. Provincial Consumer Affairs Protection Office
- (1)
- 1.1.11 A sale agreement where a deposit is paid upfront and the balance of the price is paid over a specific number of months is called a/an.....transaction.
- A. instalment sale
  - B. credit transaction
  - C. fixed payment sale
  - D. store account sale
- (1)

- 1.1.12 ..... are issues covered by the National Credit Act
- A. theft of money at an ATM machine
  - B. credit cards and cheque cards
  - C. electrical appliances purchased at a discount store
  - D. interest rates charged by micro lenders (1)
- 1.1.13 A..... account offers the owner an option of withdrawing more money than they have available.
- A. savings
  - B. money market
  - C. cheque
  - D. credit (1)
- 1.1.14 The Consumer Protection Act specifies the following rights for consumers:
- A. The right to return goods you change your mind about
  - B. The right to credit and to remove their names from blacklists
  - C. The right to equality and disclosure of information pertaining to contracts
  - D. The right to negotiation and discount for cash (1)
- 1.1.15 A product specification is a.....
- A. description of how the product will be made, the raw materials and process
  - B. written description of an item, including the size, appearance and colour
  - C. list of all the ingredients and the equipment that will be used
  - D. All of the above (1)
- 1.1.16 The core principles of marketing are....
- A. grow good relationships, advertise time schedules and plan storage
  - B. produce what the customers want, analyse the competitive advantage and target specific markets
  - C. satisfy customer wants, consider production costs and produce goods that the target market needs
  - D. product, price, location and communication (1)
- 1.1.17 ..... are factors that influence the cost of production.
- A. Land, labour capital and equipment
  - B. Natural resources, entrepreneurship and money
  - C. Marketing, cost price of raw materials and labour
  - D. Natural resources, capital and labour (1)

1.1.18 The ..... collects information about people's credit transactions.

- A. Credit Bureau
- B. Consumer Forum
- C. National Credit Regulator
- D. Consumer Tribunal

(1)

1.1.19 The ..... applies to every buying and selling activity.

- A. National Credit Act
- B. National Consumer Act
- C. Consumer Protection Act
- D. Consumer Credit Act

(1)

1.1.20 It is the responsibility of the ....to educate consumers on their rights.

- A. National Credit Regulator
- B. National Consumer Commission
- C. National Credit Bureau
- D. Consumer Forum

(1)

(20)

1.2 Match each mineral in **Column A** with its correct function in **Column B**. Write only the letter next to question number e.g. 1.1.7 –Z.

<b>Column A- mineral</b>	<b>Column B- function</b>
1.2.1 Calcium	A Regulates the fluids balance in cells
1.2.2 Manganese	B Needed for normal muscle and nerve functioning
1.2.3 Fluoride	C Needed to make haemoglobin in red blood cells
1.2.4 Iron	D Component of enzymes
1.2.5 Magnesium	E Provides energy
1.2.6 Sodium	F Builds strong bones and teeth
	G Strengthens the tooth enamel and reduces tooth decay

(6)

1.3 Match each definition in **Column A** with the correct term in **Column B**. Write only the letter next to the number.

<b>Column A- definition</b>	<b>Column B- term</b>
1.3.1 A pure colour with lots of white added	A Hue
1.3.2 Describes how pure a colour is	B Value
1.3.3 A colour formed by adding grey to a pure colour	C Shade
1.3.4 Created by mixing one colour with its complementary colour	D Tone
1.3.5 Describes the lightness or darkness of a colour	E Intensity
	F Tint

(5)

1.4 Indicate whether the following are **TRUE or FALSE**. Write the answer next to the question number in the answer book.

1.4.1 Food poisoning is much more severe in young children, frail people and people with a weak immune system. (1)

1.4.2 If food has to be reheated, cook it until it reaches an internal temperature of 62°C. (1)

1.4.3 People working food and have cuts should wear red plasters. (1)

1.4.4 Grains and vegetables are at risk of being contaminated by pesticides. (1)  
(4)

1.5 Give the correct term for each of the following descriptions. Choose from the words below:

**Consumer Price Index; Data; Non- financial income; Inflation; National Credit Act; Saving; Budget; Statistics; Financial income; Credit Bureau.**

1.5.1 The total money spent on goods and services. (1)

1.5.2 The part of a person's income that is not spent on consumer goods and services, but is accumulated or invested. (1)

1.5.3 When the cost of goods goes up and the value of money goes down. (1)

1.5.4 A collection of information that interprets facts. (1)

1.5.5 Information such as statistical data which is given in numbers. (1)  
(5)

**(TOTAL SECTION A: 40)**

## SECTION B: THE CONSUMER

### Question 2

2.1 Read the following scenario and answer the questions below.

#### **TEACHING YOUR CHILDREN TO SAVE INVEST**

How many times have you looked on life and wished you had started investing earlier? Teaching your children or grandchildren a few simple lessons about saving and investing can start them off in the right direction towards a secure financial future, and can be as easy as 1, 2 and 3.

2.1.1 Households receive their income from various sources.

2.1.1.1 Identify **TWO** sources of financial income mentioned in the extract. (2)

2.1.1.2 List **FOUR OTHER** sources of financial income for South African families. (4)

2.1.2 A quote from the passage says 'Towards a secure financial future'.

Give **THREE** possible sources of income on retirement. (3)

2.1.3 Name **FIVE** factors influencing expenditure patterns in South Africa. (5)

2.1.4 What is the purpose of the Unemployment Insurance Fund (UIF)? (2)

2.1.5 Differentiate between fixed and variable expenses and give **ONE** example of each. (4)  
(20)

**(TOTAL SECTION B: 20)**

## SECTION C: FOOD AND NUTRITION

### Question 3

3.1 Read the newspaper extract below, and answer the questions that follow.

#### **Food Poisoning Hits Volunteers**

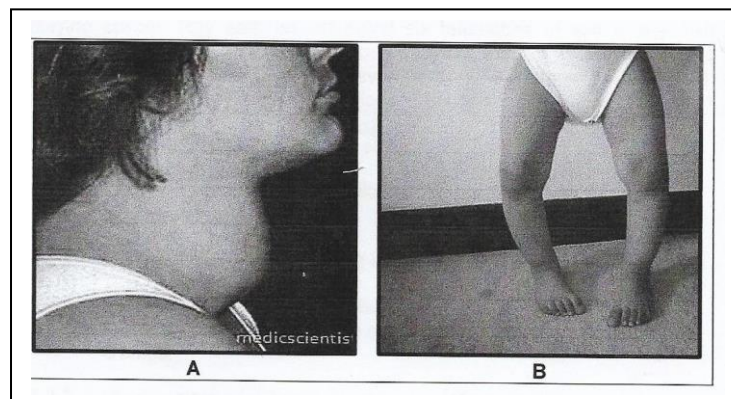
Ninety World Cup volunteers were treated for food poisoning after breakfast at the Mbombela Stadium in Nelspruit yesterday. Some of them were vomiting while others suffered from diarrhoea. An investigation has been launched to determine whether the food they ate was contaminated and if so, how it became contaminated.

Source [WWW.iol.co.za](http://WWW.iol.co.za) 19 June 2010

- 3.1.1 Explain what is meant by food contamination. (2)
- 3.1.2 Identify **TWO** symptoms of food poisoning mentioned in the newspaper report. (2)
- 3.1.3 Suggest **SIX** ways of treating the symptoms of the food poisoning mentioned in the newspaper report. (6)
- 3.2 The *Rice Crispies* box on the breakfast table carried the following information:

STORAGE INSTRUCTIONS
STORE IN A COOL, DRY PLACE. ONCE OPENED, FOLD OVER INNER BAG AFTER EACH SERVING TO PRESERVE THE QUALITY OF THE PRODUCT.
INGREDIENTS
Rice (89.8%), sugar, salt, malt extract, (barley), (gluten), folic acid, niacin, pantothenic acid, Vitamin A, Vitamin B1, Vitamin B2, VitaminB6, Vitamin B12, Vitamin C, iron.
<b>FORTIFIED FOR BETTER HEALTH</b>

- 3.2.1 The box states that the *Rice Crispies* are “**Fortified for better health**”.  
What does this mean? (2)
- 3.2.2 Amongst the ninety volunteers, thirty-six were girls between the ages of 16-18 years.  
State the importance of the following nutrients for girls of this age:
- 3.2.2.1 Vitamin A (2)
- 3.2.2.2 Vitamin C (2)
- 3.2.2.3 Iron (2)
- 3.2.2.4 Folic Acid (2)
- (20)
- 3.3 Study the illustration below and then answer the questions that follow:



- 3.3.1 In each of the above illustrations (**A** and **B**) identify:
- 3.3.1.1 The condition that each of these individuals is suffering from. (2)
  - 3.3.1.2 The nutrient deficiency that caused this problem. (2)

3.3.2 List **FOUR** functions of water in the body. (4)

3.3.3 Differentiate between micro-nutrients and macro-nutrients. (2)

3.3.4 Classify **each** of the six nutrients according to the following table:

Micro-nutrients	Macro-nutrients

(6)

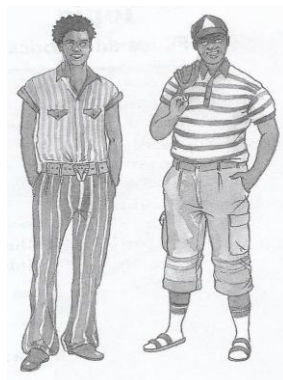
3.3.5 Explain what is meant by **protein complementation**. (4)  
(20)

**(TOTAL SECTION C: 40)**

**SECTION D: DESIGN ELEMENTS AND PRINCIPLES IN CLOTHING**

**Question 4**

- 4.1 Explain the relationship between light and colour. (4)
- 4.2 How does colour impact on our feelings and emotions? (8)
- 4.3 The two young men in the picture below do not show very good dress sense. Explain why not and suggest what they both can do to improve their appearance. (8)  
(20)



**(TOTAL SECTION D: 20)**

**SECTION E: ENTREPRENEURSHIP****Question 6**

6.1 Read the case study below and answer the questions that follow.

Lauren and a group of friends get together most Saturday afternoons to socialise and do their crafts. Sammy sews cushion covers, Belinda and Jane crochet cushion covers and Pamela sews patchwork for her cushion covers. Lauren loves piping icing so she makes sponge cake slabs and cuts them into small squares to resemble a cushion. She decorates them while the friends all chat and continues with their crafts. Lauren has suggested that they sell their wares at the local craft market once a month to make money in order to buy more materials. Everyone is excited as this could be the beginning of a great business venture.

- 6.1.1 Define the term “entrepreneur”. (2)
- 6.1.2 Name and explain **FOUR** factors that Lauren and her friends should consider to identify whether they have a profitable business opportunity. (8)
- 6.1.3 Decide on an appropriate name for their business. (2)
- 6.1.4 What is the purpose of “product specification”? (2)
- 6.1.5 Suggest **FOUR** specifications that Lauren should adhere to when evaluating the appearance and texture of her iced cakes. (4)
- 6.2 Lauren’s friend worked out the production costs to make their cushion covers.
- 6.2.1 Work out the production cost on **ONE** cushion if the materials cost R120 per cushion and they added 50% mark up to cover the labour and overheads costs. (2)  
Show all calculations.
- 6.2.2 Work out the selling price of one cushion if they added 65% for the profit. (2)
- 6.3 In preparation for your Matric PAT, you have been asked to plan a micro-enterprise business catering from home.
- 6.4.1 Name your chosen target market, and give **THREE** characteristics of this target market. (4)
- 6.4.2 What is your USP? How does this relate to your chosen target market? (4)
- 6.4.3 Write down your company’s slogan. Remember, this should reflect your USP.(2)

6.5 What is the “Marketing mix”? (6)

6.6 Explain how you intend to promote your business so that you make your products known to your target market. (4)

**(40)**

**(TOTAL SECTION E: 40)**

**GRAND TOTAL OF PAPER: 160**