

Hillcrest High School



GRADE 10 CONSUMER STUDIES EXAM

NOVEMBER 2017

Marks: 150

Time: 2 hours

Examiner: Mrs. J. Bega

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 : 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. 1.1.1. A

1.1.1 Susan buys a radio from Hirsch's and realises that it is not working. She has the right to ...

- A to be informed.
- B replacement or refund.
- C follow rules and regulations.
- D be a minority without disadvantage.

(1)

1.1.2 The Proudly South African Campaign should be supported because ...

- A you have assurance of quality.
- B you contribute to the economy by buying locally.
- C indirectly you are fighting against poverty and unemployment.
- D all of the above

(1)

1.1.3 _____ is an economic influence on consumer buying behaviour.

- A Disposable income
- B Attitude
- C Culture
- D Perception

(1)

1.1.4 This is an example good restaurant etiquette.

- A You may sit down as soon as you arrive.
- B Any food placed on your right is yours.
- C Be at least 10 minutes early if you are a guest.
- D You can use your utensils to dish up food.

(1)

1.1.5 A penetration pricing strategy is ...

- A to set a high mark up and promote the product to create an image of quality.
- B when a high price is set for the product and prices are reduced before the competition reduces theirs.
- C attracting a high volume of sales at a lower selling price.
- D all of the above.

(1)

1.1.6 Most Hindu's are...

- A vegetarian.
- B halaal.
- C kosher.
- D haraam.

(1)

1.1.7 A good menu should have...

- A all rich food.
- B variety of textures.
- C have only two colours.
- D can have the same types of food in each course.

(1)

1.1.8 Universal design is characterised by ...

- A flexibility.
- B simplicity.
- C safety features.
- D all of the above.

(1)

1.1.9 _____ is the percentage used for working out wastage costs.

- A 8%
- B 7%
- C 6%
- D 5%

(1)

1.1.10 Chop means to...

- A cut food into very small pieces.
- B cut food into very small cubes.
- C cut food into thin wide pieces.
- D cut food into long thin pieces.

(1)

1.2 Indicate whether the following statements are **TRUE** or **FALSE**. If false, replace the underlined word(s) with a word or phrase that will make the statement true.

1.2.1 Rubbing in method is when you combine shortening and flour with your fingertips until it resembles fine breadcrumbs.

1.2.2 Genuine leather is not biodegradable.

1.2.3 Rayon is a regenerated fibre made to imitate silk.

1.2.4 Polypropylene is made from a chemical that is similar to paraffin.

(5)

1.3 Choose one correct word from the word in brackets, write only the correct word in your answer book.

1.3.1 (Conduction / Convection) is when one molecule in food rubs against another and this energy has a domino effect throughout the food.

1.3.2 Boiling is when food is cooked at (100° C / 85° C).

1.3.3 The method of (dry / shallow) frying is when food is placed into a pan with heated oil that just covers the bottom of the pan.

1.3.4 Do not fry too (many / few) pieces of food at once when deep frying.

1.3.5 (Braising / Boiling) is sautéing food on all sides in a small amount of fat and then adding liquid to it and allowing it to cook slowly.

(5)

[20]

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 Match the type of outlet in Column A with the correct example in Column B.

	Column A: Term		Column B: Definition	
2.1.1	Hypermarket	A	Makro	
2.1.2	Convenience store	B	Checkers by the Sea	
2.1.3	Discount store	C	Carrol Boyes	
2.1.4	Wholesaler	D	Kwikspar	
2.1.5	Speciality store	E	Sportsmans warehouse	
		F	China Mall	

(5)

2.2 Match the term in Column A with the definition in Column B.

	Column A: Nutrition Term		Column B: Definition	
2.2.1	Napping	A	These are very long fibres e.g. silk	
2.2.2	Filament fibre	B	These are very short fibres e.g. wool	
2.2.3	Resilience	C	A pile on the surface of the fabric.	
2.2.4	Mercerisation	D	Dense cloth formed by compressed woollen fibres	
2.2.5	Staple fibre	E	Cotton is sometimes treated with caustic soda to make it more lustrous.	
		F	The ability of a fibre to spring back to its original shape	

(5)

[10]

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,D,E**.

3.1.1 Re-arrange the decision making steps below into the correct order.

- A. Search for information
- B. Explore alternatives
- C. Recognise there is a decision to be made
- D. Evaluate the decision
- E. Make a decision and act on it

(5)

3.1.2 Re – arrange the steps in calculating costs for a product into the correct order.

- A. List the ingredients
- B. Calculate the cost of each ingredient
- C. Add up the cost of each ingredient
- D. Write down the quantity and the unit price of each ingredient
- E. Work out the unit price of the product

(5)

[10]

TOTAL SECTION A : [40 Marks]

P.T.O for the next section

SECTION B: FOOD AND NUTRITION**QUESTION FOUR**

Study the table below and answer the questions that follow:

UNSALTED PEANUTS per 100g		LIGHTLY SALTED LAY'S CHIPS per 100g	
Total fat	49g	Total fat	12,8g
Saturated fat	7g	Saturated fat	5,8g
Polyunsaturated fats	16g	Trans fat	0,2g
Monounsaturated fats	24g	Polyunsaturated fats	1,4g
		Monounsaturated fats	5,5g
Total carbohydrates	16g	Total carbohydrates	18g
Dietary fibre	9g	Dietary fibre	1,4g
Sugar	4g	Sugar	0,3g
Protein	26g	Protein	2,4g

- 4.1 Which of the products is a healthier choice for a teenager? Use evidence from the table to support your answer. (4)
- 4.2 Name the food group and the recommended servings for each product. (4)
- 4.3 Use the table below to work out the total energy for both products above: (8)

FOOD	CARBOHYDRATES	PROTEIN	FAT	TOTAL
Peanuts	16g	26g	49g	
Lay's	18g	2,4g	12,8g	

- 4.4 State the function of the following nutrients in the diet of a teenager: (4)
- 4.4.1 Protein
- 4.4.2 Fat
- 4.4.3 Fibre
- 4.4.4 Iodine

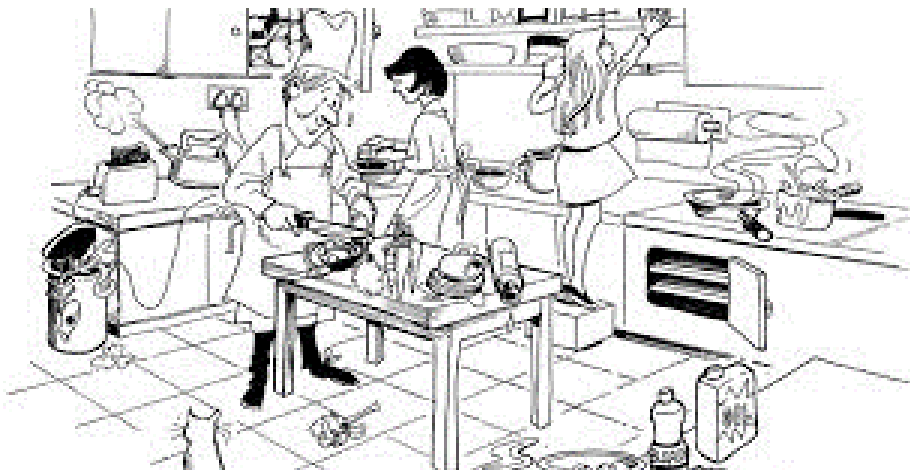
[20]

QUESTION FIVE

- 5.1 Name the TWO ways that food can be spoiled. (2)
- 5.2 Oxidation is a form of enzyme reaction with food. Briefly explain how this occurs. Give an example. (3)
- 5.3 Give a useful function for the following: (3)
- 5.3.1 Yeast
- 5.3.2 Moulds
- 5.3.3 Bacteria
- 5.4 What is the difference between aerobic and anaerobic bacteria? (2)
- [10]**

QUESTION SIX

Study the picture below and answer the questions that follow:



- 6.1 List TWO kitchen hygiene and safety rules that are being broken in the picture above. (2)
- 6.2 Foods are grouped into THREE types depending on their shelf - life. Name the three types and how they should be stored. (6)
- 6.3 Explain what “FIFO” means. (2)
- [10]**

TOTAL SECTION B : [40 Marks]

SECTION C: CLOTHING, TEXTILES, HOUSING AND INTERIOR**QUESTION SEVEN**

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

Adam works as a teacher in a high school. This is his choice of outfit for his first day. He is wearing a blue pair of skinny jeans with a white cotton T – shirt and a light blue polycotton button up long sleeve shirt.

The label on his T – shirt says he must machine wash at 40° C, can bleach with chlorine, can tumble dry on a low heat but preferably should be dried in the shade without being wrung out.



- 7.1 List TWO advantages and TWO disadvantages of the fibres in the case study. Tabulate your answer as follows: (4)

FIBRE	ADVANTAGES	DISADVANTAGES
Cotton		
Polycotton		

- 7.2 Why are fibres blended together? (3)
- 7.3 Is this a suitable outfit for his first day? Give a reason for your answer. (2)
- 7.4 Draw the care symbols you would expect to see on the label on Adam's shirt. (5)
- 7.5 Which season is this outfit designed for? (1)
- 7.6 List FIVE changes that could be made to this outfit to make more friendly for someone in a wheelchair. (5)

[20]

QUESTION EIGHT

Study the pictures below and answer the questions that follow:



- 8.1 Identify the type of housing depicted in the pictures above. (2)
- 8.2 State the suitability for the stage of the family life cycle for each housing type above. (2)
- 8.3 Read the case study below and answer the questions that follow:

The Mkhize family live in house B, which is North - facing. There are two children, Wandile and Faith. Wandile loves his sports and video games, Faith loves to read and enjoys spending time with her friends. The family have family night together where they watch a movie and have dinner together at home. They live in a family orientated neighbourhood, that is close to schools and shops.

- 8.3.1 Evaluate the influence of the following on the Mkhize choice in housing. (6)
- 8.3.1.1 Community and neighbourhood
- 8.3.1.2 Site
- 8.4 Mrs Mkhize's mother is in a wheelchair and often comes to visit the family. Suggest FOUR ways the Mkhize family how the can make their home more wheelchair friendly. (4)
- 8.5 Faith has a desk and chair in her bedroom for studying. She has decided that she needs to find a chair that is more ergonomically friendly and has chosen this chair.
- 8.5.1 Define the term "ergonomics". (2)
- 8.5.2 Explain why this chair is not suitable. (4)



(4)
[20]

TOTAL SECTION C : [40 Marks]

SECTION D: PRACTICAL AND ENTREPRENEURSHIP**QUESTION NINE**

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

Victoria needs to supplement the family's income. She asks around and discovers that local businesses will order cupcakes from her for their office functions. She calculates that she needs R1 500 to start up the business. She will use this money to buy ingredients, baking equipment and packaging. Some of the money will cover the additional electricity and petrol she will use in the first two months of business.

Victoria has R2 000 in a fixed – deposit account at the bank where she is guaranteed 5% interest per year. She knows that if she left the money in the bank she would still have R2 000 plus interest at the end of the year. She withdraws the money to start her business. If the business fails, she will lose all her savings. As an entrepreneur, she has taken a big risk. After six months, Victoria calculates that she has made a profit of R700. This profit is her reward for risking her entire savings to start the business. The R700 is much more than the interest she would have received if she had left her money in the fixed – deposit account. Victoria has discovered that the harder she works; the more money she can make for herself. Victoria made an excellent decision in starting her own business.

Grade 10 Oxford Successful Learner's book Pg 148

- 9.1 What is an entrepreneur? (2)
- 9.2 How much was Victoria's initial capital? (1)
- 9.3 Victoria shows she has the qualities for a successful entrepreneur. Use the case study to list the qualities she has. (4)
- 9.4 Briefly explain the resources available to Victoria. (6)
- 9.5 List FIVE pieces of equipment that Victoria will need to start her business. (5)
- 9.6 A target market is important to establish for a business. Identify Victoria's target market and how she identified them. (2)

[20]

TOTAL SECTION D : [20 Marks]

GRAND TOTAL OF PAPER 140 MARKS