

**Hillcrest High School**



**GRADE 11 CONSUMER STUDIES EXAM**

**November 2017**

**Marks: 200**

**Time: 3 hours**

**Examiners: 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 : 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 promote responsible consumer behaviour.
  - 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 a... 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 Statistic
  - 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 of sugar
  - B A teaspoon of ice cream
  - C A teaspoon of peanut butter
  - D A teaspoon of 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: Main Nutrient
2.1.1	Rice	<b>A</b>	Vitamin A
2.1.2	Cream	<b>B</b>	Vitamin C
2.1.3	Eggs	<b>C</b>	Protein
2.1.4	Guava	<b>D</b>	Fibre
2.1.5	Butternut	<b>E</b>	Starch
		<b>F</b>	Lipids

(5)

2.2

	Column A: Material		Column B: Properties
2.2.1	Wood	<b>A</b>	Easily cleaned if treated with Scotch guard
2.2.2	Mild Steel	<b>B</b>	Breaks easily and requires constant cleaning.
2.2.3	Cane	<b>C</b>	Can be sanded and renovated to renew
2.2.4	Plastic	<b>D</b>	Rusts easily if not coated
2.2.5	Glass	<b>E</b>	Grows quickly, is strong and flexible
		<b>F</b>	Can be vacuum formed into different shapes

(5)

## 2.3

	<b>Column A: Bank Account</b>	<b>Column B: Description</b>
2.3.1	Savings account	<b>A</b> A minimum balance of R1000 must be maintained at all times
2.3.2	Current account	<b>B</b> Minimum opening balance ranges from R5000 to R25000
2.3.3	Fixed-deposit account	<b>C</b> A minimum monthly income of R1500 is needed
2.3.4	Call account	<b>D</b> Minimum opening deposit ranges from R0 to R50
2.3.5	Money-market account	<b>E</b> A fixed amount of money is deposited by the bank every month
		<b>F</b> 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** factors that influence expenditure patterns in South African households:

- A Financial resources and disposable income
- B A budget
- C Needs
- D Preferences
- E Pension funds
- F Statistic SA

(3)

3.1.2 From the list below, select **THREE** principles of budgeting:

- A List income
- B Control and record spending
- C Estimate expenses
- D Assess needs and objectives
- E Compare income and expenses
- F Prepare for unexpected incidents

(3)

3.1.3 From the list below, select the THREE basic zones in 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 the 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]**

**SECTION B: CONSUMERISM****QUESTION FOUR**

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

**FRIDGE INSTALMENT SALES TRANSACTION GOES WRONG...**

Mrs White decided that it is time for change as summer approaches. She went to a well known retail outlet that sells appliances to purchase a double door metallic fridge on Instalment Sales. She was delighted at the offer that the salesman presented to her and decided to purchase the fridge there and then and sign all the paperwork given to her.

In the first two weeks after delivery the fridge worked well, but in the third week Mrs White noticed that it started making a strange noise and was leaking water onto the kitchen floor.

She contacted the store and asked if she could be have a replacement or refund for the fridge as this one was not working. She was told by the manager that she had waived her rights to a replacement or refund when she signed the contract. They would, however, send a repairman to her house to see if the fridge could be repaired.

- 4.1 Briefly explain what is meant by “Instalment Sales Transaction”. (2)
- 4.2 What information should be included in the contract for this method of purchase? (5)
- 4.3 List TWO advantages and TWO disadvantages of purchasing by Instalment Sales. Tabulate your answer. (4)
- 4.5 Was the store honouring Mrs White’s rights as a consumer? Explain why/ why not. (2)
- 4.6 What does the Consumer Protection Act (CPA) stipulate regarding repair, replacement or refund of faulty products? (3)
- 4.7 Explain what Mrs White should do next to resolve the situation above. (4)

**[20]**

**QUESTION 5**

**“Consumers need to be aware of their consumer rights with regards to credit facilitation”.**

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

**[20]**

**TOTAL SECTION B : [40 Marks]**

**SECTION C: FOOD AND NUTRITION****QUESTION 6**

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

**LUNCH OF DOOM**

Beijing: China’s state news agency, Xinhua, said 1 person died and 20 others became ill after a chef mistakenly added pesticide instead of a sauce as he was making lunch. The chef was among those who fell ill after eating the meal at a construction site in northern China. Two people were in a critical condition...

- 6.1 What is a “Pesticide”? (1)
- 6.2 Is this an example of chemical contamination or physical contamination of food? Explain the difference between the two. (5)
- 6.3 Provide TWO symptoms that members of this group could have experienced as a result of the poisoning. (2)
- 6.4 Suggest TWO possible precautions that the chef must follow to ensure that a similar incident does not occur again. (2)

**[10]**

**QUESTION 7**

**Read the following article and answer the questions that follow:**

**LONDON CHEFS FAIL HEALTHY RECIPE TEST**

The dabs of butter and splashes of cream in recipes of celebrity chefs may be impressive on the plate but not necessarily so good for your health. The Researchers at Coventry's Health Professions department found that 87 percent of the 904 recipes from the 26 cooks they tested fell substantially short of the British government's Healthy Eating Recommendations.

Researchers refuse to say which chefs' recipes they tested but they had sampled randomly from best-selling books and websites in such a way as to ensure a balanced representation of different types of meals. The results also indicated that all celebrity chefs whose ingredients were analysed promoted recipes that contained undesirable levels of certain nutrients, particularly saturated fatty acids, sugar and salt, all linked to lifestyle diseases....

**(The Mercury 2011)**

- 7.1 Discuss the effects of eating saturated fats on your body. Be specific in your answer. (4)
- 7.2 How can these chefs reduce the amount of saturated fat used in their cooking? (2)
- 7.3 Although lipids need to be consumed sparingly, they are needed for specific functions in the body. Name FOUR functions of lipids. (4)

**[10]**

**QUESTION 8**

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

- 8.1 Explain what is meant by "Food Fortification". (2)
- 8.2 Why did the South African government decide to fortify maize meal, white and brown bread flour, and white and brown bread? (5)
- 8.3 Explain the nutritional benefits of adding the following vitamins and minerals to the diets of growing children:
- 8.3.1 Vitamin A (Retinol)
- 8.3.2 Vitamin B1 (Thiamin)
- 8.3.3 Vitamin B2 (Riboflavin)

- 8.3.4 Iron  
8.3.5 Zinc (5)
- 8.4 List the functions of protein. (5)
- 8.5 What deficiency diseases result from lack of the following nutrients?  
8.5.1 Calcium  
8.5.2 Sodium  
8.5.3 Iodine (3)
- [20]

**TOTAL SECTION C: 40 Marks**

**SECTION D: INTERIOR DESIGN, CLOTHING AND HOUSING**

**QUESTION 9 : INTERIORS**

**Study the picture below and answer questions that follow**



- 9.1 Define emphasis. Where has it been used in this room? (3)
- 9.2 Identify the dominant shape used in this room. What impact does using this shape have on the size of the room? Explain the mood it creates. (5)
- 9.3 Identify TWO types of lighting used in this room. (2)

- 9.4 The couch in this picture has been upholstered in cream split-grain leather. Evaluate the suitability of this material for this lounge area. (4)
- 9.5 List FOUR criteria to look for when selecting a quality coffee table for this lounge. (4)
- 9.6 How can harmony of colour be achieved when decorating this lounge? (2)

**[20]**

### **QUESTION 10: CLOTHING**

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

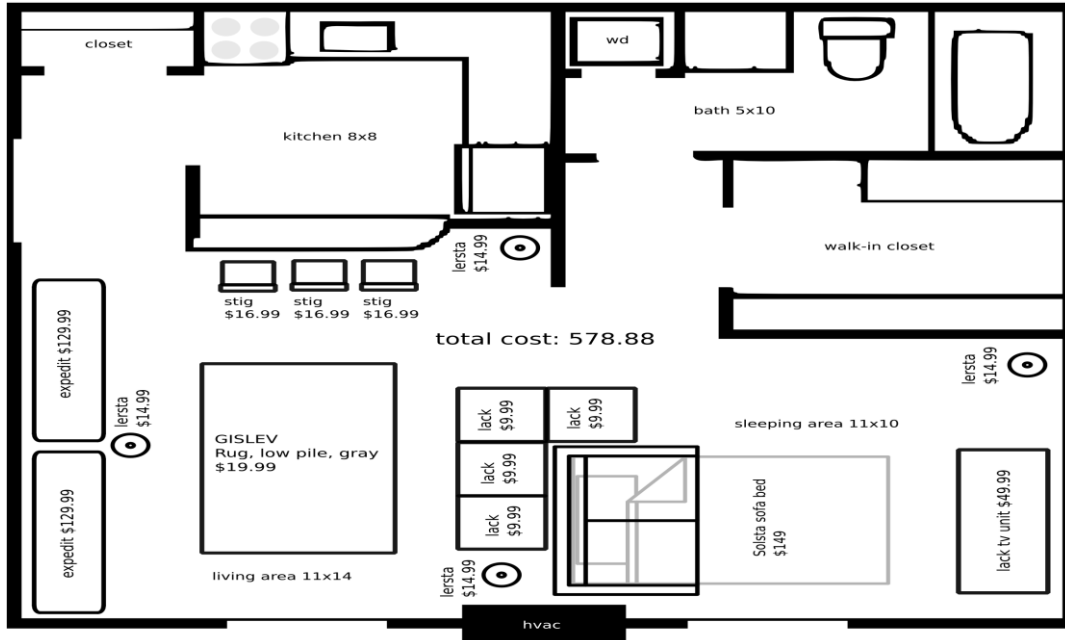


- 10.1 Identify this model's body shape. (1)
- 10.2 What type of balance is used here? Explain. (2)
- 10.3 Identify the dominant line used and explain its effect on the body. (3)
- 10.4 Define rhythm. How has this been achieved in the design of this dress? (4)

**[10]**

**QUESTION 11: HOUSING**

Study the following floor plan and answer questions that follow:



- 11.1 Identify the type of floor plan in this diagram and give a reason for your answer. (2)
- 11.2 Briefly explain the importance of using standardised symbols. (2)
- 11.3 Analyse the traffic lanes in this diagram. (4)
- 11.4 Identify one piece of space-saving furniture in this diagram. (1)
- 11.5 Explain the term “Finishes”. (1)

**[10]**

**TOTAL SECTION D: 40 Marks**

**SECTION E: ENTREPRENEURSHIP****QUESTION 12:**

**Read this article and answer the questions that follow:**

**TAKE A BREAK...**

Entrepreneurs work long hours to build successful businesses but this can come at a cost. Experts and business owners share their advice on how to avoid burnout:

**-Be assertive:** learn to ask for what you want and say no to what you don't feel comfortable with doing.

**-Set goals and stay focused:** schedules and lists will help with time management.

**-You don't have to do it all:** learn to delegate; hire people you trust with the workload.

**-Look after yourself:** make time for activities; make time for spiritual rejuvenation and meditation. This can help you recharge and gather your thoughts.

**- Know the symptoms of burnout:** seek help if you are feeling emotionally exhausted and depressed or when you are struggling to make decisions. Watch out for the warning signs: irritability, insomnia and increased use of alcohol. By the time the entrepreneur experiences these they are already on the verge of burnout.

*Edgars club magazine: March 2017*

- 12.1 Discuss two qualities an entrepreneur needs to possess. (2)
- 12.2 Identify the symptoms mentioned on this article that could result in a burnout. (4)
- 12.3 “*You don't have to do it all*” - elaborate further as to how an entrepreneur can be able to use advice to their benefit. (2)
- 12.4 Briefly discuss the importance of building good relationships with employees as a core principle of managing your business. (2)

**[10]**

**PTO**

**QUESTION 13:****Having a solid plan when starting a small scale production is important.**

- 13.1 Discuss the importance of drawing up a SWOT analysis of your business idea. (8)
- 13.2 List FOUR factors that need to be considered when choosing a product for small scale production. (4)
- 13.3 What is the difference between demographic and psychographic segmentation? (4)
- 13.4 List the guidelines an entrepreneur should follow when designing a questionnaire for their target market. (4)
- 13.5 What is a marketing strategy? (2)
- 13.6 How can an entrepreneur gain a competitive edge? Provide examples. (4)
- 13.7 Price is one of the five P's of the marketing mix. Name the other four. (4)

**[40]****TOTAL SECTION E: 40 Marks****GRAND TOTAL OF PAPER 200 MARKS**

