

Hillcrest High School



GRADE 11 CONSUMER STUDIES EXAM NOVEMBER 2018

QUESTION	MARKS	TIME (MINUTES)
Question One: Short Questions	40	20
Question Two: The Consumer	30	30
Question Three: Food and Nutrition	40	40
Question Four: Design Elements and Principles Fibres and Fabrics	30	30
Question Five: Housing	30	30
Question Six: Entrepreneurship	30	30
TOTAL	200	180

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.

QUESTION ONE: SHORT QUESTIONS**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 Income received from shares in an investment plan is called.....
- A Salary
 - B Social income
 - C Dividends
 - D Grants
- (1)
- 1.2 Spending patterns for buying designer handbags and shoes are influenced by:
- A Needs
 - B Socio economic status
 - C Age
 - D Gender
- (1)
- 1.3 Which of the following household expenses is a *variable* expense?
- A Clothing
 - B Car
 - C School fees
 - D Bond repayment
- (1)
- 1.4 Salary before deductions is called a / an ... salary.
- A gross
 - B annual
 - C fringe
 - D net
- (1)
- 1.5 ... is the term used 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 This is the darkness or the lightness of a colour.
- A Tint
 - B Value
 - C Shade
 - D Intensity
- (1)
- 1.7 The sugar found in milk is called...
- A glucose
 - B lactose
 - C lactalbumin
 - D galactose
- (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 Excessive carbohydrates are stored in the liver in the form of...
- A glycogen
 - B hydrogen
 - C oxygen
 - D dextrin
- (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)

- 1.11 The primary colours are...
A Red, yellow, green
B Red, orange, purple
C Red, blue, green
D Red, blue, yellow (1)
- 1.12 Lines which cause the eye to move up and down make the figure look...
A more elegant
B softer
C wider
D longer (1)
- 1.13 Using neutral colours in a design is called a /an.....colour scheme.
A analogous
B achromatic
C complementary
D split complementary (1)
- 1.14 Pathogens cause ...
A deterioration of food only
B moisture loss of food
C food poisoning
D yeasting of food (1)
- 1.15 A favourable temperature for growth of bacteria is between ...
A 25 to 30 degrees
B 10 to 15 degrees
C 40 to 60 degrees
D 60 to 100 degrees (1)

[15]

QUESTION 1.2 : 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 like this 1.2 A

	Column A: Food		Column B: Most important nutrient
1.2.1	Soya	A	Vitamin A
1.2.2	Pasta	B	Vitamin C
1.2.3	Cream	C	Protein
1.2.4	Lemon	D	Fibre
1.2.5	Carrots	E	Starch
		F	Lipids

(5)

1.3

	Column A: Contamination		Column B: Description
1.3.1	Yeast	A	Multiply by binary fission
1.3.2	Enzymes	B	Are killed by freezing
1.3.3	Bacteria	C	Multiply by budding
1.3.4	Moulds	D	Causes cross contamination
1.3.5	Household Pests	E	Are catalysts for bodily functions
		F	Grow on cereals

(5)

	Column A: Material		Column B: Properties
1.4.1	Wood	A	Easily cleaned if treated with Scotch guard
1.4.2	Mild Steel	B	Breaks easily and requires constant cleaning.
1.4.3	Cane		
1.4.4	Plastic	C	Can be sanded and renovated to renew
1.4.5	Glass	D	Rusts easily if not coated
		E	Grows quickly, is strong and flexible
		F	Can be vacuum formed into different shapes

(5)

[15]

QUESTION 1.5 : Correct combinations

1.5 **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. 1.5. 1 A,C**

1.5.1 From the list below, select TWO fabric finishes that can be applied to cellulose fibres

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

(2)

1.5.2 From the list below, select the TWO nutrients that can give you energy

- A Potassium
- B Calcium
- C Lipids
- D Magnesium
- E Carbohydrates
- F Iron

(2)

1.5.3 From the list below, select TWO factors that can influence the spending pattern of households.

- A Household composition
- B Peers
- C Socio economic status
- D Time available
- E Resources
- F Education

(2)

15.4 From the list below, select TWO foods that provide the most iron

- A Apples
- B Crumpets
- C Legumes
- D Brown Bread
- E Green leafy vegetables
- F Yoghurt

(2)

1.5.5 From the list below, select TWO analogous colour schemes

- A Red, red purple, blue
- B Red, blue, purple
- C Purple, yellow, red purple
- D Yellow, yellow green, green
- E Green, blue green, blue
- F Yellow, blue green, green

(2)

[10]

TOTAL SHORT QUESTIONS: [40 Marks]

QUESTION TWO : CONSUMERISM

2.1 Read the following extract and answer the questions that follow:

John and Kelly Jackson live in a suburban area with their three children Michael, Nomusa and Thando. John is a deputy principal at a primary school and Kelly is a nurse. Michael and Thando are both in high school and Nomusa is still at a day care. They live in a rented house with their two dogs.

Kelly has always wanted to own her own home but there has never been enough money left to save for it. She does not know where the money went.

One day one of the dogs became very sick and had to be taken to the veterinarian, but there was no money to pay. Kelly was disappointed to discover that they had no money saved.

After that incident, Kelly decided to start budgeting and saving. Their problem is that they have never budgeted before and they do not know how to begin. They just try to watch their expenses carefully but they have not written their financial expenses down and have not set any specific financial goals.

- 2.1.1 Identify the need that Kelly wants to fulfil for her family. (1)
- 2.1.2 Explain what the family did wrong with their finances that resulted in them having no savings. (2)
- 2.1.3 Name a budget principle that they did not meet which caused a problem in paying for the veterinarian. (1)
- 2.1.4 Advise the family on the benefits of using a household budget. (6)

[10]

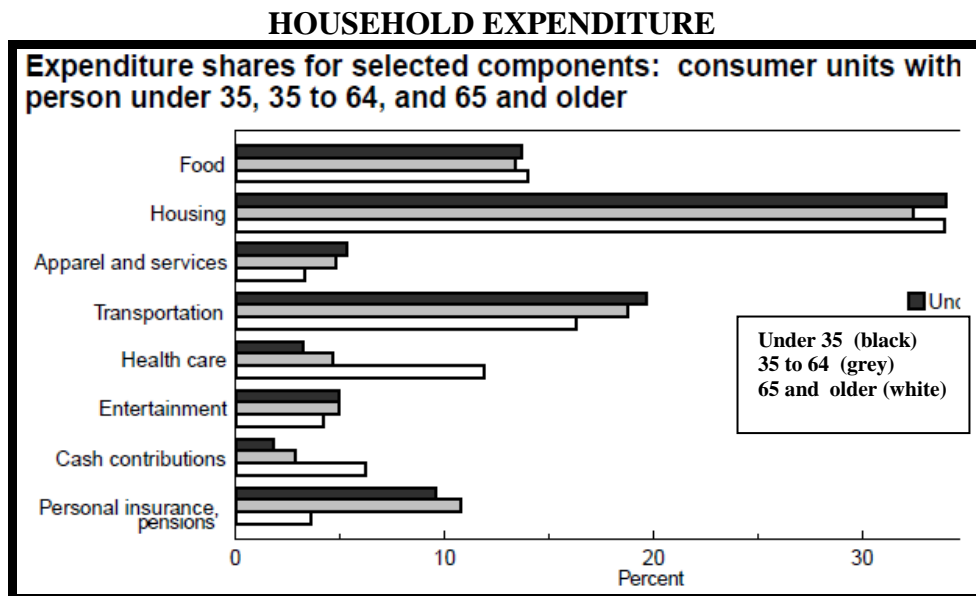
2.2 Read the extract below based on this family budget and answer the questions that follow:

Khulani earns R12 000 per month and Shelly R8 000. Shelly works a lot of overtime, which gives her R2000 extra per month.

Their monthly expenses are:

Rent R6500, Car payments R3000, Petrol R1500, Day care R500, Birthday presents R500, DSTV premium R600, School fees R1200, Policies and insurance R1250, Entertainment R800, Cellphone bills R600, Water and electricity R800, School transport R600, Pocket money R500, Credit card R400, Clothing accounts R600, Food R3000.

- 2.2.1 How much is the fixed income for this family for the month? (1)
- 2.2.2 Provide possible changes that can be made to this budget in order to minimise expenditure. (4)
- 2.2.3 Briefly discuss THREE disadvantages of having a credit card for this family. (3)
- 2.2.4 Discuss how non monetary income can be used in order to reduce expenditure for this family. (2)
- 2.3 Study the following graph and answer the questions that follow: [10]



- 2.3.1 In one expenditure component, the 35-64 age groups have a higher expenditure when compared to the other two. Identify this component. (1)
- 2.3.2 Identify the age group that has the highest expenditure on health care. Give a reason for this. (2)
- 2.3.3 Identify the age group that has the lowest expenditure on insurance. (1)
- 2.3.4 Identify the highest expenditure component for ALL three groups and give a reason for this. (2)
- 2.3.5 Identify the lowest expenditure component for EACH group. (3)
- 2.3.6 Identify the expenditure component that is the same for two of the age groups. (1)

TOTAL : [30 MARKS]

[10]

QUESTION THREE : FOOD AND NUTRITION

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

You are a volunteer worker at your local clinic and one of your duties is to liaise with patients. A number of patients came to the clinic with the following symptoms:

Patient 1: a 65-year-old woman came in complaining about her bones being very sore.

Patient 2: a 17 year old boy who had severe headaches and had difficulty when studying at night

Patient 3: a 10 year old girl whose mother had trouble stopping her bleeding after she fell when riding a bicycle

Patient 4: an overweight 28-year-old male who came in complaining Of chest pains.

3.1.1 Copy and fill in the following table for EACH of these patients:

	Vitamin deficiency	Source of this vitamin	Function of this vitamin
Patient 1			
Patient 2			
Patient 3			
Patient 4			

(12)

3.1.2 Discuss the difference between fat soluble vitamins and water soluble vitamins

(4)

3.1.3 Provide another name for the following micro nutrients:

3.1.3.1 Calciferol (1)

3.1.3.2 Tocopherol (1)

3.1.3.3 Thiamin (1)

3.1.3.4 Riboflavin (1)

[20]

3.2 **Read this short extract and answer the questions that follow:**

Mum all I need is milk...

Often lactating mothers are missing the point. Breastfeeding is one of the essential and crucial stages in a baby's life. Ensuring that this is continuously done until they reach at least 3 months of age is necessary for their development and health.



SUPPLY AND DEMAND....

- 3.2.1 Briefly discuss why breastmilk is the best option for a baby (4)
- 3.2.2 At which age can a baby can be introduced to solid foods? (1)
- 3.2.3 Discuss FIVE guidelines to feeding toddlers (5)

[10]

3.3 **Read the following report and then answer the questions below:**

HIGH SCHOOL EXCURSION NIGHTMARE....

A group of grade 11 learners from Durban went to the Drakensburg Mountains for a day. Activities included hiking and team building. Learners had lunches packed by the school tuck shop (juice, fruit, ham sandwiches and a packet of chips). This was done a day before the trip and left overnight in crates.

On their way back from hiking as they travelled to school, the learners were so sick that the school bus had to take four of the children to the hospital immediately.

- 3.3.1 Name the food item that is most likely to have caused this illness. (1)
- 3.3.2 Describe the symptoms of food poisoning. (3)
- 3.3.3 Discuss THREE possible ways that the tuck shop could have avoided this crisis. (3)

3.3.4 Explain the difference between the following terms:

- 3.3.4.1 Cross Contamination (1)
 3.3.4.2 Chemical contamination (1)
 3.3.4.3 Physical contamination (1)

[10]

TOTAL: 40 MARKS

QUESTION FOUR: DESIGN ELEMENTS AND PRINCIPLES

4.1 Study the picture below and answer the following questions: (INTERIORS)



- 4.1.1 Define emphasis. Has it been used effectively in this room? Explain. (3)
 4.1.2 Name the type of balance that is used in this room (1)
 4.1.3 Identify the dominant shape used in this room, and explain the mood it creates. (2)
 4.1.4 How has an illusion of space been created? (2)
 4.1.5 This room is painted with light blue and grey colours. Do you think this room is suitable for a South facing room in Cape Town? Explain. (2)

[10]

4.2 CLOTHING

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



- 4.2.1 The model is wearing a white dress with a black belt. Name this colour harmony. (1)
- 4.2.2 Identify the focal point and explain how this has been achieved. (2)
- 4.2.3 Identify the type of body shape this model has and discuss your reasons. (2)
- 4.2.4 Discuss the dominant line that has been used on this outfit and the impact it has on the figure. (3)
- 4.2.5 Comment on the proportions used in this outfit. (2)

[10]

4.3 FIBRES AND FABRICS

- 4.3.1 Fabric has visual and tactile properties. Briefly describe the difference between the two. (2)
- 4.3.2 Define the following terms:
- 4.3.2.1 Colourfast (1)
- 4.3.2.2 Stain resistance (1)
- 4.3.2.3 Heat conductivity (1)
- 4.3.2.4 Abrasion resistance (1)

4.3.3 Suggest ONE item of clothing that would apply for EACH of the following properties or finishes.

- 4.3.3.1 Flame retardant (1)
- 4.3.3.2 Waterproof (1)
- 4.3.3.3 Drapability (1)
- 4.3.3.4 Elasticity (1)

[10]

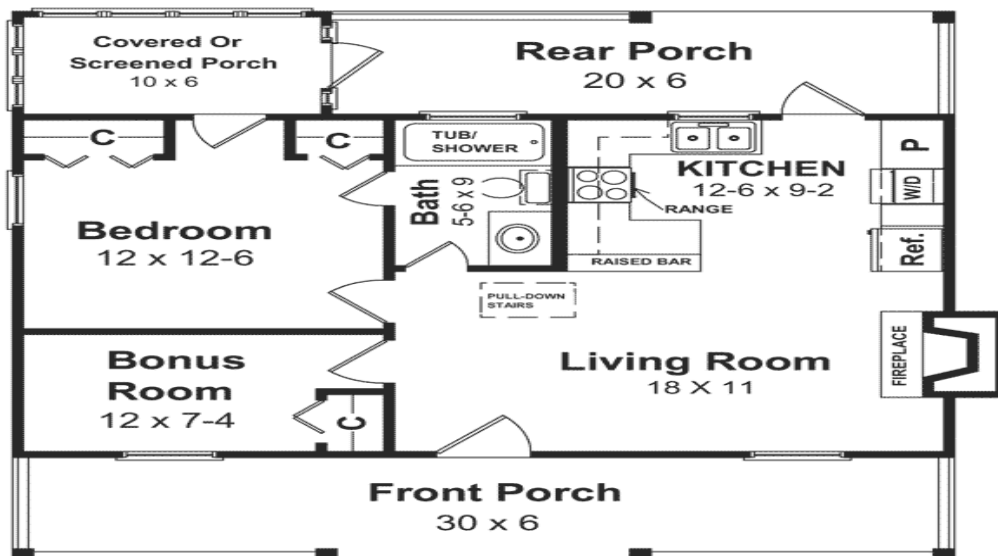
TOTAL: 30 MARKS

QUESTION FIVE: HOUSING

5.1 Define the following terms:

- 5.1.1 Zoning (1)
- 5.1.2 Traffic patterns (1)
- 5.1.3 Direct lighting (1)
- 5.1.4 Orientation (1)
- 5.1.5 Functionality (1)

5.2 Study the house plan below and then answer the questions that follow:



- 5.2.1 Identify the type of floor plan illustrated in this diagram. (1)
- 5.2.2 Draw and label FOUR housing symbols found in this diagram (4)
- 5.2.3 Is this plan suitable for a newly wedded couple? Explain (2)
- 5.2.4 All house plans are drawn to scale. What is the scale measurement used in South Africa? (1)
- 5.2.5 Is this house plan suitable for entertaining a group of friends? Provide a reason. (2)
- [15]**

5.3 Study the following scenario below and answer the questions that follow:

Mr. Coetzee bought a dining room suite at a newly opened furniture store because it was on sale. The furniture was delivered to his house and his wife, who was very surprised, received it.

When he got home he told his wife that he bought it because the one they had was old and soiled. When they un-wrapped the dining room suite they discovered that it did not fit in their dining room as it was too big. The chairs were scratched and were made from very cheap wood and the seats were uncomfortable to sit on. The table legs wobbled and didn't seem to be securely joined.

Mrs. Coetzee could not find anything she liked about it. She was not happy at all with her husband's purchase and she wanted to return it immediately. At the end of the month Mr. Coetzee received a statement that was three times more than he was expecting to pay as he had not budgeted for the interest.

- 5.3.1 Identify the need that Mr. Coetzee fulfilled by buying the dining room suite, and provide a reason for your answer. (2)
- 5.3.2 Evaluate the suitability of this furniture under the following criteria:
- 5.3.1.1 Economy (2)
 - 5.3.1.2 Strength and durability (2)
 - 5.3.1.3 Aesthetics (2)
 - 5.3.1.4 Human factors (2)

5.3.3 Discuss the impact of the environment when choosing the following furniture to design your home space:

5.3.3.1 Glass

(3)

5.3.3.2 Wood

(2)

[15]

TOTAL: 30 MARKS

QUESTION SIX: ENTREPRENEURSHIP

6.1 Read the following extract and answer the questions that follow:

Joy finished grade 12 and wants to start a small business from home so that she can start saving money for further studies.

In grade 12 some of her subjects were Computer Application Technology, Business Studies and Consumer Studies. She loves cooking and baking, and her mother agrees to let her use their fully equipped kitchen at home.

She lives near an office block and observed that many office workers go out to the only supermarket in the area to buy lunch or something for teatime. She also heard some of them complaining that the food was boring and not always fresh.

She decides to start making lunches and cakes for teatime and to deliver them at the offices when people place orders. She hands out flyers to the office workers, promising them fresh, homemade products every day. She will use fresh ingredients in season to keep the cost down.

- 6.1.1 Joy had decided on this business idea, but she needs to formulate a business plan. Explain what information she needs to include. (8)
- 6.1.2 Explain why this business is potentially profitable. (2)
- 6.1.3 Joy's idea is not a new one. Identify her competition and explain how her product will be different from theirs. (2)
- 6.1.4 Based on the information in the text, do a SWOT analysis of Joy's business idea. (8)

[20]

6.2 Relate to the following case study to answer the questions below:

Thandi, a Grade 11 learner, wants to go to the matric ball the following year. Her mother, a single parent with four children, will not be able to pay for a dress, shoes, make-up and to the hairdresser. Thandi has decided to start selling one of the products that they prepared at school in the Consumer Studies class in order to save for the dance.

She has decided to sell Lemon Meringue pies but she is not sure if this would work out well as they will have to be kept cold.

She also does not know if the learners will buy them from her, as they can be difficult to eat. She has asked you to evaluate her choice of product

- 6.2.1 Discuss with Thandi how to do concept testing to make sure learners will buy her product. (2)
- 6.2.2 Explain to Thandi what a needs identification is. (2)
- 6.2.3 Discuss the possible advantages of doing a needs identification for her target market. (2)
- 6.2.4 List FOUR methods of collecting information when testing the business idea. (4)

[10]**TOTAL: 30 MARKS****GRAND TOTAL OF PAPER 200 MARKS**

