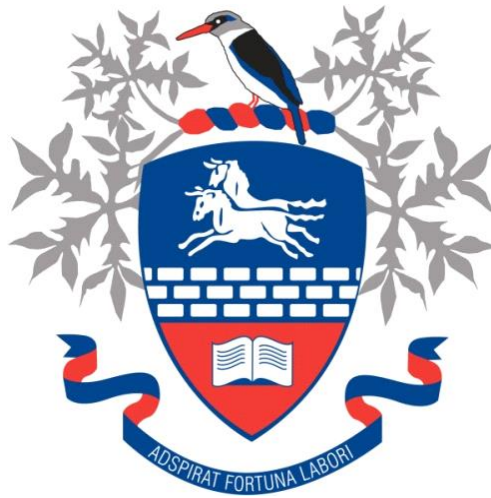


Hillcrest High School



Consumer Studies

Grade 10

November 2019

Time: 3 Hours

Total: 200 Marks

Examiner: Mrs J. Bega

Moderator: Mrs S.J. Geel

This paper consists of 14 pages.

INSTRUCTIONS AND INFORMATION

Read the instructions carefully before answering the questions:

1. This question paper consists of **SIX** questions.
2. Answer **ALL** the questions on **A4 FOOLSCAP PAPER**.
3. **NB!!** Draw a **MARKING MARGIN**.
4. Start each **QUESTION** on a new page.
5. Read all the questions carefully.
6. Non-programmable calculators may be used.
7. The following is a guide to help you to allocate the time you spend on each section.

| SECTION | TOPIC | MARK | SUGGESTED TIME |
|-------------------|-----------------------|------------------|-----------------------|
| QUESTION 1 | Short Questions | 40 | 20 |
| QUESTION 2 | The Consumer | 40 | 40 |
| QUESTION 3 | Food and Nutrition | 40 | 40 |
| QUESTION 4 | Clothing and Textiles | 30 | 30 |
| QUESTION 5 | Housing | 30 | 30 |
| QUESTION 6 | Entrepreneurship | 20 | 20 |
| TOTAL | | 200 MARKS | 180 MINUTES |

QUESTION 1: SHORT QUESTIONS

1.1. Various options are provided as possible answers to the following questions. Choose the answer and write **ONLY** the **LETTER** (A – D) next to the **QUESTION NUMBER** (1.1.1. – 1.1.15.).

1.1.1. The factors to consider when selecting a restaurant are:

- A Hygiene, Safety, Quality and Price
- B Service, Menu, Hygiene and Safety
- C Purpose, Menu, Price and Service
- D Purpose, Quality, Variety and Menu (1)

1.1.2. The term that refers to foods that conform to Jewish dietary laws, is:

- A Kosher
- B Torah
- C Hanukkah
- D Matzos (1)

1.1.3. 1g of Starch provides _____ kJ of energy.

- A 38
- B 15
- C 17
- D 29 (1)

1.1.4. _____ is one of the South African food-based guidelines.

- A Eat plenty of red meat.
- B Eat plenty of refined foods.
- C Eat plenty of saturated fats.
- D Eat plenty of vegetables. (1)

1.1.5. Which meal will best meet the nutritional needs of an active young adult?

- A Fresh Fruit Salad and Ice-cream.
- B Ham, Cheese and Tomato Sandwich.
- C Greek Salad with Feta and Olives.
- D Hot Dog with Sweet Chilli Sauce. (1)

- 1.1.6. A very important function of soluble fibre is that it can
- A stimulate peristaltic movement in the intestines.
 - B regulate body functions.
 - C stimulate digestive juices in the stomach.
 - D support enzyme functions. (1)
- 1.1.7. The comfort of a fabric is determined by its ability to
- A resist soiling and staining.
 - B withstand wrinkling and shrinking.
 - C allow air and water to pass through it.
 - D allow the build-up of static charges. (1)
- 1.1.8. Marketers use the AIDA principle when designing and advertisement. The D stands for
- A demonstrate.
 - B define.
 - C decide.
 - D desire. (1)
- 1.1.9. A disadvantage of buying furniture on hire-purchase is that
- A these transactions carry very high finance charges.
 - B the goods are only delivered once fully paid for.
 - C the buyer has a limited selection to choose from.
 - D the buyer cannot compare quality and prices at various shops. (1)
- 1.1.10. The most important housing need of elderly people is
- A security.
 - B privacy.
 - C status.
 - D comfort. (1)
- 1.1.11 The Jones's are very proud of their home. Mrs Jones keeps it immaculate and they often entertain friends to show off the house. The children love their beautiful bedrooms but prefer to play at their friend's homes. Which of the following describe the Jones's housing values best?
- A Comfort and Convenience
 - B Privacy and Beauty
 - C Solidarity and Beauty
 - D Status and Prestige (1)

1.1.12. Which of these roofing materials will keep the house cool in summer and cosy in winter?

- A Grass Thatching
 - B Corrugated Iron
 - C Slate Tile
 - D Clay Tiles
- (1)

1.1.13 People who place a special emphasis on cost have a personal priority of ...

- A ... esteem.
 - B ... self-expression.
 - C ... prestige.
 - D ... economy.
- (1)

1.1.14 Ergonomics is the study of ...

- A ... economic principles.
 - B ... the relationship between people and their physical work environment.
 - C ... the average size and shape of human beings.
 - D ... the relationship between energy use and physical activity.
- (1)

1.1.15 The seat of a standard chair is approximately _____ high.

- A 400mm
 - B 500mm
 - C 600mm
 - D 650mm
- (1)
[15]

1.2. Select the correct **TYPE** of **FIBRE**, from the box, that exhibits the **PROPERTY** listed in the table below. Write **ONLY** the **QUESTION NUMBER** (1.2.1 – 1.2.5) and the **ANSWER**. (A type of fabric may be used more than once if necessary.)

Viscose Rayon; Wool; Acrylic; Cotton;
 Polyester; Silk; Leather.

| PROPERTY | FIBRE |
|-----------------------|-------|
| Strong when Wet | 1.2.1 |
| Weak when Wet | 1.2.2 |
| Elastic when Wet | 1.2.3 |
| Resistant to Alkalis | 1.2.4 |
| Resistant to Sunlight | 1.2.5 |

[5]

1.3. Indicate whether the following statements are **TRUE** or **FALSE**. Write **ONLY TRUE** or **FALSE** next to the **QUESTION NUMBER** (1.3.1 – 1.3.10).

- 1.3.1. In modern times a working woman's socio – economic status is determined by her husband's occupational achievements. (1)
- 1.3.2. Textile fibres from animals are protein fibres. (1)
- 1.3.3. A consumer is a person who sells products or services. (1)
- 1.3.4. The first step in the rational decision – making process is to identify alternative solutions. (1)
- 1.3.5. Peas, lentils and nuts are a good source of fat. (1)
- 1.3.6. Daily exercise improves your metabolic rate. (1)
- 1.3.7. Muslims are completely vegetarian. (1)
- 1.3.8. Norms are the general rules of conduct of a specific cultural group. (1)
- 1.3.9. The Roux method involves a combination of melted butter and flour cooked for a short time. Used to thicken sauces. (1)
- 1.3.10. To garnish a dish means to decorate a sweet dish to improve its appearance. (1)

[10]

1.4. Match a Reason for Wearing Clothes in **COLUMN B** with an Example of this reason in **COLUMN A**. Write **ONLY** the **QUESTION NUMBER** (1.4.1 – 1.4.5) and the **LETTER** (A – G).

| COLUMN A | | COLUMN B | |
|-----------------|--|-----------------|---------------|
| 1.4.1 | Yesterday it was so cold you had to wear your leather jacket | A | Status |
| 1.4.2 | On returning home from the beach, you wrapped a sarong around you to cover your bathing costume. | B | Individuality |
| 1.4.3 | You always choose styles that emphasise your best features | C | Protection |
| 1.4.4 | When you became a prefect, you were expected to wear a special blazer and badge | D | Utility |
| 1.4.5 | Cyclists wear tight-fitting, stretchable pants to avoid discomfort while racing | E | Modesty |
| | | F | Conformity |
| | | G | Decoration |

[5]

1.5. Choose **ONE** correct **WORD** form the words in brackets and write **ONLY** the correct **WORD** next to the **QUESTION NUMBER**. (1.5.1 – 1.5.5)

- 1.5.1. Property, buildings and tools are examples of (Human / Non – Human) resources. (1)
- 1.5.2. (Plans / Values) are the beliefs, ideals and desires that give direction to our lives. (1)
- 1.5.3. An individual pass through a few (Problems / Stages in the life cycle) during his or her lifespan. (1)
- 1.5.4. (Reckless / Lifestyle) is the way in which people choose to live. (1)
- 1.5.5. (Norms / Needs) are the general rules of conduct that govern the behaviour of a specific group of people. (1)

[5]

TOTAL QUESTION 1: 40

QUESTION 2: THE CONSUMER

2.1. Read the following scenario and answer the question below.

Jade works at a Caltex Fresh Stop shop as a chef. She drives a Renault Megane that she has had for three years. For her birthday she received R5000 from her father. Jade decided that she wanted to buy seat covers for her car and save the rest of her money, she wanted bright pink ones with flowers that all her friends had brought from *Midas*. When she went to buy the seat covers, she could not find the ones she liked and went to ask Peter who oversaw the section. Peter was very rude to Jade and told her that they did not have stock, without even looking in the stock room. Jade left without anything and was very upset.

- 2.1.1. State the need that Jade is fulfilling. (1)
- 2.1.2. Name and briefly explain the type of decision that Jade is making. (2)
- 2.1.3. State the factor that has influence which car seat cover Jade wants. (2)
- 2.1.4. State the influence that the factor in 2.1.3 is categorised in. (2)
- 2.1.5. Name and briefly describe the type of outlet where Jade works. (5)
- [12]

2.2. Study the images below and answer the questions that follow.

A



B

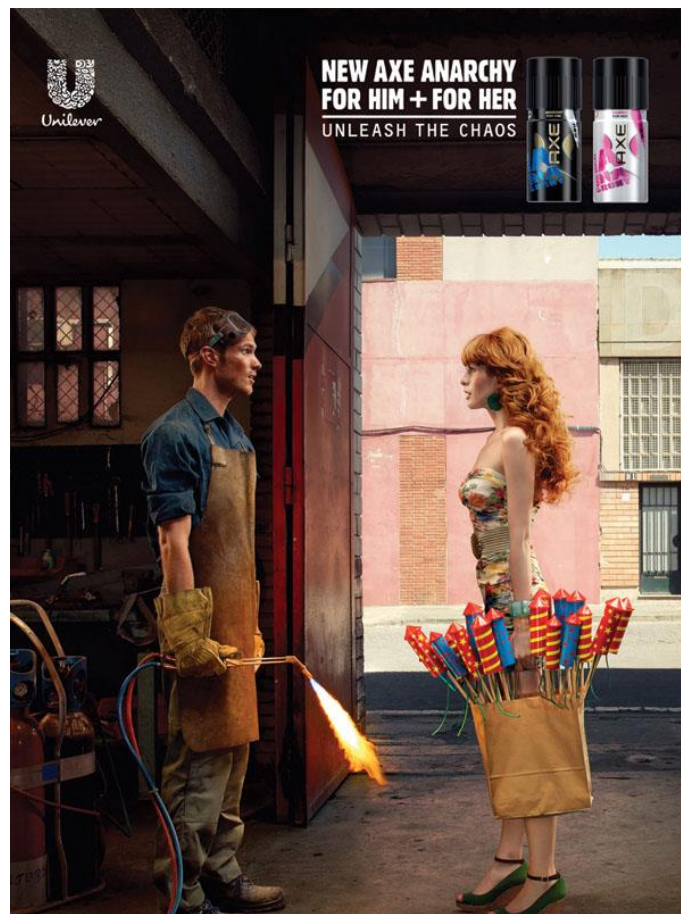


C



- 2.2.1. State what Image A (Cartoon) is saying businesses need to be aware of? (2)
 - 2.2.2. List **TWO** Consumer Rights that apply to this cartoon. (2)
 - 2.2.3. List **TWO** Consumer Responsibilities that apply to this cartoon. (2)
 - 2.2.4. Identify what the symbols in Images B and C stand for. Briefly explain how these symbols will help prevent the problem shown in Image A (Cartoon). (6)
- [12]**

2.3. Study the Advertisement below and answer the questions that follow.



- 2.3.1. What is the purpose of an advertisement? (2)
 - 2.3.2. Briefly explain what is meant by a Target Market and identify the Target Market in this advertisement. (4)
 - 2.3.3. What is a Slogan? (2)
 - 2.3.4. State the Slogan used in the advertisement above. (2)
 - 2.3.5. What does AIDA stand for? (4)
 - 2.3.6. Analyse the advertisement according to AIDA. (4)
- [16]**

TOTAL QUESTION 2: 40

QUESTION 3: FOOD AND NUTRITION

3.1. Use the Menu below to answer the questions that follow.

| LUNCH MENU | |
|------------------|--|
| <u>Starter</u> | Tomato Soup with Croutons |
| <u>Main Meal</u> | Fillet Medallions with Tomato Puree, Potato Wedges, Saffron Rice and Cauliflower Au Gratin |
| <u>Dessert</u> | Rice pudding |
| | Coffee |
| | 12/02/2019 |

- 3.1.1. What is the difference between a menu and a meal plan? (2)
- 3.1.2. Evaluate the menu according to the following criteria:
- a) Colour (2)
 - b) Temperature (3)
 - c) Types of Food (2)
- 3.1.3. Re-write the menu using the correct format. (9)
- 3.1.4. Classify the following foods into the correct food groups and state the recommended portions for each.
- a) Tomato (2)
 - b) Fillet (2)
 - c) Potato (2)
- 3.1.5. Salmonella is a pathogenic micro-organism. Explain what this means. (2)
- 3.1.6. What rules should be followed when preparing chicken to prevent cross-contamination? (4)
- 3.1.7. State the **SIX** conditions that are required for a micro-organism like Salmonella to grow. (6)
- 3.1.8. How do we prevent the growth of micro-organisms? (4)

TOTAL QUESTION 3: 40

QUESTION 4: CLOTHING AND TEXTILES

4.1. Study the image and answer the questions that follow.



The K-Way Vesta is a three-in-one ladies ski jacket with a zip-in removable soft-shell inner, made from 100% nylon rip-stop with a waterproof finish and milky coating. The jacket is lined with mesh for vapour permeability and features an adjustable and removable hood, underarm zips for added ventilation and engineered arm articulation.

4.1.1. Evaluate the function of the jacket according to:

- a) Functional Use (1)
- b) Comfort when Wearing (1)
- c) General Appearance (1)
- d) Ease of Care (1)

4.1.2. Suggest **ONE** suitable fabric for such a jacket and give a reason for your choice. (4)
[8]

4.2. There are different types of physical disabilities. Some are more severe than others, but all disabilities need to be taken into consideration when designing clothes for consumers who face physical challenges.

Using your knowledge of Adaptive Clothing for people with disabilities, state **THREE** considerations a designer should consider for each of the following.

- 4.2.1. People with artificial limbs. (3)
 - 4.2.2. People in wheelchairs. (3)
- [6]**

4.3. Study the clothing label below and answer the questions that follow.



4.3.1. Socks are generally made up of a blend of fibre, such as cotton and nylon. What are the advantages of blending these fibres when making socks? (3)

4.3.2. Briefly discuss how to care for this product by using the care symbols shown in the image above. (5)
[8]

4.4. Explain how clothing communicates information about the wearer to others. Use the headings below.

4.4.1. Socio-Economic Status. (2)

4.4.2. Self-Concept. (2)

4.4.3. Personality. (2)

4.4.4. Values and Attitudes. (2)

[8]

TOTAL QUESTION 4: 30

QUESTION 5: HOUSING

5.1. Study the pictures below and answer the questions that follow.

A



B



5.1.1. Explain how housing can satisfy both the Primary and Secondary Human Needs. Refer to Maslow's Hierarchy of Needs. (4)

5.1.2. Identify the type of housing depicted in the pictures above. (2)

5.1.3. State the suitability for the stage of the Family Life Cycle for each housing type above. (2)

[8]

5.2. Read the following scenario to answer the questions below.

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.

5.2.1. What points should be considered by the expanding family when choosing a home? (5)

5.2.2. Evaluate the influence of the following on the Mkhize's choice in housing.

- a) Community and Neighbourhood. (3)
- b) Site. (3)

5.2.3. Mrs Mkhize's mother is in a wheelchair and often comes to visit the family. Suggest **THREE** ways the Mkhize family can make their home more wheelchair friendly. (3)

[14]

5.3. What does the term Ergonomics mean? (2)

5.4. List **TWO** Ergonomic considerations you should remember when choosing household equipment. (2)

5.5. List **TWO** Advantages of a Work Centre. (4)

TOTAL QUESTION 5: 30

QUESTION 6: ENTREPRENEURSHIP

- 6.1. Explain the term 'Entrepreneur'. (2)
- 6.2. List **FIVE** reasons why people decide to become entrepreneurs. (5)
- 6.3. List **FIVE** qualities of a successful entrepreneur. (5)
- 6.4. Explain how Socio-Economic conditions can influence the choice of an item for Small-Scale Production. (5)
- 6.5. Name the **THREE** Main Work Centre when planning your workspace for Small-Scale Production. (3)

TOTAL QUESTION 6: 20