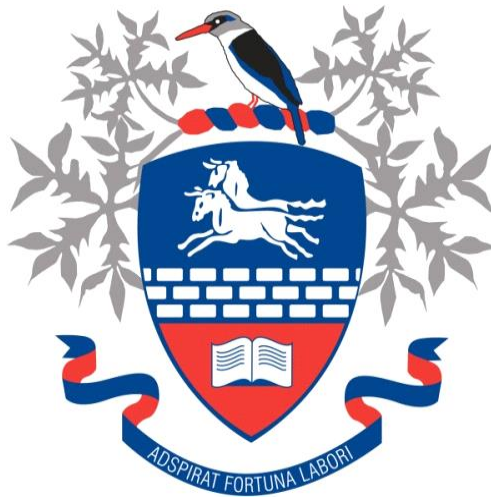


Hillcrest High School



Consumer Studies

Grade 11

November 2019

Time: 3 Hours

Total: 200 Marks

Examiner: Mrs N.H. Magubane

Moderator: Mrs S.J. Geel

This paper consists of 16 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	30	20
QUESTION 3	Food and Nutrition	40	40
QUESTION 4	Clothing, Fibres and Fabrics	30	20
QUESTION 5	Housing	30	40
QUESTION 6	Entrepreneurship	30	40
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 advantage of using a debit card is that ...

- A ... it is not necessary to carry large amount of cash.
- B ... there is a limit on the amount that you can spend.
- C ... the cardholder has strict control over the amount that he/she spends.
- D ... it helps the consumer to build a good credit record. (1)

1.1.2. An instalment sales transaction allows buyers to ...

- A ... pay the full amount in cash.
- B ... pay the item off while it stays in the shop.
- C ... use the item before it is fully paid.
- D ... take ownership of the item before it is fully paid for. (1)

1.1.3. Identify **ONE** benefit of using a household budget:

- A A person receives interest for having debt
- B It helps you to control how your money is spent
- C It allows you to buy whatever you want
- D A person is eligible for a grant (1)

1.1.4. The ... collects information about people who do not pay their debts.

- A Consumer Tribunal
- B Consumer Forum
- C National Credit Regulator
- D Credit Bureau (1)

1.1.5. Identify the factors which play a role in an individual's basal metabolic rate (BMR).

- A Age, Culture and Gender
- B Age, Gender and State of Health
- C Body Type, Culture and Food Allergies
- D Food Allergies, State of Health and Growth (1)

1.1.6. Eating enough green leafy vegetables and wholegrain cereals will prevent ...

- A ... rickets.
- B ... scurvy.
- C ... anaemia.
- D ... pellagra. (1)

1.1.7. Food sources containing Dietary Fibre perform an important function in the body:

- A Promotes the absorption of Vitamin C
- B Promotes the breakdown of carbohydrates
- C Lowers the level of cholesterol
- D Helps to regulate body temperature (1)

1.1.8. ... plays a role in the formation and maintenance of connective tissue:

- A Vitamin K ...
- B Vitamin A ...
- C Vitamin E ...
- D Vitamin C ... (1)

1.1.9. To create a calm, restful atmosphere in a room, use ...

- A ... warm colours and diagonal lines.
- B ... horizontal lines.
- C ... smooth, shiny surfaces.
- D ... warm colours. (1)

1.1.10. When there is a gradual change in size from large too small.

- A Progression
- B Alternation
- C Repetition
- D Continuous Line (1)

1.1.11. Identify the secondary colours:

- A Orange, Green, Purple
- B Red, Blue, Orange
- C Yellow, Purple, Green
- D Blue, Red, Yellow (1)

1.1.12. Different objects that make up the design are arranged in a circle around a central point.

- A Symmetrical Balance
- B Asymmetrical Balance
- C Radiation
- D Radial Balance (1)

1.1.13. 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 ... double storey (1)

1.1.14. A family with small children should buy furniture which is ...

- A ... stylish and crease resistant.
- B ... hardwearing and easy to clean.
- C ... less expensive and funky.
- D ... made from sustainable timber. (1)

1.1.15. Ergonomically designed furniture should ...

- A ... be easy to clean.
- B ... reflect the latest fashion trends.
- C ... ensure that physical comfort is maintained.
- D ... be eco-friendly. (1)

1.1.16. A responsible consumer will do the following before making a purchase:

- A Check the purchase immediately after purchase for any defects.
- B Keep the proof of purchase and guarantee safe.
- C Read the instruction booklet carefully.
- D Read the contract and guarantee carefully before buying on credit. (1)

1.1.17. Determining the break-even point will help the entrepreneur to ...

- A ... offer client's better quality.
- B ... decide who his target market will be.
- C ... ensure that he sells the correct number of products.
- D ... adapt and improve the product. (1)

1.1.18. To have a competitive edge, an entrepreneur must ...

- A ... produce his products more effectively than his competitors.
- B ... produce more products than his competitors.
- C ... not produce the same products as his competitors.
- D ... not produce good quality products. (1)

1.1.19. Concept testing is done to ...

- A ... market a new idea.
- B ... identify the potential customers.
- C ... evaluate a product idea.
- D ... give useful information to consumers. (1)

1.1.20. A potentially profitable business is one that ...

- A ... sells fashionable products which teenagers will buy.
- B ... fulfils an unmet need in the marketplace.
- C ... offers many opportunities to employees.
- D ... will quickly make the owner very rich. (1)

[20]

- 1.2. Choose a **DESCRIPTION** from **COLUMN B** that matches the **TYPE OF ACCOUNT** in **COLUMN A**. Write the letter (A–G) next to the **QUESTION NUMBER**. (1.2.1–1.2.5).

COLUMN A		COLUMN B	
1.2.1.	Savings Account	A	Very little interest is paid on the account balance.
1.2.2.	Money-Market Account	B	Bank offers a low interest rate plus an overdraft facility.
1.2.3.	Call Account	C	The minimum opening deposit ranges from R0 to R50.
1.2.4.	Fixed Deposit Account	D	Banking done by internet or cell phone.
1.2.5.	Current Account	E	Money is invested for a fixed period with higher interest rates.
		F	Money is invested for a fixed period with higher interest rates.
		G	It is used as an investment; money should not be withdrawn.

[5]

- 1.3. Choose the **FUNCTION** from **COLUMN B** that matches the **NUTRIENTS** in **COLUMN A**. Write **ONLY** the letter (A–G) next to the **QUESTION NUMBER** (1.3.1–1.3.5).

COLUMN A		COLUMN B	
1.3.1.	Retinol	A	Part of enzymes and insulin
1.3.2.	Sodium	B	Regulate the fluid balance in the cells
1.3.3.	Riboflavin	C	Essential for blood clotting
1.3.4.	Calcium	D	Important for good vision
1.3.5.	Zinc	E	Releases energy from carbohydrates, protein and fat
		F	Maintains the pH balance in the body
		G	Builds strong teeth and bones

[5]

1.4. Give **ONE WORD / TERM** for each of the following **DESCRIPTIONS**. Write **ONLY** the **WORD / TERM** next to the **QUESTION NUMBER** (1.4.1–1.4.5).

1.4.1. A drawing of all the rooms in a house. (1)

1.4.2. A trained person who draws up building plans and provides building specifications. (1)

1.4.3. The natural route that a person uses when they enter or leave a room. (1)

1.4.4. This refers to the direction the rooms of the house face. (1)

1.4.5. A space in the home that is designated according to its function and the activities taking place in it. (1)
[5]

1.5. Choose the correct **TERM** from those given in brackets. Write **ONLY** the **WORD(S) / TERM(S)** next to the **QUESTION NUMBER** (1.5.1–1.5.5).

1.5.1. A (tone / tint) is created by adding grey to pure colours. (1)

1.5.2. (Embossing / Calendaring) is when a fabric is passed between engraved rolls and a three-dimensional design is created on the surface of the fabric. (1)

1.5.3. (Value / Intensity) describes the lightness or darkness of a colour. (1)

1.5.4. (Sanforizing / Mercerising) is a process of compressing a fabric to make it shrink-resistant. (1)

1.5.5. (Rhythm / Harmony) creates the impression of unity through the selection and arrangement of objects and ideas. (1)
[5]

TOTAL QUESTION 1: 40

QUESTION 2: THE CONSUMER

2.1. Define the following:

2.1.1. Budget. (2)

2.1.2. Fixed Expenses. (2)
[4]

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

Mr Abrahams	<ul style="list-style-type: none">• Electrician and earns a high salary• Own business
Mrs Abrahams	<ul style="list-style-type: none">• Teacher and earns a middle-income salary
Grandmother	<ul style="list-style-type: none">• Pensioner• Saves half of her pension monthly on a call account
Activities <ul style="list-style-type: none">• Use their credit card to go on holiday in June and December• Eat out quite often• Buy organic food from Woolworths• Buy regular takeaway meals• Wear only branded clothes• Live in an expensive housing complex	
The family is seriously in debt. Their car has been repossessed and they may lose their house.	

2.2.1. Describe **FIVE** ways in which a budget can help the family with their finances. (5)

2.2.2. Identify this family's sources of income. (2)

2.2.3. Discuss the **FIVE** factors that influence this family's expenditure pattern. (10)

2.2.4. Explain the disadvantages of this family using their credit card for clothes, organic food and holidays. (3)
[20]

2.3. Analyse the advantages of the grandmother saving her pension in a call account.

[2]

2.4. Mr Abrahams' friend advised him to start a pyramid scheme.

2.4.1. Explain what a pyramid scheme is. (2)

2.4.2. Give **TWO** reasons why Mr Abrahams should not join the pyramid scheme. (2)
[4]

TOTAL QUESTION 2: 30

QUESTION 3: FOOD AND NUTRITION

- 3.1. List **FOUR** functions of protein. (4)
- 3.2. Give **THREE** reasons why a diet containing too much starch is not advisable. (3)
- 3.3. Explain why a person, who would like to lose weight, should not cut out all sources of starch from their diet. (2)
- 3.4. Compare the nutritional needs of a toddler to the nutritional needs of a young adult by completing the table below. Tabulate your answer as follows:

SPECIFIC NUTRITIONAL NEEDS		TODDLER	YOUNG ADULT
3.4.1.	Protein	(1)	(1)
3.4.2.	Iron	(1)	(1)
3.4.3.	Calcium	(1)	(1)

[6]

- 3.5. Describe how cross-contamination takes place in the kitchen. (4)
- 3.6. Explain why people working with food should wear protective clothing. (2)
- 3.7. Study the recipe below and answer the questions that follow.

<p style="text-align: center;">Mince Pie</p> <p style="text-align: center;">2 Medium Potatoes 25 mℓ Oil ½ Onion 250 g Mince Pinch of Pepper ½ Egg 25 mℓ Margarine 1 mℓ Salt Pinch of Black Pepper</p>
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- 3.7.1. Evaluate the suitability of the above recipe for an elderly person. (8)

- 3.8. Study the following extract from the Condensed Food Composition Tables for South Africa and answer the questions that follow.

CEREAL PRODUCT per 100g EDIBLE FOOD				
FOOD NAME	MACRONUTRIENTS			
	Mols-g An Pr	En-kJ Fat-g CHO-g	Tot N-g SFA-g TFib-g	Prot-g MFA-g AdSu-g
Bread Rolls Brown (fortified)	39,0 0,0	029 1,4 43,0	144 0,25 5,5	9,0 0,49 Tr
Bread Rolls Brown (high in protein)	34,0 0,0	127 2,7 41,1	– – 7,7	11,6 – 0.01
Bread Rolls White (fortified)	39,0 0,0 0	1 036 1,4 45,9	141 0,24 3,2	8,8 0,47 Tr
Bread Rolls White (high in protein)	33,2 0,0 -	1 146 2,4 47,8	– – 2,7	11,7 – 0,0
Bread Rolls Whole-wheat	36,8 0,0 0	1 082 2,1 44,2	– 0,42 6,6	– 0,42 6,6

- 3.8.1. Explain what fortified means. (2)
- 3.8.2. Identify the type of bread rolls that supply the most energy and give reasons for your answer. (4)
- 3.8.3. Recommend the bread rolls which would be the most suitable for a growing child and give a reason for your answer. (2)
- 3.8.4. Give reasons why government decided to fortify bread flour. (3)

[11]

TOTAL QUESTION 3: 40

QUESTION 4: CLOTHING

4.1. Study the picture of the dress illustrated below and answer the questions that follow.



- 4.1.1. Identify the focal point of this outfit. (1)
- 4.1.2. Give **TWO** reasons why (how) harmony of design has been achieved. (2)
- 4.1.3. Identify the type of balance that has been achieved. (1)
- [4]

4.2. Identify the colour schemes illustrated below. Write **ONLY** the **QUESTION NUMBER** (4.2.1 – 4.2.4) and your **ANSWER**.



4.2.1



4.2.2



4.2.3



4.2.4

[4]

4.3. Study the picture below and answer the questions that follow.



The t-shirt is red and white stripe (broad stripes), made from t-shirt material and the pants from light blue stretch denim material.

4.3.1. Identify the lines illustrated in the picture above. (1)

4.3.2. Describe the effect of these lines on the wearer's body. (2)

4.3.3. Identify the fabric construction techniques for:

a) T-shirt material (1)

b) Denim material (1)

4.3.4. Compare the fabric properties of the fabrics used for the outfit above by completing the table. **NB! Re-draw the TABLE!**

FABRIC PROPERTIES		T-SHIRT MATERIAL	DENIM MATERIAL
a)	Durability	(1)	(1)
b)	Comfort	(1)	(1)
c)	Dimensional Stability	(1)	(1)

(6)

4.3.5. The label in the denim pants specifies that the fabric was sanforised. Explain what this means. (3)

[14]

4.4. Explain why anti-bacterial finishes are applied to socks and active wear. (2)

4.5. Describe **TWO** characteristics of each of the following body shapes. Tabulate your answer as follows:

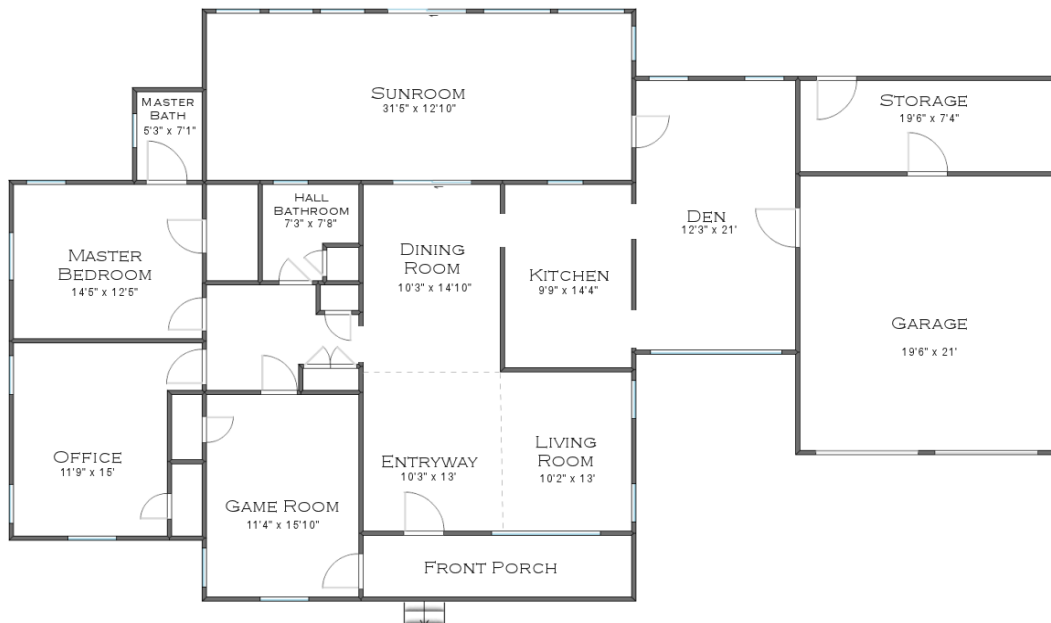
BODY SHAPES		CHARACTERISTICS	
4.5.1.	Triangle or A-Shape	a)	(2)
		b)	
4.5.2.	Rectangle or H-Shape	a)	(2)
		b)	
4.5.3.	Apple or Oval Shape	a)	(2)
		b)	

[6]

TOTAL QUESTION 4: 30




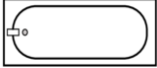

QUESTION 5: HOUSING

5.1. Study the floor plan below and answer the questions that follow.



5.1.1. Identify the **THREE** basic zones of the home in the above floor plan. (3)

5.1.2. Identify and name the following symbols used on floor plans.

- a) 
- b) 
- c) 
- d) 
- e) 

(5)

5.1.3. Is this an open plan or a closed plan? Give a reason for your answer.

(3)
[11]

- 5.2. List the **THREE** types of artificial lighting used in a home. (3)
- 5.3. Discuss **THREE** factors a family with small children should keep in mind when buying furniture for their living room. (3)
- 5.4. Explain what a person should keep in mind when evaluating existing house plans regarding:
- 5.4.1. Economic Aspects (2)
 - 5.4.2. Available Storage (2)
- [4]**
- 5.5. Abigail needs help furnishing her bedroom. She wants to create a calm, relaxed feeling. The room is small, with a low ceiling and south facing.
- 5.5.1. Explain to Abigail how and where she can apply the design elements to improve the room. Write your answer in paragraph form. (6)
- 5.6. Name **THREE** responsibilities a consumer has before buying furniture. (3)

TOTAL QUESTION 5: 30

QUESTION 6: ENTREPRENEURSHIP

- 6.1. List **THREE** factors that affect a profitable business. (3)
- 6.2. Explain what product specification is. (2)
- 6.3. Read the case study below and answer the questions that follow.

Caron and Wendy are Grade 11 learners. They started a business 6 months ago making and selling cake forks with beaded handles. They sell the cake forks at a competitive price at the local flea market. They advertise the cake forks on Facebook. They transport the forks to the point of sale.

Cost of cake forks:	R3,50
Beads per fork:	R2,00
Packaging per cake fork:	R1,20

They sell their cake forks with a mark-up of 60%.

- 6.3.1. At which stage is their business in the product life cycle? (1)
- 6.3.2. Identify the overheads from the case study. (3)
- 6.3.3. Discuss the **FIVE** Components (5 P's) of the marketing mix from the case study. (10)
- 6.3.4. Explain how this business has a competitive edge / advantage over other cake fork sellers. (2)
- 6.4. Calculate: [17]
- 6.4.1. The production cost of one cake fork. (1)
- 6.4.2. The selling price of one cake fork. (3)
- 6.4.3. The selling price of 100 cake forks. (2)
- 6.4.4. The profit of 100 cake forks. Show all calculations. (2)

[8]

TOTAL QUESTION 6: 30