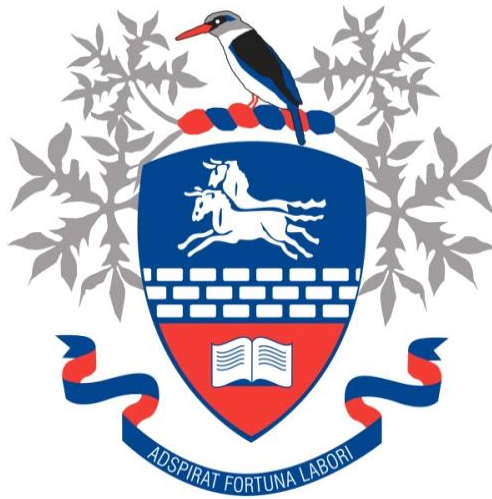


Hillcrest High School



Consumer Studies

Grade 10

November 2021

Time: 2 ½ Hours

Total: 150 Marks

Examiner: Mrs T. Schumann

Moderator: Mrs S.J. Geel

This paper consists of 12 pages AND ANNEXURE A.

INSTRUCTIONS AND INFORMATION

1. This question paper consists of SIX questions.

SECTION		MARKS	TIME (minutes)
QUESTION 1:	Short questions (All topics)	35	20
QUESTION 2:	The Consumer	15	20
QUESTION 3:	Food and Nutrition	35	40
QUESTION 4:	Clothing	20	20
QUESTION 5:	Housing	20	20
QUESTION 6:	Entrepreneurship	25	30
TOTAL:		150	150

2. All questions are COMPULSORY.
3. Number the answers correctly according to the numbering system used in this question paper.
4. Start EACH question on a NEW page.
5. Draw marking margins.
6. You may use a non-programmable calculator.
7. Write in blue or black ink only.
8. Pay attention to spelling and sentence construction.
9. Write neatly and legibly.

QUESTION ONE: SHORT QUESTIONS

1.1. Various possible options are provided as answers to the following questions. Choose the correct answer and write only the letter (A – D) next to the question number (1.1.1 – 1.1.10), e.g., 1.1.11 E

1.1.1. Susan buys a radio from Game and realized that it is not working. She has the right to ... (1)

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

1.1.2. _____ is an economic influence on consumer buying behaviour. (1)

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

1.1.3. Our physical needs for food depend on our individual ... (1)

- A ... age
- B ... gender
- C ... weight
- D ... all of the above

1.1.4. Organic food is produced ... (1)

- A with added organisms.
- B With chemicals and hormones.
- C Without artificial fertilisers, chemicals, and pesticides.
- D without fertilisers and water.

1.1.5. A very important function of soluble fibre is that it can ... (1)

- A stimulate peristaltic movement in the intestines.
- B regulate body functions.
- C stimulate digestive juices in the stomach.
- D support enzyme functions.

1.1.6. Chop means to ... (1)

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

- 1.1.7. The factors to consider when selecting a restaurant are: (1)
- A Hygiene, Safety, Quality and Price.
 - B Service , Menu, Hygiene and Safety.
 - C Purpose, Menu, Price and Service.
 - D Purpose, Quality, Variety and Menu

- 1.1.8. When the label indicates the fibre content as 100% lamb's wool, the fabric is made of ... (1)
- A ... pure new wool that is being used for the first time.
 - B ... a mixture of new wool and wool that has been used before.
 - C ... scraps of new or used wool that are shredded back into fibres.
 - D ... fine, soft wool from the first shearing of young animals.

- 1.1.9. Reduce, Reuse and Recycle are: (1)
- A Principals of Consumption.
 - B Principals of Good Buying.
 - C Principals of Sustainability.
 - D Principals of Decision Making.

- 1.1.10. The most important housing need of elderly people is? (1)
- A Security.
 - B Privacy.
 - C Status.
 - D Comfort.

1.2. Indicate whether the following statements are TRUE OR FALSE. Write only TRUE or FALSE next to the question number (1.2.1 – 1.2.5).

- 1.2.1. Genuine Leather is not biodegradable. (1)
- 1.2.2. In modern times a working woman's socio-economic status is determined by her husband's occupational achievements. (1)
- 1.2.3. To garnish a dish means to decorate a sweet dish to improve its appearance. (1)
- 1.2.4. Norms are the general rules of conduct of a specific cultural group. (1)
- 1.2.5. Peas, lentils, and nuts are a good source of fat. (1)

- 1.3. Choose one correct word from the word in brackets. Write only the correct word next to the question number (1.3.1 – 1.3.5).
- 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)
- 1.3.2. 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)
- 1.3.3. Sustainable consumption is the way in which we use our (resources / materials) to meet our needs while ensuring that future generations will meet theirs as well. (1)
- 1.3.4. An individual passes through a number of (problems / stages in the life cycle) during his or her lifespan. (1)
- 1.3.5. Property, buildings, and tools are examples of (human / non – human) resources. (1)
- 1.4. In each of the following questions, match the type of outlet from Column A with the correct example from Column B. Write only the correct letter (A – F) next to the question number (1.4.1 – 1.4.5), 1.4.6 G

Column A TYPE OF OUTLET		Column B EXAMPLE	
1.4.1.	Hypermarket	A	Makro
1.4.2.	Convenience Store	B	Checkers by the Sea
1.4.3.	Discount Store	C	Carol Boyes
1.4.4.	Wholesaler	D	Kwik Spar
1.4.5.	Speciality Store	E	Sportsman's Warehouse
		F	China Mall

(5)

- 1.5. Rearrange the steps of washing dishes into the correct order. Write only the question number (1.5) and your answers.
- A Allow to drip dry.
 B Scrape off leftover foods.
 C Use hot soapy water.
 D Divide dishes into cleanest to dirtiest.
 E Hot water to rinse. (5)

- 1.6. Choose the FIVE correct Principles of Universal Design. Write only the question number (1.6) and your answers.
- A Equitable use
 B Location of use
 C Flexibility in use
 D Simple and intuitive use
 E Age, size, and shape of person
 F Perceptible information
 G Low physical effort (5)

QUESTION 2: THE CONSUMER

2.1 Look at the advertisement below and answer the questions that follow.



- 2.1.1 Identify the target market at which the product is aimed. (1)
- 2.1.2 To which human need does the product appeal? (1)
- 2.1.3 What is the main aim of marketing? (2)
- 2.1.4 What are the 5P's of the Marketing Mix? (5)
- 2.1.5 Various strategies are used to motivate consumers to buy products. The AIDA model is one such a strategy.
- a) What does AIDA stand for? (2)
- b) Using information from the advertisement, give examples of how the stages of the AIDA model have been accomplished. (4)

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QUESTION 3: FOOD AND NUTRITION

3.1. 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

3.1.1. Which of the products is a healthier choice for a teenage? Give a reason from the table to support your answer. (2)

3.1.2. Name the food group and the recommended servings for each product. (4)

3.2. Read the following article and answer the questions below.

Healthy Eating During Adolescence

Healthy eating during adolescent is important as body changes during this time affect an individual's nutritional and dietary needs. Adolescents are becoming more independent and making many food decisions on their own. Many adolescents experience a growth spurt and an increase in appetite and need healthy foods to meet their growth needs.

Adolescents tend to eat more meals away from home than younger children. They are also heavily influenced by their peers. Meal convenience is important to many adolescents, and they may be eating too much of the wrong types of food, like soft drinks. Fast-food, or processed foods.

Source: Healthy Eating During Adolescence | Johns Hopkins Medicine

3.2.1. List THREE healthy recommendation for teenagers that will encourage healthy eating. (3)

3.2.2. Explain why teenagers may find it difficult to eat healthily. (3)

3.2.3. State the function of the following nutrients in the diet of a teenager: (4)

- a) Protein.
- b) Fat.
- c) Fibre.
- d) Iodine.

3.3. Below is a meal plan for a teenager

Breakfast:	Oat's porridge, long life milk and honey.
Snack:	1 apple and water.
Lunch:	Wholegrain wrap, lettuce, tomato, feta, beef strips and mayonnaise, water.
Snack:	Banana, handful of nuts and water.
Dinner:	Grilled chicken fillet, spinach, butternut, sweet potato, and broccoli.

3.3.1. Identify the MAIN nutrient found in the following food: (5)

- a) Oat's Porridge
- b) Milk
- c) Chicken Fillet
- d) Spinach
- e) Wholegrain Wrap

3.4. Identify TWO perishable foods from the meal plan and state how long they will last in the refrigerator. (3)

3.5. Discuss why the meal plan is a good choice of food for a teenager. (3)

3.5.1. Name TWO ways that food can be spoiled. (2)

3.5.2. Oxidation is a form of enzyme reaction with food. Briefly explain how this occurs and include an example. (3)

3.5.3. Give a useful function for the following:

- a) Yeast (1)
- b) Moulds (1)
- c) Bacteria (1)

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QUESTION 4: CLOTHING

4.1. Study the image below 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)

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 for each of the following state **THREE** considerations a designer should include for.

4.2.1. People with artificial limbs. (3)

4.2.2. People in a wheelchair. (3)

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



- 4.3.1. Briefly discuss how to care for this product by using the care symbols shown in the image above. (3)
- 4.3.2. Socks are generally made up of a blend of fibres, such as cotton and nylon. What are the advantages of blending these particular fibres when making socks? (3)

[20]

QUESTION 5: HOUSING AND INTERIOR

- 5.1. What does the term ergonomics mean? (2)
- 5.2. List TWO ergonomic considerations you should remember when choosing household equipment. (2)
- 5.3. Briefly describe THREE applications of universal design in interiors. (3)
- 5.4. Use the image below to answer the questions that follow. (1)



- 5.4.1. Identify the type of housing in the image. (1)
- 5.4.2. State the stage of the family life cycle suited to the above housing. (1)
- 5.4.3. Explain TWO factors the purchaser would consider before deciding to buy the above property? (4)
- 5.4.4. Assess whether the exterior of this home would be suitable for a disabled person in a wheelchair. (3)
- 5.4.5. Which income group is more likely to be able to afford this home? Give reasons for your answer. (3)

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QUESTION 6: ENTREPRENEURSHIP

- 6.1. Explain the term 'entrepreneur'. (2)
- 6.2. Briefly explain THREE reasons why people decide to become entrepreneurs. (3)
- 6.3. Identify THREE qualities of a successful entrepreneur. (3)
- 6.4. Discuss important impacts that entrepreneurship has on the South African economy. (2)
- 6.5. Study the recipe below and answer the questions that follow.

Scones Makes 6 Scones	
Ingredients:	Method:
500ml flour 15ml baking powder Pinch salt 50g margarine 1 egg (lightly beaten) ± 80ml milk	<ol style="list-style-type: none">1. preheat oven to 200°C.2. sift the dry ingredients together.3. using the rub-in method combine the dry ingredients and the margarine.4. mix the egg and milk together.5. make a well in the centre and add the egg mixture and mix to form a stiff dough.6. knead and press out on a lightly floured surface to a thickness of 2cm.7. cut into rounds and place on a lightly greased baking tray.8. glaze and bake for 10 – 12 minutes.

- 6.5.1. What is the rub-in method? (1)
- 6.5.2. Name the cooking method in this recipe and give an example from the recipe. (2)
- 6.5.3. Complete the Calculation Table on the separate ANNEXURE A page. (12)

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