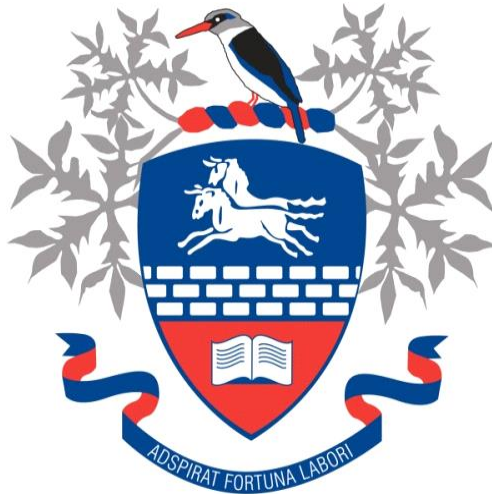


Hillcrest High School



Consumer Studies

Grade 11

November 2021

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

1. This question paper consists of SIX questions.

SECTION		MARKS	TIME (minutes)
QUESTION 1:	Short questions (All topics)	40	20
QUESTION 2:	The Consumer	40	40
QUESTION 3:	Food and Nutrition	50	50
QUESTION 4:	Clothing	20	20
QUESTION 5:	Housing	20	20
QUESTION 6:	Entrepreneurship	30	30
TOTAL:		200	180

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 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. –1.1.20.). e.g., 1.1.21 E

1.1.1. The first step in a household budget is to ... (1)

- A ... evaluate the budget.
- B ... list the anticipated income.
- C ... estimate expenses.
- D ... compare income and expenditure.

1.1.2. Which of the following will assist in reducing bank service fees? (1)

- A Go into the bank for over-the-counter services.
- B Withdraw smaller amounts.
- C Use overdraft facilities to pay for debit orders.
- D Use your own bank ATM or internet banking facilities.

1.1.3. The National Consumer Tribunal ... (1)

- A ... is an informal credit court.
- B ... covers all aspects of credit.
- C ... offers credit to consumers who cannot afford it.
- D ... is dedicated to promoting consumer rights.

1.1.4. ... is the process that helps to assess the consumer debt obligations and assist in liaising with the credit provider to repay the debt. (1)

- A Micro Lending ...
- B Rehabilitation ...
- C Debt Counselling ...
- D Reckless Lending ...

1.1.5. Which carbohydrate is broken down into monosaccharides in the digestive system? (1)

- A Fructose.
- B Sucrose.
- C Glucose.
- D Lactose.

1.1.6. The type of fat found in sunflower oil that lowers blood cholesterol levels. (1)

- A Polyunsaturated.
- B Monounsaturated.
- C Saturated.
- D Trans-Fatty Acids.

- 1.1.7 An example of a good source of iodine is ... (1)
- A ... wholegrain cereals.
 - B ... eggs.
 - C ... green leafy vegetables.
 - D ... sardines.
- 1.1.8 Sugar is known as an “empty kilojoule” food because ... (1)
- A ... contains kilojoules, vitamins, and minerals.
 - B ... supplies energy but has little nutritional value.
 - C ... contains carbohydrates but no kilojoules.
 - D ... leads to tooth decay and obesity.
- 1.1.9 On which piece of clothing will an antibacterial finish be most suitable? (1)
- A Jacket.
 - B Jersey.
 - C Gym Tights.
 - D Scarfs.
- 1.1.10 The fabric that is abrasion resistance will be... (1)
- A ... Extremely Comfortable .
 - B ... Easy to Maintain.
 - C ... Highly Drapeable.
 - D ... More Durable.
- 1.1.11. Different objects that make up the design are arranged in a circle around a central point. (1)
- A Symmetrical Balance.
 - B Asymmetrical Balance.
 - C Radiation.
 - D Radical Balance.
- 1.1.12. Principles of design: (1)
- A Line, Shape, Colour.
 - B Emphasis, Proportion, Harmony.
 - C Rhythm, Balance, Texture.
 - D Form, Colour, Rhythm.
- 1.1.13. Black, White, and Grey are known as ... colours. (1)
- A ... tertiary
 - B ... monochromatic
 - C ... warm.
 - D ... neutral .

- 1.1.14. An advantage of a closed floor plan is ... (1)
- A ... the rooms may be fairly small.
 - B ... the rooms are suitable for people with disabilities.
 - C ... it provides privacy for different activities.
 - D ... to create a sense of spaciousness.
- 1.1.15. Which of the following is a sustainable consumer choice when selecting furniture? (1)
- A An imported wood and glass dining room table.
 - B A restored antique yellowwood dining room table.
 - C A poorer lounge suite as it is cheaper.
 - D An ultra-modern plastic chair.
- 1.1.16. The end product will taste and look the same when the ... (1)
- A ... recipe has been standardised.
 - B ... business idea has been formulated.
 - C ... business idea has been identified.
 - D ... concept statement has been written down.
- 1.1.17. An objective for advertising a new product to promote sales is... (1)
- A ... job creation.
 - B ... for consumers to be aware of competitors.
 - C ... to assist consumers in making comparisons.
 - D ... to make consumers aware of the product.
- 1.1.18. An important factor the entrepreneur must consider when choosing a suitable product for a small-scale production: (1)
- A Delivery Strategy.
 - B Process of Quality Control.
 - C Packaging Strategy.
 - D Meets the Needs of The Target Market.
- 1.1.19. The _____ is all the expenses that make up the total price to produce the product. (1)
- A selling price
 - B cost price
 - C production price
 - D target price
- 1.1.20. The ability to test if the product meets the consumer needs and has the potential in the market is called: (1)
- A Marketing Strategy.
 - B Market Segregation.
 - C Concept Testing.
 - D Concept Marketing.

1.2. Select THREE factors that influence production costs from the list. Write only your answer, letters (A – F) next to the question number (1.2). (3)

- A Knowledge
- B Passion
- C Labour
- D Raw materials
- E Profits
- F Transport

1.3. Identify THREE examples that reflects the core principles of marketing. Write only your answer, the letters (A – F) next to the question number (1.3). (3)

- A Reaching more people by means of advertising.
- B When businesses must retrench employees.
- C An overseas company wants to invest in the business.
- D Closing the business during the government-imposed lockdown.
- E Five employees are very punctual.
- F A new wing of the factory has been built to facilitate expansion.

1.4. Match the nutrient in COLUMN B with the function listed in COLUMN A. Write only the correct letter (A – K) next to the question number (1.4.1-1.4.8) e.g., 1.4.9 L

COLUMN A FUNCTION		COLUMN B NUTRIENT	
1.4.1.	Supplies 38kJ for every gram.	A	Water
1.4.2.	Maintenance / growth of body tissues.	B	Phosphorus
1.4.3.	Prevents constipation.	C	Lipids
1.4.4.	Help to form strong bones and teeth.	D	Vitamin A
1.4.5.	For haemoglobin in red blood cells.	E	Protein
1.4.6.	Important for good vision.	F	Zinc
1.4.7.	For normal muscles and nerve functioning.	G	Fibre
1.4.8.	To prevent Spina Bifida in babies.	H	Iron
		I	Vitamin B3
		J	Magnesium
		K	Folic Acid

(8)

1.5. Give one word/term for the following descriptions. Write only the word or term next to the question number (1.5.1 – 1.5.6).

1.5.1. The addition of specific vitamins and minerals onto food. (1)

1.5.2. The amount of energy you need to stay alive while the body is completely at rest. (1)

1.5.3. The transfer of harmful bacteria from one food item to another. (1)

1.5.4. Contamination of food by harmful chemicals. (1)

1.5.5. Optional expenses on a budget that are not needed. (1)

1.5.6. The total income before deductions or tax. (1)

[40]

QUESTION 2: THE CONSUMER

2.1. Read the case study below and answer the questions that follow:

Shannon and Daniel Deidrick both work. They have two teenage girls, Tertia and Kelly. Shannon loves clothes and in order to buy herself and her daughters clothes every month, she has store cards for two different clothing shops. Daniel bought a new TV and a DSTV explorer on credit as he enjoys watching sport. At the end of each year, they always say they would love to go on a family holiday but don't have the money.

[Examiner's Own Text]

- 2.1.1. Define the term budget. (1)
- 2.1.2. Name THREE advantages that the Deidrick's family will benefit from if they follow a budget. (3)
- 2.1.3. Both Shannon and Daniel are in debt. Discuss consequences for them relying on buying on credit. (3)
- 2.1.4. The Deidrick family want to spend their money more wisely. Name the THREE Principles of Budgeting. (3)

2.2. Read the case study below and answer the questions that follow:

Patience wanted to surprise her mother on Mothers' Day, so she ordered flowers which had chocolates in the bouquet from an online flower shop. The flowers were supposed to be delivered on the Sunday but instead they arrived one day later, on the Monday. Some of the flower stalks were bent and a few of the chocolates were missing.

Patience felt that her mother's special day had been ruined so she sent an email to the online store and complained about the late delivery of the gift and the missing chocolates from the bouquet. In her letter she demanded a refund and inserted a picture that she took of the flowers soon after they were delivered

- 2.2.1. Does Patience's complaint relate to the service or product or both? Explain your answer. (2)
- 2.2.2. Name one advantage of using online shopping. (1)
- 2.2.3. Patience paid using her debit card, so the means of payment was CWO.
- a) What does CWO mean (1)
- b) Why is a debit card a suitable means of payment for CWO? (2)
- 2.2.4. Discuss how Patience was within her right to complain. (2)
- 2.2.5. In which TWO ways can the Consumer Protection Act (CPA) of 2008 Protect Patience in the above CASE STUDY. (2)
- 2.2.6. Write a letter of complaint that is suitable to this online shop manager as if you are Patience in this case. (10)

2.3. Read the following extract below and answer the questions that follow:

Ms Suphengo (20) is a single mom that struggles to get work and she depends on a social grant every month to survive. At the moment, she works as a part-time receptionist at the local creche. This means that her son, Arthur, can attend the creche for free.

Ms Suphengo raised her son as a strict vegetarian, and they only eat brown bread and maize meal as part of their culture. The family lives in a one-room granny flat in a run-down area that is poor, where the maintenance of the house is not the priority of the landlord.

2.3.1. Define the term social grant. (2)

2.3.2. Identify and discuss THREE factors that influence the families spending patterns. (6)

2.3.3. Why is Ms Suphengo entitled to a social grant? Give a reason for your answer. (2)

[40]

QUESTION 3: FOOD AND NUTRITION

3.1. Read the following extract then answer the questions that follow:

'Have you had your broccoli today? If not, you've missed out on a healthy dose of a long list of nutrients such as vitamins C, K, A, B, D, folate, manganese, calcium, magnesium, and fibre. Although the health benefits of cruciferous (cancer fighting) vegetables are well documented, it is broccoli that is receiving the most attention in research circles these days.'

- 3.1.1. Identify fat soluble vitamins mentioned in this extract. (3)
- 3.1.2. Give another name for the vitamin folate and provide its function. (2)
- 3.1.3. Which TWO nutrients listed would be associated with osteomalacia (soft bones)? (2)
- 3.1.4. Briefly discuss water soluble vitamins. (3)
- 3.2. Differentiate between micronutrients and macronutrients. Give examples of both. (8)
- 3.3. Provide TWO functions of water. (2)
- 3.4. Study the following information that appears in the food label on a packet of potato chips and answer the questions that follow:

INGREDIENTS

Dehydrated Potato Chips, Modified food starch, corn oil, sugar, salt, soy lecithin, phosphate, sodium, bicarbonate, and dextrose. No preservatives.

Total Fat 3 g (5%), Saturated Fat 0 g (0%), Cholesterol 0 mg (0%),
Total Carbohydrate 21 g (7%), Dietary Fibre 2 g (6%), Sugar 2 g, Protein 2 g.

- 3.4.1. What ingredient is present in a large quantity? Provide a reason. (2)
- 3.4.1. Name the function of the following nutrients found in this product:
- a) Dietary Fibre (1)
 - b) Protein (2)
 - c) Fat (1)
- 3.4.2. Discuss the importance of having no saturated fat or trans-fat in this product. (2)
- 3.4.3. This product contains 200mg of sodium. Explain why the amount of sodium should be of concern to someone with a family history of hypertension (high blood pressure). (2)

3.5. Read the following extract and answer the questions that follow:

You invited a group of friends to supper to celebrate the end of year exam and the start of the holidays. You set the afternoon aside to prepare a chicken stir fry dish. This involved cutting up chicken breasts and dicing and chopping vegetables. Once the chicken breasts were cut up you left them out on the chopping board and went to the veggie patch to pick fresh vegetables for supper. It was a hot day and before you knew it 40 minutes had passed. You rushed inside, grabbed the meat knife chopped the veggies and completed the meal.

Your friends arrived at 7 pm for the meal. What an embarrassment! During the course of the meal, each friend either found or bit into a foreign body from their plate!

3.5.1. State which form of food contamination: physical or chemical, was involved in the following instances?

- a) Demi spotted an earring that was missing from your right ear. (1)
- b) Penny was the only one who ate the mushrooms you picked up from the grassy patch outside. (1)

3.5.2. After all the drama, your friends said the meal was delicious and the meal was enjoyable. No one was available to go out the next evening. As everyone including yourself suffered from stomach cramps the next day.

- a) List TWO other symptoms that could have been evident from the Food poisoning. (2)
- b) Identify the food item that was responsible for the food poisoning and state the reasons for this occurring. (3)

3.5.3. Discuss what you could have done differently to prevent any form of contamination from happening. (3)

3.6. In South Africa it was discovered that a large portion of the population was undernourished. It was this that prompted the Government to embark on the process of legalising and regulating the practice of food fortification.

3.6.1. Define the following terms:

- a) Food Fortification. (2)
- b) Enrichment. (2)
- c) RDA. (1)

3.6.2. List common food items that are fortified in South Africa. (2)

3.6.3. Discuss the purpose of food fortification. (3)

[50]

QUESTION 4: CLOTHING AND INTERIORS

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



IMAGE A



IMAGE B

- 4.1.1. Identify the type of line used in IMAGE A. (1)
- 4.1.2. Explain the illusion created by the type of line used in IMAGE A. (2)
- 4.1.3. The outfit in IMAGE B will give shape to a lady with a rectangular body shape. Give FOUR guidelines for people with this type of figure to help their bodies to resemble ideal proportions more closely. (4)

4.2. Read the scenario below and answer the questions that follow.

Nelson is wearing yellow-orange pants, a purple T-shirt, and a blue jacket.

- 4.2.1. Describe the colour combination used in this outfit. (2)
- 4.2.2. Evaluate the suitability of this outfit for a person with an inverted triangular body shape. (5)
- 4.3. Explain the following:
- 4.3.1. Colourfastness. (2)
- 4.3.2. Heat Conductivity. (2)
- 4.3.3. Dimensional Stability. (2)

[20]

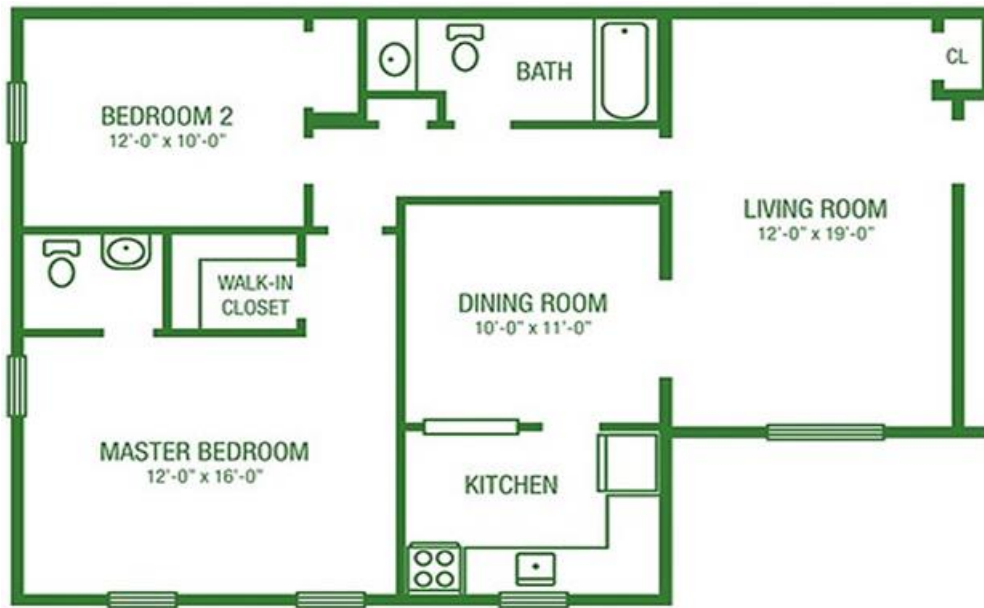
QUESTION 5: HOUSING AND INTERIORS

5.1. Study the picture below and answer the questions that follow:



- 5.1.1. Discuss how the following elements have been used in this dining room area work:
- a) Shape (2)
 - b) Space (2)
 - c) Texture (2)
- 5.1.2. This dining room is North facing and situated in a home in Hillcrest, South Africa. Briefly discuss the suitability of this room. (2)
- 5.1.3. This room has excellent natural light. Name 2 types of artificial lighting visible in this room. (2)

5.2. Study the following house plan and answer the questions below:



- 5.2.1. Identify the type of floor plan that has been used for this house and provide TWO reasons for your answer. (3)
- 5.2.2. Provide THREE basic zones that are found on this house plan. (3)
- 5.2.3. List FOUR factors to consider when evaluating an existing house plan. (4)

[20]

QUESTION 6: ENTREPRENEURSHIP

6.1. Read the case study and answer the questions that follow:

Lesley wanted to make and sell products as a form of additional income to her morning's only job that she does in the week. She reasoned that if she sold her products at a craft market, she would have to rent a stall, but it would work out far cheaper than renting shop space. She would sell at the local monthly market.

Lesley believed that to build up a successful business she must remain passionate about her work. She felt that it is also important to build long term relationships with both suppliers and customers and produce a product that stands out from the usual run of the mill. She went to one of the markets and handed out a questionnaire. After analysing the responses, she decided to have a bread stall where she would sell 'mix it yourself healthy bread' packs. She did her calculations and worked out that the ingredients and packaging alone would cost her R65,00.

6.1.1. Besides the questionnaire and her chosen product what factor determined that this was a good business idea. (1)

6.1.2. Explain the terms:

a) Concept Testing. (2)

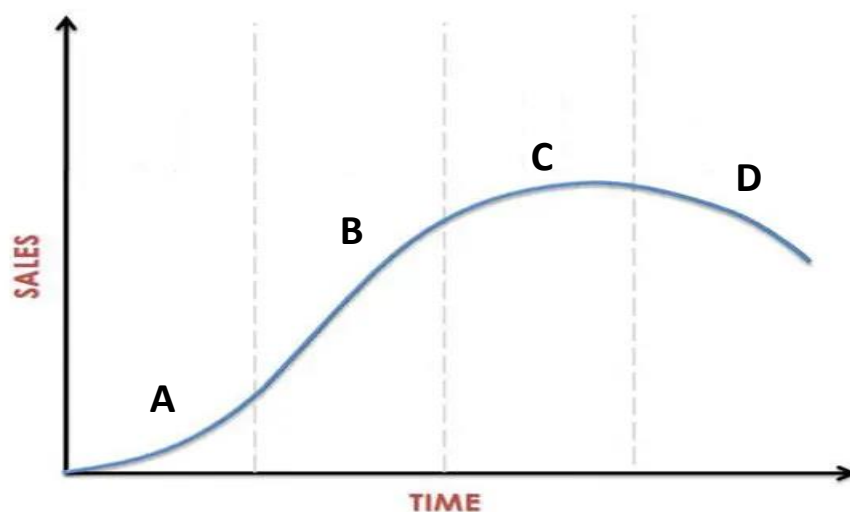
b) Market Segmentation. (2)

c) Product Specification. (2)

6.1.3. Name TWO factors that have an effect on production costs. (2)

6.1.4. Name and describe the THREE Ps present in this case study (6)

6.1.5. Study the graph below:



a) In which (A – D) stage of the Product Life Cycle is Lesley's business? Give a reason for your answer. (2)

b) Explain the remaining stages of the Product Life Cycle. (6)

6.1.6. Lesley's costs to produce five boxes of healthy bread mix are:

Ingredients and Packaging Cost = R65.00

Petrol Costs = R25

- a) What type of expense is petrol classified as? (1)
- b) Calculate the selling price for one box if she adds 65% profit.
Show all calculations. (4)
- c) Calculate the profit she will make if she sells 20 boxes in one day. (2)

[30]