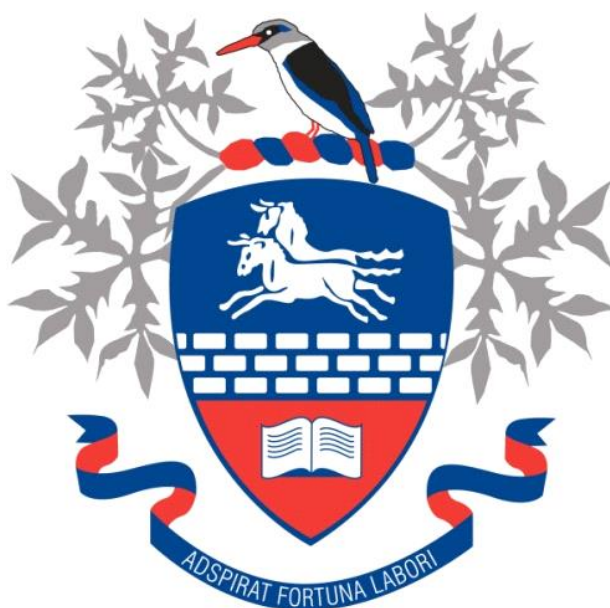


# Hillcrest High School



**Consumer Studies**

**Grade 11**

**NOVEMBER 2022**

**Time: 3 Hours**

**Total: 200 Marks**

**Examiner: Mrs. J. Bega**

**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	40	40
QUESTION 4:	Clothing	20	20
QUESTION 5:	Housing and Interior	20	20
QUESTION 6:	Entrepreneurship	40	40
<b>TOTAL:</b>		<b>200</b>	<b>180</b>

2. All questions are **COMPULSORY**.
3. Number the answers correctly according to the numbering system used in this question paper.
4. Start **EACH** section on a **NEW** page.
5. You may use a non-programmable calculator.
6. Write in blue or black ink only.
7. Pay attention to spelling and sentence construction.
8. 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 numbers (1.1.1–1.1.20) in the ANSWER BOOK, for example 1.1.21 D.

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

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

1.1.2. EFT stands for...

- A Electronic Funds Time
- B Electronic Future Transfer
- C Electric Future Teller
- D Electronic Funds Transfer (1)

1.1.3. When consumers first need to complain regarding an issue, they should ...

- A go to the media via television.
- B start at the level of the first point of contact.
- C take legal action.
- D approach one of the professional organisations. (1)

1.1.4. the following statement is NOT considered a principle of budgeting:

- A Prioritise the family's basic needs
- B File your purchase slips with guarantees
- C Put money aside for unexpected incidents
- D Pay the credit card when you can (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. A rich source of calcium:

- A Fresh strawberries and ice – cream
- B Fresh fish and chips
- C Cheddar cheese and yoghurt
- D Raw cabbage and carrots (1)

1.1.7. An excess of protein causes...

- A oedema
  - B tooth decay
  - C bowel discomfort
  - D rickets
- (1)

1.1.8. Eating enough green leafy vegetables and wholegrain cereals will prevent:

- A Rickets
  - B Scurvy
  - C Anaemia
  - D Pellagra
- (1)

1.1.9. 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)

1.1.10. Shape refers to...

- A an area enclosed by lines.
  - B the space within the shape.
  - C the unoccupied area between the lines.
  - D the surface quality of an object.
- (1)

1.1.11. Identify the secondary colours:

- A Red, blue, orange
  - B Orange, green, purple
  - 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. 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)

1.1.14. To create a casual, relaxed effect in a home \_\_\_\_\_ lines should be used.

- A horizontal
  - B vertical
  - C curved
  - D diagonal
- (1)

1.1.15. A chemical fabric finishing that prevents the fabric from clinging to the body:

- A Water repellent
  - B Static control
  - C Drip dry
  - D Anti - bacterial
- (1)

1.1.16. 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)

1.1.17. ergonomically designed furniture should ...

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

1.1.18. Determining the break – even point will help the entrepreneur to ...

- A offer clients 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)

1.1.19. 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. An example of a potentially profitable business

- 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 rich
- (1)

**[20]**

1.2. Choose the deficiency from COLUMN B that matches the nutrient in COLUMN A. Write only the letter (A–G) next to the question numbers (1.2.1–1.2.6) in the ANSWER BOOK, e.g., 1.2.7 H.

COLUMN A MANAGEMENT		COLUMN B NUTRITIONAL RELATED DISEASE	
1.2.1.	Vitamin A	A.	Anaemia
1.2.2.	Fibre	B.	Constipation
1.2.3.	Magnesium	C.	Lowered Resistance to Infection
1.2.4.	Protein	D.	Muscle Cramps
1.2.5.	Vitamin C	E.	Night Blindness
1.2.6.	Iron	F.	Osteoporosis
		G.	Stunted Growth

(6)

1.3. Identify FOUR guidelines for feeding toddlers. Write only the letters (A–G) next to the question number (1.3) in the ANSWER BOOK. (4)

- A Serve simple uncomplicated foods
- B Serve a large plate full of food
- C Serve low-fat dairy products especially under the age of two to prevent childhood obesity
- D Serve healthy snacks in between meals
- E Water must be available within easy reach
- F Replace nutrient – dense foods with fruit juice
- G Small portions of protein – rich foods should be included at each meal

1.4 Choose the correct word/term in brackets. Write only the word/term next to the question numbers (1.4.1–1.4.5) in the ANSWER BOOK.

- 1.4.1 A (tone / tint) is created by adding grey to pure colours. (1)
- 1.4.2 (Embossing / Calendaring) is when a fabric is passed between engraved rolls and three – dimensional design is created on the surface of the fabric. (1)
- 1.4.3 (Value / Intensity) describes the lightness or darkness of a colour. (1)
- 1.4.4 (Sanforising / mercerising) is a process of compressing a fabric to make it shrink-resistant. (1)
- 1.4.5 (Rhythm / Harmony) creates the impression of unity through the selection and arrangement of objects and ideas. (1)

1.5 Give ONE word / term for each of the following descriptions. Write only the word / term next to the question number (1.5.1 – 1.5.5) in the ANSWER BOOK.

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

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

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

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

1.5.5 A space in the home that is designed according to its function and the activities taking place in it. (1)

**[40]**

## QUESTION 2: THE CONSUMER

2.1. Read the scenario below and answer the questions that follow:

Tammy would like to buy a Samsung tablet. It will cost her R5500. Cash Crusaders have offered to give her R1500 for her old notebook, therefore she only needs R4000. She has worked out that this will take her 6 months paying by Lay – by agreement.

She has decided to buy a flip case for the tablet in the meantime for R300.

Tammy receives R400 in pocket money and earns R50 every Friday afternoon for assisting the neighbour's young children with homework. She also makes cupcake wrappers which she sells at the local craft market once a month. At each market she earns R250. Each month she buys special printed paper for R40 and packaging for R10.

Her expenses are R30 for her favourite monthly magazine, R100 on toiletries and another R100 on entertainment.

When Tammy went to purchase the flip case for her tablet it was on special for R250, however her perfume had increased by R10.

2.1.1 Explain the difference between non – financial and financial income. (2)

2.1.2 Complete the first TWO steps of Tammy's budget for November. Write only the letter (a – j) and the answer in your answer booklet. (10)

STEPS	ITEM	BUDGETED AMOUNT	ACTUAL AMOUNT
1. List Your Income	Pocket Money	R400	/
	Sale of Laptop	R1500	
	a)	e)	
	b)	f)	
2. Estimate Your Expenses	Entertainment	R100	R100
	Magazine	R30	R30
	Toiletries	R100	R110
	Packaging and Paper	R50	R50
	c)	g)	i)
	d)	h)	j)

2.2 "She has worked out that this will take her 6 months paying by Lay – by agreement."

2.2.1 Explain the term *Lay – By Agreement*. (3)

2.2.2 State TWO advantages of this type of credit transaction. (2)

2.2.3 Name ONE other type of credit transaction a consumer can make use of. (1)

- 2.3 Tammy paid for the tablet flip case with her debit card.
- 2.3.1 Explain this type of transaction. (1)
- 2.3.2 Give ONE other use for this type of card. (1)
- 2.3.3 State TWO disadvantages of this type of transaction. (2)
- 2.4 If Tammy paid for the tablet cover on her credit card, she would have to pay interest.
- 2.4.1 Using Tammy as an example, briefly discuss what interest means. (3)
- 2.4.2 Name the act that monitors the interest (1)
- 2.4.3 State what this act in 2.4.2 aims to prevent. (2)
- 2.5 State what the following acronyms stand for:
- 2.5.1 NCA (1)
- 2.5.2 NCR (1)
- 2.5.3 NCT (1)
- 2.5.4 NCF (1)
- 2.5.5 SANCU (1)
- 2.6 Study the image below and answer questions that follow:



- 2.6.1 What does this symbol stand for? (1)
- 2.6.2 This bureau operates in terms of the Standards Act, 2008 (Act No. 8 of 2008).
- a) What did regulation involve pre – 2008? (1)
- b) When the Act was implemented, what happened? (3)
- 2.6.3 The National Regulator for Compulsory Specifications (NRCS) was established on 1 September 2008. What is the purpose of this bureau? (2)

**[40]**

### QUESTION 3: FOOD AND NUTRITION

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

'Have you had your broccoli today?' If not, you have missed out on a healthy dose of a long list on nutrients such as vitamins C, K, A, B, D, folate, manganese, calcium, magnesium, and fibre. Although the health benefits of cruciferous vegetables are well documented, it is broccoli that is receiving the most attention in research circles these days.' Try the recipe below to make adding broccoli to your menu for the day more exciting.

#### Broccoli Bacon Salad

##### Ingredients

250g Streaky bacon  
500g Broccoli, broken into florets  
100g Baby spinach  
250ml Peas  
10ml Unsalted cashew nuts, chopped

##### Dressing

60ml Mayonnaise  
30ml Olive oil  
30ml Lemon Juice  
15ml Castor sugar  
Salt and Pepper to taste

##### Method

1. Preheat the oven to 230°C.
2. Put the bacon on a baking sheet and grill for 10 minutes.
3. Steam the broccoli.
4. Add the spinach and peas and steam.
5. Add a few bacon rashers and mix.
6. Whisk the dressing ingredients and pour over the salad.

- 3.1.1 State the fat-soluble vitamins mentioned in the extract. (3)
- 3.1.2 Which TWO nutrients listed would be associated with Osteomalacia? (2)
- 3.1.3 Which VITAMIN would this salad be rich in due to the dark green leafy vegetables? (1)
- 3.1.4 Give TWO ways to reduce the fat content in the recipe without leaving any ingredient out. (2)
- 3.1.5 Is the salad suitable for an elderly lady? Substantiate your answer. (8)

3.2 Study the table below and answer the questions that follow:

FOOD NAME	MACRONUTRIENTS					MINERALS		
	Mosi-g AnPr-g Chol-mg	En-kJ Fat-g CHO-g	TotN-g SFA-g TFib-g	Prot-g MFA-g AdSu-g	PIPr-g PFA-g Ash-g	Ca-mg P-mg Zn-mg	Fe-mg K-mg Cu-mg	Mg-mg Na-mg Mn-µg
<b>Bread, Rye</b>	37.4	1081	-	8.3	8.3	80	2.5	48
	0.0	1.7	0.19	0.15	0.80	160	190	580
	0	45.8	5.8	0.0	-	1.30	0.18	1000
<b>Bread/Rolls, Brown (Fortified)</b>	39.0	1029	1.44	9.0	9.0	14	4.1	44
	0.0	1.4	0.25	0.49	0.22	93	227	648
	0	43.0	5.5	Tr	2.1	4.49	0.19	118
<b>Pork, Leg, Roasted</b>	55.0	1107	4.29	26.8	0.0	14	1.0	22
	26.8	17.6	6.47	7.88	1.68	263	352	60
	94	0.0	0.0	0.0	1.1	2.96	0.10	32
<b>Pork, Raw (Fat Untrimmed)</b>	49.8	1535	2.23	13.9	0.0	19	0.7	13
	13.9	35.1	12.44	15.93	3.80	155	253	42
	74	0.0	0.0	0.0	0.7	1.59	0.06	11

3.2.1 Why do we use RDA tables? (2)

3.2.2 Identify the abbreviations used in the table:

- a) CHO-g (1)
- b) En-kJ (1)
- c) Fe-mg (1)

3.2.3 Identify the food which supplies the following:

- a) The most amount of energy (1)
- b) The least amount of total fat (1)
- c) The most amount of iron (1)
- d) The least amount of sodium (1)

3.2.4 State which food would be best suited for the following people:

- a) Lactating Mother (1)
- b) 3-year-old boy (1)
- c) 16-year-old girl (1)

3.2.5 Explain the term “fortified” used in brackets for Bread/Rolls, brown. (2)

3.2.6 Which food can be contaminated with pathogenic micro-organisms? (1)

3.2.7 Name the bacteria that can affect the following foods:

- a) Pork, Raw (1)
- b) Pork, Leg, Roasted (1)

3.2.8 State TWO signs of microbial contamination. (2)


3.2.9 How long does it take for the symptoms of food poisoning to appear? (1)

3.2.10 List TWO symptoms of food poisoning. (2)

3.2.11 Discuss the difference between physical and chemical contamination. (2)

**QUESTION 4: CLOTHING**

4.1 Study the image below and answer the questions that follow:

	<p>Mark has a pear – shaped body and is wearing a sanforised cotton T – shirt with red and green stripes. His pants are black denim.</p>
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- 4.1.1 Identify the line used in the image. (1)
- 4.1.2 Is this T – shirt suitable for Mark? (5)
- 4.1.3 Name the weaving construction method used for the denim pants. (1)
- 4.1.4 Mark’s shirt is “*sanforised*”. What does this term mean? (1)
- 4.1.5 Compare the fabric properties of the fabrics used for the outfit above. Re-draw the table below in your answer booklet. (6)

FABRIC PROPERTIES		COTTON MATERIAL	DENIM MATERIAL
A	Durability		
B	Comfort		
C	Dimensional Stability		

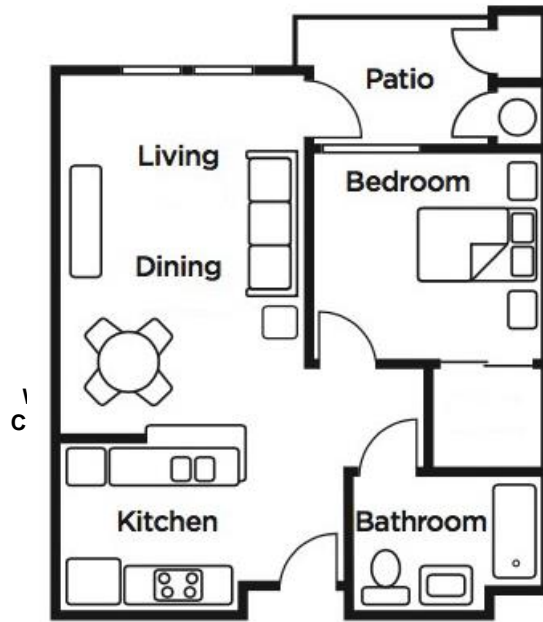
4.2 Define the following terms:

- 4.2.1 Calendaring (2)
- 4.2.2 Starching (2)
- 4.2.3 Water-Repellent (2)

**[20]**

**QUESTION 5: HOUSING**

5.1 Study the space plan below and answer the questions that follow:



5.1.1 The image above shows a floor plan. Name TWO other types of house plans. (2)

5.1.2 Identify the symbols used in the floor plan above: (3)

A	B	C

5.1.3 Is this an open or closed floor plan? Give a reason for your answer. (2)

5.1.4 State the zone represented by the following areas: (3)

- a) Kitchen
- b) Bathroom
- c) Living Room

5.2 Study the living room below and answer the questions that follow.



The living room is a north facing room in South Africa. It is white, lime and green in colour. The designer has used tactile texture in the carpet, table, and fireplace.

- 5.2.1 Identify the type of balance found in this room. (1)
- 5.2.2 “North is the best position for rooms you spend a lot of time in”. Justify this statement using the example above. (4)
- 5.2.3 The centre table has a wooden top with an aluminium frame. State ONE advantage and ONE disadvantage of using these types of material. Re-draw the table below in your answer booklet. (4)

	<b>WOOD</b>	<b>ALUMINIUM</b>
Advantage		
Disadvantage		

- 5.2.4 State ONE factor that you would consider when purchasing furniture. (1)
- [20]**

## QUESTION 6: ENTREPRENEURSHIP

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

### **THE IDEA:**

Unemployed and looking for a new challenge, Delia realized she could use her passion and skills to launch a line of gourmet biscuits.

### **WHAT HAPPENED NEXT?**

I used my kitchen for my workspace. I had to perfect my recipe so when I started baking, I had a few flops, but my family were happy to be my taste testers!

I transformed my dining room into a packaging area. I spent R5000.00 on extra equipment, ingredients, and packaging materials. My first order came in and I made R500.00. I went around to shops with samples of biscuits, and many agreed to sell my biscuits.

### **WHERE I AM NOW:**

I moved into a factory and have a list of regular buyers. I also supply corporate gift companies. I have hired staff to do the baking, but I am involved in each step and supervise everything in the business. My biscuits are extra special as I only use free-range eggs and butter, and couverture chocolate.

### **THE FUTURE:**

I have just launched a new line of iced animal biscuits for children.

*\*Couverture Chocolate = a very high-quality chocolate that contains extra cocoa butter.*

- 6.3.1 Briefly explain how Delia's "*passion and skills*" ensured the success of her business. (2)
- 6.3.2 What is a target market? (1)
- 6.3.3 Identify Delia's target market. (1)
- 6.3.4 Quote a sentence from the case study that indicates that Delia did some research on potential buyers. (1)
- 6.3.5 List TWO core principles of marketing evident in the paragraph, WHERE I AM NOW. (2)
- 6.3.6 Delia has introduced a new line of biscuits. Explain why this tactic is important in the maturity stage of the product life cycle. (3)

6.4 Read the scenario 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. The costing works as follows:

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%.

- 6.4.1 At which stage is their business in the product life cycle? (1)
- 6.4.2 Identify TWO overheads from the case study. (2)
- 6.4.3 Discuss the FIVE components of the marketing mix (5P's) from the case study. (5 x 2) (10)
- 6.4.4 Explain how this business has a competitive edge. (2)
- 6.4.5 Calculate the following (show all calculations):
- a) The production cost of one cake fork. (2)
  - b) The selling price of one cake fork. (4)
  - c) The selling price of 100 cake forks. (2)
  - d) The profit of 100 forks. (2)

**[40]**