

Hillcrest High School

Grade 10

CONSUMER STUDIES NOVEMBER 2023

MARKS: 200

TIME: 3 Hours

EXAMINER: Mrs N. Magubane

MODERATOR: Mrs S. Geel

This Paper Consists of 17 Pages

INSTRUCTIONS AND INFORMATION

1. This question paper consists of SIX questions.

QUESTION	CONTENT	MARKS	TIME (minutes)
SECTION A (Short questions)			
1	Short Questions (All topics)	40	20 MINUTES
SECTION B (Long questions)			
2	The Consumer	40	40 MINUTES
3	Food and Nutrition	40	40 MINUTES
4	Clothing	20	20 MINUTES
5	Housing and Interior	20	20 MINUTES
6	Entrepreneurship	40	40 MINUTES
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** 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.

SECTION A: SHORT QUESTIONS**QUESTION 1**

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), for example 1.1.21 E.

1.1.1. Self-esteem is a need...

- A to becoming everything, you are capable of becoming.
- B to feel love and acceptance.
- C to feel safe.
- D for recognition from others and self-acceptance. (1)

1.1.2 The age group whose norms and standards you follow is known as your:

- A Peer Group
- B Reference Group
- C Status Group
- D Social Group (1)

1.1.3. Mandy bought a radio and when she plugged it in, it did not work, what right is she entitled to?

- A The Right to Safety
- B The Right to Be Protected Against Misleading Practice
- C The Right to Replacement and Refund
- D The Right to Choose (1)

1.1.4 Reduce, reuse recycle are:

- A Principles of Consumption
- B Principles of Good Buying Habits
- C Principles of Sustainability
- D Principles of Decision Making (1)

1.1.5 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)

1.1.6 Breakfast helps restore your _____ levels.

- A Blood Glucose
- B Water Content
- C Lipids
- D Sucrose (1)

- 1.1.7 People who do not eat meat are called:
- A Pescatarians
 - B Herbivores
 - C Vegetarians
 - D Degans
- (1)
- 1.1.8 The main objective of advertising is to:
- A Compete with Similar Businesses
 - B Persuade The Consumer to Buy
 - C Educate the Consumer
 - D Decrease Profit
- 1.1.9. In the marketing mix what is a business website an example of?
- A Place
 - B product
 - C price
 - D people
- (1)
- 1.1.10 A statement attached to a product with information about the product is a/an _____.
- A brand name
 - B label
 - C instruction
 - D sell-by-date
- (1)
- 1.1.11 You should have at least _____ small meals a day to maintain a healthy metabolism.
- A 3
 - B 4
 - C 5
 - D 6
- (1)
- 1.1.12 Shops have popped up attached to petrol stations. These shops are examples of:
- A General Dealer
 - B Speciality Stores
 - C Outdoor Markets
 - D Convenience Stores
- (1)

1.1.13 Which of the following qualities will make a garment comfortable to wear?

- A Strength, Wear Resistance, and Durability
- B Resistant To Stains and Chemicals
- C Absorbency, Elasticity, and No Build-Up of Static Electricity
- D Resistance To Heat, Sunlight, and Wrinkles (1)

1.1.14 The type of material used for towels because of its excellent absorbency and good abrasion resistance is:

- A Cotton
- B Nylon
- C Acrylic
- D Linen (1)

1.1.15. Eggs and nuts are classified under the food group:

- A Grain and Grain Products.
- B Milk and Milk Products.
- C Fats and Oils.
- D Meat and Meat Alternatives. (1)

1.1.16. As a food group, fruit and vegetables are rich in:

- A Fibre, Water, Vitamins, Mineral Elements.
- B Carbohydrates, Proteins, Mineral Elements.
- C Fibre, Iodine, Vitamins.
- D Proteins, Mineral Elements, Lipids. (1)

1.1.17. To maintain strong bones and teeth the following should be included in the diet:

- A Bacon, Eggs, and Wholewheat Bread.
- B Yoghurt, Cottage Cheese, and Milk.
- C Green Leafy Vegetables, Potatoes, and Apples.
- D Butter, Sunflower Oil, and Peanut Butter. (1)

1.1.18. The meal with the lowest fat content is:

- A Grilled Fish, Cucumber and Tomato Salad.
- B Bacon, Fried Egg, and Sausage.
- C Roast Beef, Potato, and Cabbage.
- D Cheese Sandwiches and an Apple. (1)

1.1.19. Foods contain six different:

- A Elements
 - B Components
 - C Nutrients
 - D Particles
- (1)

1.1.20. Excessive carbohydrates are stored in the liver in the form of:

- A Hydrogen
 - B Dextrin
 - C Glycogen
 - D Oxygen
- (1)

1.2 Choose the correct word from the words in brackets. Write only the word next to the question number (1.2.1 – 1.2.5).

1.2.1 Kosher food is eaten by people who practice the (Hindu / Jewish) religion.

1.2.2 (Online / Mail Order) shopping is advertised in a catalogue.

1.2.3 The most important need for the elderly people is (status / security).

1.2.4 End of the year sales encourage (impulsive / intuitive) purchasing decisions.

1.2.5 Game is a good example of a (speciality / department) store.
(5 × 1)(5)

1.3 State whether the following statements are TRUE or FALSE. Write only the question number (1.3.1 – 1.3.5) and the answer.

1.3.1 Genuine leather is not biodegradable.

1.3.2 Rayon is a regenerated fibre made to imitate wool.

1.3.3 Polypropylene is made from a chemical that is similar to paraffin.

1.3.4 Polyester absorbs very little moisture.

1.3.5 Garments made from cotton are difficult to care for because they require special treatment.
(5 × 1)(5)

1.4. Choose the function in Column A that best matches the nutrient in Column B. Write only the letters (A – F) next to the question numbers (1.4.1 – 1.4.5), for example, 1.4.6 G

COLUMN A FUNCTION		COLUMN B NUTRIENT	
1.4.1.	Stimulates peristalsis movement in the intestines.	A	Calcium
1.4.2.	Primary source of energy.	B	Iodine
1.4.3.	Regulate body temperature.	C	Carbohydrates
1.4.4.	Builds strong bones and teeth.	D	Water
1.4.5.	Regulates the hormone thyroxine.	E	Vitamin E
		F	Fibre

(5 × 1)(5)

1.5. Match the property in Column B with the correct fibre in Column A. Write only the letters (A – F) next to the question numbers (1.5.1 – 1.5.5), for example, 1.5.6 G

COLUMN A FIBRE		COLUMN B PROPERTY	
1.5.1.	Wool	A	Strong, becomes stronger when wet
1.5.2.	Linen	B	It is a naturally antibacterial and antifungal.
1.5.3.	Bamboo	C	Will build static electricity
1.5.4.	Nylon	D	has tiny pores allowing it to breath
1.5.5.	Leather	E	Will shrink when wet
		F	Very strong and elastic

(5 × 1)(5)

[40]

SECTION B: LONG QUESTIONS

QUESTION 2: THE CONSUMER

2.1. Read the following statements below and state the right or responsibility that applies to each.

2.1.1. Velile buys her gym clothes at Sport Scene on credit, she pays monthly without fail to keep her credit score updated. (1)

2.1.2. While walking at the mall you slip on grease and break your leg. (1)

2.1.3. Khaya bought juice that has benzoic acid and few hours later he develops an allergic reaction, yet the container does not indicate that it contains benzoic acid. (1)

2.1.4. Zama went shopping for a dress, she tried the dress on and damaged the zip, she then put it back on the hanger and takes another one without notifying the sales lady. (1)

2.1.5. Zelda gets paid on the 15th every month. She always allocates money for savings and needs before spending her earnings. (1)



2.2. Discuss the following influences of consumer buying behaviour:

2.2.1. Social Class. (2)

2.2.2. Availability of Credit Facilities. (2)

2.2.3. Reference Groups (2)

2.3. Identify the following symbols below. Write only the question number (2.3.1 – 2.3.2) and your answer.

	
2.3.1.	2.3.2.

2.4. Using the following headings evaluate safety and hygiene of outlets.

2.4.1. Parking (2)

2.4.2. Displays (2)

2.4.3. Lighting (2)

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

Gugu is planning a surprise anniversary party for her parents this coming weekend and she booked a table for 2 at the 4 – star restaurant 1904 in an upmarket area, they were privately served a special candlelight 3 course dinner prepared by the head chef using high quality organic produce. Gugu was also able to arrange a small flower arrangement for the table.

2.5.1. Evaluate the suitability of Gugus choice of restaurant under the following criteria. (2 x 2) (4)

(a) Quality

(b) Pricing .

2.5.2. Is Restaurant 1904 a full-service restaurant or a fast-food restaurant? Give reasons for your answer. (4)

2.6. State any THREE general social etiquette guidelines to follow when dining out at a restaurant. (3)

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

Damian has recently passed culinary arts in Pastry and Dessert making at a local training center in his community. He opened a business at his home selling themed birthday cakes and he often runs a special on Facebook and Instagram where you buy two cakes for R500. He uses his mother's cottage as his production space.

Due to the demand of his products, he has employed two assistants who have been trained on the job so that he will be able to meet the needs of his customers. They also assist with deliveries if necessary and customers may collect the cakes if they choose to do so.

2.7.1. State the 5Ps of the marketing mix and give an example of each from the text. (10)

[40]

QUESTION 3: FOOD AND NUTRITION

3.1. Study the menu below and answer the question that follow:

<p style="text-align: center;">HILLCREST HIGH LUNCH</p> <p style="text-align: center;">MENU</p> <p style="text-align: center;">Roasted onion and parmesan soup</p> <p style="text-align: center;">Sour dough and cream cheese drizzle</p> <p style="text-align: center;">*****</p> <p style="text-align: center;">Chicken Breast Dauphinoise Potato</p> <p style="text-align: center;">Chive Sauce</p> <p style="text-align: center;">Silver Service Vegetables</p> <p style="text-align: center;">(green beans and baby marrow, red cabbage)</p> <p style="text-align: center;">*****</p> <p style="text-align: center;">Chocolate with Caramel Swiss roll</p> <p style="text-align: center;">Seasonal Fruit</p> <p style="text-align: right;">27/09/23</p>

3.1.1. Evaluate the suitability of this menu according to the following criteria's:

- | | |
|-----------------|-----|
| (a) Texture | (2) |
| (b) Temperature | (2) |
| (c) Colour | (2) |

3.1.2. Classify the following foods from the menu according to the food pyramid:

- | | |
|-----------------------|-----|
| (a) Parmesan Cheese | (1) |
| (b) Chicken Breast. | (1) |
| (c) Green Beans. | (1) |
| (d) Sour Dough Bread. | (1) |

- 3.1.3. State the main *nutrient* for the following foods on the menu:
- (a) Sour Dough. (1)
 - (b) Cream Cheese. (1)
 - (c) Baby Marrow. (1)
 - (d) Cabbage. (1)
- 3.1.4. State the main *function* for the following nutrients:
- (a) Protein. (1)
 - (b) Vitamin E. (1)
 - (c) Phosphorus. (1)
 - (d) Lipids. (1)
- 3.1.5. Is the main course above suitable for people of the Jewish Faith. Give a reason for your answer. (2)
- 3.1.6. State TWO South African dietary guidelines that are met on this menu. (2)
- 3.1.7. Discuss why eating plenty of fruits and vegetables is important in our diet? (4)
- 3.1.8. Which ingredient from the menu would most likely be contaminated by pathogenic microorganisms. Give a reason for your answer. (2)
- 3.1.9. State the storage method that should be used for the chicken before cooking. Give a reason your answer. (2)
- 3.2. Define the following terms:
- 3.2.1. Balanced Meal. (1)
 - 3.2.2. Meal Pattern. (1)
 - 3.2.3. Meal Plan. (1)
 - 3.2.4. Malnutrition. (1)
 - 3.2.5. Diet (1)

3.3. Study the meal plan for a teenage girl and answer the questions that follow:

<p>Breakfast: Coco Pops with full cream milk</p> <p>Snacks: Coke with Bar One chocolate</p> <p>Lunch: Fried chips with rolls</p> <p>Snack: Nik naks chips, Marshmallows and Fanta Orange</p> <p>Supper: Macaroni and Cheese</p>
--

3.3.1. Analyse the suitability of this meal plan for a teenage girl. (5)

[40]

QUESTION 4: CLOTHING

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

<p align="center">IMAGE A Belinda White</p>	<p align="center">IMAGE B Laura Grinston</p>
	

Belinda and Laura are both lawyers. Belinda is wearing a dress made from polycotton. Laura is wearing a pair of jeans, polyester cardigan, and a cotton t-shirt. They both enjoy relaxing at home spending time with their families.

4.1.1. Classify the fibres:

- (a) Polyester (1)
- (b) Cotton (1)

4.1.2. Explain why polyester and cotton are popular fibres for blended fabrics.






Tabulate your answer as follows:

	DESIRABLE PROPERTIES
(d) Polyester	
(e) Cotton	

(2 × 3)(6)

4.1.3. Is Laura’s outfit suitable for work? Give a reason for your answer. (2)

4.1.4. Explain to Belinda how to care and maintain her dress using the symbols below: (5)

				
(a)	(b)	(c)	(d)	(e)

4.2. Sihle is a disabled young adult who is confined to a wheelchair. He often experiences problems such as uncomfortable clothing, styles that limit his movement and garments that are not durable.

Suggest FIVE possible solutions for Sihle’s clothing problems. (5)

[20]

QUESTION 5: HOUSING

5.1. Read the extract below and answer the questions that follow:

Thabo and John live in Hillcrest. Thabo works as an accountant and lives in a four bedroom, north facing, full-title free-standing house that has a pool and an entertainment area.

John is disabled and is confined to a wheelchair and lives in a two bedroom, south facing, sectional-title, free-standing house with a communal pool.

- 5.1.1. Discuss the difference in ownership between full-title and sectional-title properties. (2 × 2) (4)
- 5.1.2. According to Maslow's Hierarchy of needs, which need is Thabo fulfilling? Give a reason for your answer. (2)
- 5.1.3. Using examples from the extract, explain how orientation to the sun affects homes in South Africa. (6)
- 5.2. John is a paraplegic, and his home has steps leading to his wooden entrance door that has a small window at the top. His floors are carpeted except for the kitchen and the bathroom. His bathroom has a medium sized bathtub that has a shower connected to the wall.
- 5.2.1. Discuss FOUR changes that you would make to make John more comfortable in his home. (4)
- 5.3. List FOUR principles of Universal Design. (4)

[20]

QUESTION 6: ENTREPRENEURSHIP

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

Luyanda was raised at Thutong a village in Limpopo. This is where she developed the love for sewing. Her grandmother taught her how to sew on buttons, fix loose seams and so on. Luyanda has recently graduated as a fashion designer and started her own business altering and designing clothing for people in her local community. She charges reasonable fees which attract a lot of customers. She has been awarded a tender to design school uniforms for a new school that is to be built in her community. The initial payment will be used to start to purchase more equipment. The tender is for 5 years. She has employed 6 helpers as the uniforms are always in demand. Of these 6 employees 3 come to work for a full day and the other 3 half day. She is renting a mini warehouse where she has set up a production and office space for her business.

- 6.1.1. What is an entrepreneur? (2)
- 6.1.2. Provide FOUR reasons why people become entrepreneurs. (4)
- 6.1.3. Identify the qualities of a successful entrepreneur that Luyanda possesses. (5)
- 6.1.4. Explain how Luyanda is helping the South African economy and her community. (4)
- 6.1.5. Discuss how Luyanda has used the following resources.
- (a) Human Resources. (2)
 - (b) Material Resources. (2)
- 6.1.6. Advise Luyanda on the key principles of planning a work area. (5)
- 6.1.7. Suggest to Luyanda FIVE reasons why some entrepreneur's businesses fail. (5)
- 6.2. Luyanda uses a flowchart to plan her workflow.
- 6.2.1. What is a flowchart? (1)
- 6.2.2. Discuss the importance of a flowchart. (4)

- 6.3. Luyanda would like to put together a uniform starter pack for new grade 8 learners. This will include 3 shirts or blouses, 2 trousers or skirts, 4 pairs of grey school socks and a blazer.

Using the price list below determine Luyanda's cost price. (6)

	1 Unit	2 Units	3 Units
Shirt / Blouse	R125.00	R250.00	R375.00
Trouser / Skirt	R215.00	R430.00	R545.00
Grey Socks (4 Pairs per Pack)	R95.00	R190.00	R285.00
Blazer	R550.00	R1100.00	R1650.00

[40]