



# Hillcrest High School

Grade 11

## **CONSUMER STUDIES** NOVEMBER 2023

**MARKS:** 200

**TIME:** 3 Hours

**EXAMINER:** Mrs S. Geel

**MODERATOR:** Mrs J. Bega

This Paper Consists of 17 Pages

**INSTRUCTIONS AND INFORMATION**

1. This question paper consists of SIX questions.

QUESTION	CONTENT	MARKS	TIME (minutes)
<b>SECTION A (Short questions)</b>			
1	Short Questions (All topics)	40	20 MINUTES
<b>SECTION B (Long questions)</b>			
2	The Consumer	20	20 MINUTES
3	Food and Nutrition	40	40 MINUTES
4	Clothing	30	30 MINUTES
5	Housing and Interior	30	30 MINUTES
6	Entrepreneurship	40	40 MINUTES
<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.

**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 numbers (1.1.1 – 1.1.20) in the answer book, for example 1.1.21 D.

1.1.1. The practice of collating and analysing numerical information is referred to as ...

- A data.
  - B statistics.
  - C a census.
  - D a model
- (1)

1.1.2. Which of the following is NOT an expense on a budget:

- A A gym contract
  - B Insurance
  - C Wi – Fi contract
  - D Interest on saving
- (1)

1.1.3. A credit bureau ...

- A dispenses information relating to the credit ratings of individuals.
  - B hears and decides on cases involving consumers and credit providers.
  - C protects the consumer in the credit market and makes credit more accessible.
  - D protects and promotes consumer rights and raises related issues.
- (1)

1.1.4. This ONE is an example of a credit transaction:

- A Lay – bye
  - B Debit card
  - C Cheque
  - D Postal order
- (1)

1.1.5. A person who has a deficiency of water could have the following symptoms:

- A Oedema and constipation
  - B Sweating and a headache
  - C Tiredness and dehydration
  - D Kidney strain and weakness
- (1)

- 1.1.6. Eating enough green leafy vegetables and wholegrain cereals will prevent...
- A anaemia.
  - B pellagra.
  - C scurvy.
  - D rickets. (1)
- 1.1.7. Identify the micro - organism that can withstand high temperatures:
- A Yeast
  - B Mould
  - C Bacteria
  - D Enzymes (1)
- 1.1.8. A deficiency of iodine results in...
- A tooth decay.
  - B weakened muscles.
  - C stunted growths.
  - D too little thyroxine. (1)
- 1.1.9. How many secondary colours are on the colour wheel?
- A Five
  - B Three
  - C Six
  - D Four (1)
- 1.1.10. A suitable suggestion for a female with a tringle body / pear shape:
- A Use horizontal lines in the lower body
  - B Wear bell – shaped skirts to make the hips appear slimmer
  - C Wear long v – necklines and a long necklace
  - D Use vertical lines above the waist to create width. (1)
- 1.1.11. The fabric construction technique that is most suited for gym wear is...
- A knitted fabric.
  - B woven fabrics.
  - C bonded fabrics.
  - D heat bonded fabrics. (1)
- 1.1.12. Wool is often used for upholstery because it is...
- A Dirt resistant and lightweight.
  - B Weakens in sunlight.
  - C Colourfast, and easy to wash.
  - D Fairly strong, very resilient and flame resistant. (1)

1.1.13. Sanforising is a process that...

- A Reduces pilling.
- B Conducts electricity.
- C Prevents garments shrinking in the wash.
- D Makes fabrics crease resistant. (1)

1.1.14. The décor in a living room is dusty pink and fern green. The colour harmony is therefore...

- A complementary.
- B analogous.
- C double complementary.
- D monochromatic (1)

1.1.15. This colour would create a feeling of space and warmth in a small room:

- A Dark red
- B Red orange
- C Light orange
- D Burnt orange (1)

1.1.16. \_\_\_\_\_ is a type of house plan.

- A Floor plans
- B Furniture plans
- C Lighting plans
- D All the above (1)

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

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

1.1.18. The most important factor to be considered before starting a new business:

- A Set standards for the product.
- B Find a premises for the new business.
- C Investigate the number of items that could be sold.
- D Determine consumer needs. (1)

1.1.19. The purpose of good stock control in a business is to ensure that...

- A the cheapest stock is bought.
- B it is not necessary to organise stock.
- C no time or money is wasted.
- D a lot of extra stock is available. (1)

1.1.20. \_\_\_\_\_ increases the awareness and visibility of a product.

- A Price.
- B Promotion.
- C Raw materials.
- D Transport. (1)

1.2. Choose the function from Column B that matches the nutrient in Column A. Write only the letter (A – F) next to the question numbers (1.2.1 – 1.2.5) in the answer book, for example 1.2.6 G.

COLUMN A NUTRIENT	COLUMN B FUNCTION
1.2.1. Water	A A concentrated form of energy
1.2.2. Vitamin K	B Forms genetic material / DNA
1.2.3. Lipids	C Controls the body’s temperature
1.2.4. Vitamin C	D Needed for blood clotting
1.2.5. Folic acid	E Essential for maintenance of connective tissue
	F Prevents cell damage

(5 x 1) (5)

1.3. From the list below, identify four guidelines for furniture arrangements and write only the letters (A – G) in your answer book.

- A Do not overcrowd rooms
- B Traffic routes should not be blocked
- C Always have enough light
- D Use furniture that suits the size of the room
- E Increase the wattage of light bulbs
- F Allow enough space for free movement
- G Place small pieces of furniture against the wall (4 x 1) (4)

1.4. Choose the example of expense type from Column B that matches the expense category in Column A. Write only the letter (A – F) next to the question numbers (1.4.1 – 1.4.5) in the answer book, for example 1.4.6 G.

<p style="text-align: center;"><b>COLUMN A EXPENSE CATEGORY</b></p>	<p style="text-align: center;"><b>COLUMN B EXAMPLE OF EXPENSE TYPE</b></p>
1.4.1. Savings Account	A Instalments on a home loan
1.4.2. Optional Expense	B Cellphone account
1.4.3. Fixed Expense	C Birthday presents
1.4.4. Emergency Expense	D Replacing a damaged bicycle tyre
1.4.5. Variable Expense	E Money that earns interest over time F A fixed set interest rate

(5 x 1) (5)

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 – 1.5.6) in the answer book.

- 1.5.1 When the cost of goods increases and the value of money decrease over a period time.
- 1.5.2 A planned and organised effort to get new knowledge that will help the entrepreneur to make informed decisions about their product and marketing thereof.
- 1.5.3 This is the process of inspecting products to ensure that the required standards are met.
- 1.5.4 A specific identification that makes it easy to recognise and distinguish competitor’s products.
- 1.5.5 Is a document that shows the movement of money over a future period.
- 1.5.6 A business that is in production for a long period of time, covers all expenses and shows a profit.

(6 x 1) (6)

**[40]**

**SECTION B: LONG QUESTIONS****QUESTION 2: THE CONSUMER**

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

**STATISTICS SOUTH AFRICA 2019**

Consumer inflation edged up at the beginning of the year. Contributing to this rise was the increase in medical and transport costs. Medical aid schemes increased their tariffs by 8,3%. Medical practitioners raised their fees by 5,7% and doctors reporting an increase of 5,8%, followed by dentists 5,5% and hospitals 4,5%. Transport prices saw an increase in the price of fuel 0,3%, car rentals 7,3%, tyre's 0,8% and car prices 3,5%.

*[Adapted from [www.statssa.gov.za](http://www.statssa.gov.za) Accessed on 16 April 2019.]*

- 2.1.1 Give TWO purposes of South Africa needing statistics for the analysis of the Country's households. (2)
- 2.1.2 Stats SA conducts household expenditure surveys. When the results of a survey are assessed, the medical examples fall under an expenditure group called health.
- Using the medical information given, analyse why we can predict that health will be one of the lowest expenditure items for the average South African. (5)
- 2.1.3 Transport is usually one of the highest expenditure groups for South African households. Discuss how the increases will affect both the higher and lower income groups. (2 x 2) (4)
- 2.2 Name THREE contributions that can be deducted from the employee's gross salary. (3)
- 2.3 Read the case study below and answer the questions that follows.

Mr Prince upgraded his home. He wanted to buy new furniture on credit, to furnish the new bedroom, at a furniture outlet in his local community. His application was denied without explanation.

- 2.3.1 Explain Mr Prince's consumer rights relating to the denial of this credit transaction. (3)
- 2.3.2 Give TWO reasons why Mr Prince should direct his complaint to the National Consumer Tribunal. (2)

**[20]**

**QUESTION 3: FOOD AND NUTRITION**

3.1 Study the information below that appears on the label of a packet of potato chips and answer the questions that follow.

**INGREDIENTS**

Dehydrated potatoes, 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.

3.1.1 Which ingredient is present in the largest quantity? (1)

3.1.2 Name the functions for the following nutrients found in this product:

(a) Dietary Fibre. (1)

(b) Vitamin A (1)

(c) Protein (2)

3.1.3 Discuss the importance of having no saturated fat or trans-fat in this product. (4)

3.1.4 This product contains 200mg of sodium. Explain why the amount of sodium should be limited in our diets. (2)

3.2 Study the menus below and answer the questions below:

<b>MENU A</b>	<b>MENU B</b>
Rice Krispies with low fat milk White toast with butter and jam Coffee and milk	Omelette with a mincemeat filling Wholewheat toast with cottage cheese Orange juice Rooibos tea with milk

3.2.1 Give another name for blood sugar. (1)

3.2.2 Explain how carbohydrates are protein savers. (2)

3.2.3 Explain the difference between *soluble* and *insoluble* fibre. (2 x 2) (4)

- 3.2.4 Melissa is a pregnant woman.
- (a) Choose the best menu for her. Give reasons for your answer. (7)
  - (b) Why should pregnant woman not consume even a small amount of alcohol? (2)
  - (c) Why do lactating mothers initially lose weight? (2)
- 3.3 Food fortification means to strengthen food. Define the following terms used when referring to fortified foods.
- 3.3.1 Nutrification (1)
  - 3.3.2 Restoration (1)
- 3.4 Read the article below and answer the questions that follow.

#### **LOAD SHEDDING SPARKS FOOD POISONING FEARS**

A lack of electricity, especially in the hot summer months, can result in food going off and if you eat the food, you may run the risk of contracting food poisoning. In the freezer, food can still spoil when the produce thaws slightly due to a power outage. Load shedding can subject fresh produce in your fridge for to up to 5 hours of room temperature at a time.

Avoid consuming food, if you suspect that it has remained too warm for too long. Anyone who thinks they may have eaten food that has gone off is to watch out for the warning symptoms of food poisoning. These include fever, headache, stomach pain and a risk of dehydration. If you or your children show any of these signs, go to the nearest doctor, hospital, or clinic for treatment.

*[Adapted from health24]*

- 3.4.1 State TWO measures to control food contamination. (2)
- 3.4.2 Give TWO symptoms of food poisoning mentioned in the article. (2)
- 3.4.3 Why does the article say that dehydration is a risk? (2)
- 3.4.4 What is the main cause of food poisoning highlighted in the article? (1)
- 3.4.5 Give TWO examples of medical intervention (treatment given) for food poisoning when people go to the hospital, doctor, or clinic. (2)

**[40]**

**QUESTION 4: CLOTHING**

4.1 Define the following terms:

4.1.1 Hue (1)

4.1.2 Value (1)

4.1.3 Intensity (1)

4.2 Identify the colour schemes below:

4.2.1 Yellow and violet (1)

4.2.2 Orange, blue – violet and blue – green (1)

4.2.3 Baby blue, blue and royal blue (1)

4.2.4 Yellow, yellow – green and green (1)

4.3 Fabric finishes are done to alter and improve the appearance and performance of fabrics. Explain how the following improve the performance of a garment.

4.3.1 Mercerising (3)

4.3.2 Absorbency (2)

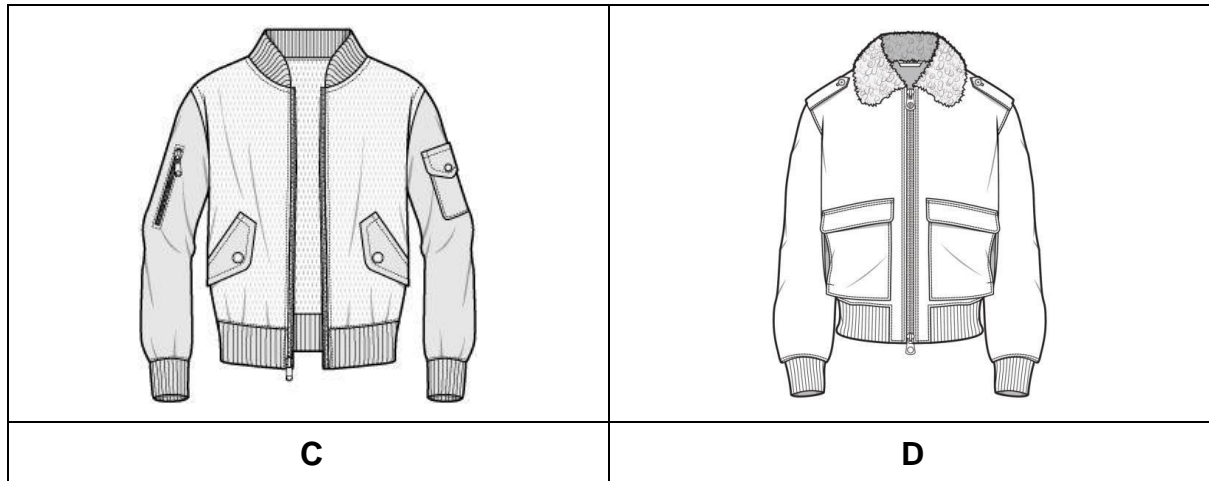
4.3.3 Elasticity (2)

4.4 Study the images below and answer the questions that follow:



- 4.4.1 State the dominant line in Image A. (1)
- 4.4.2 Evaluate the suitability of this type of line for an hourglass figure. (4)
- 4.4.3 Discuss the optical illusion the line in Image B creates. (2)
- 4.4.4 How has rhythm been achieved in Image B. (1)

4.5 Study the images of jackets below and answer the questions that follow:



- 4.5.1 Identify the type of balance illustrated in Image C and D. (2)
- 4.5.2 Explain in detail the balance in Image C by referring to both the definition for this type of balance AND point out items in the jacket to validate the definition. (6)

**[30]**

**QUESTION 5: HOUSING**

5.1 Study the room below and answer the questions that follow:

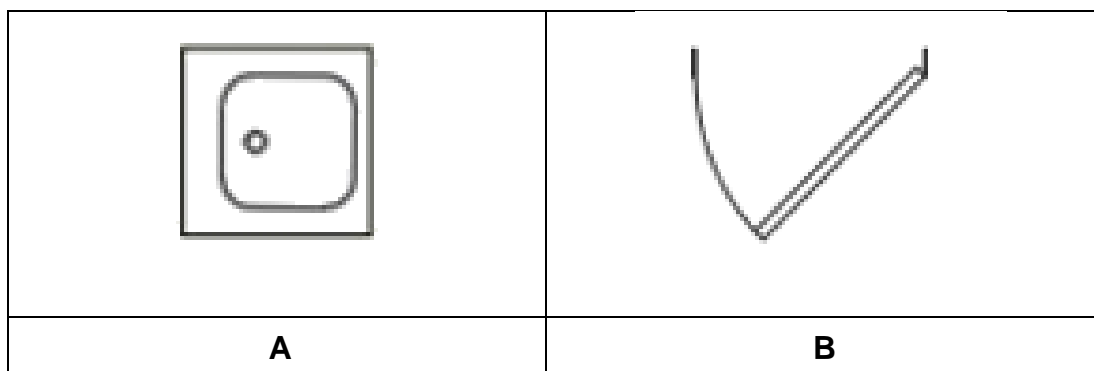


5.1.1 Identify the balance in the room above. Give a reason for your answer. (2)

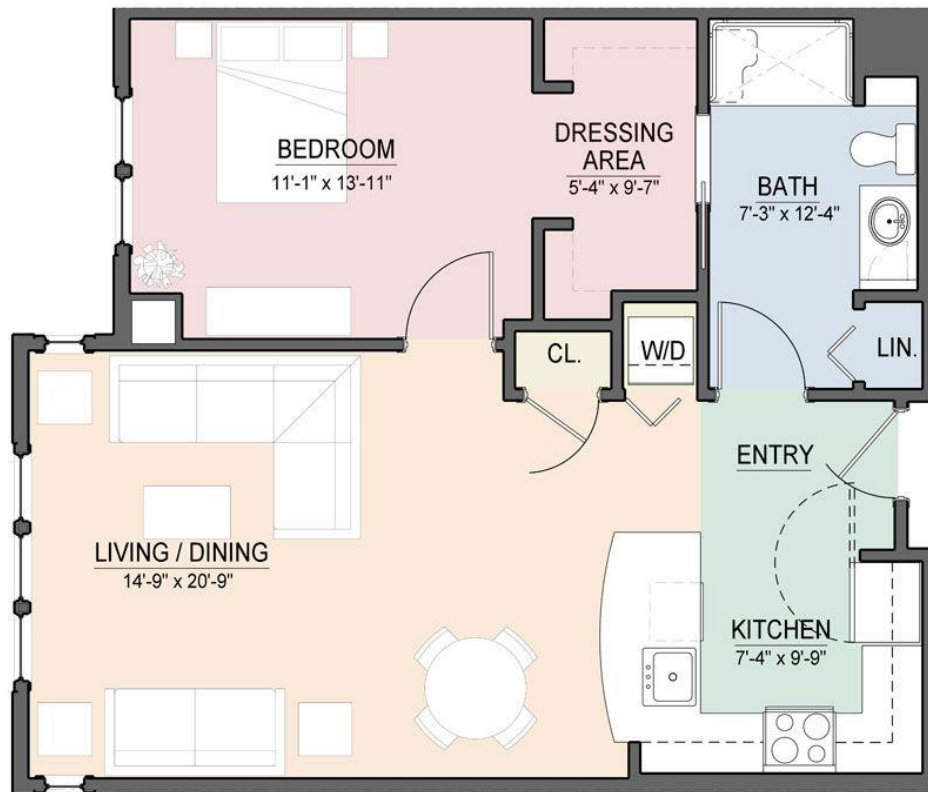
5.1.2 State the focal point in the room. (1)

5.1.3 Lounges are social areas. Discuss how the principles of design have been used to encourage a relaxed area in the image. (3)

5.2 Identify the Symbols A and B below. (2)



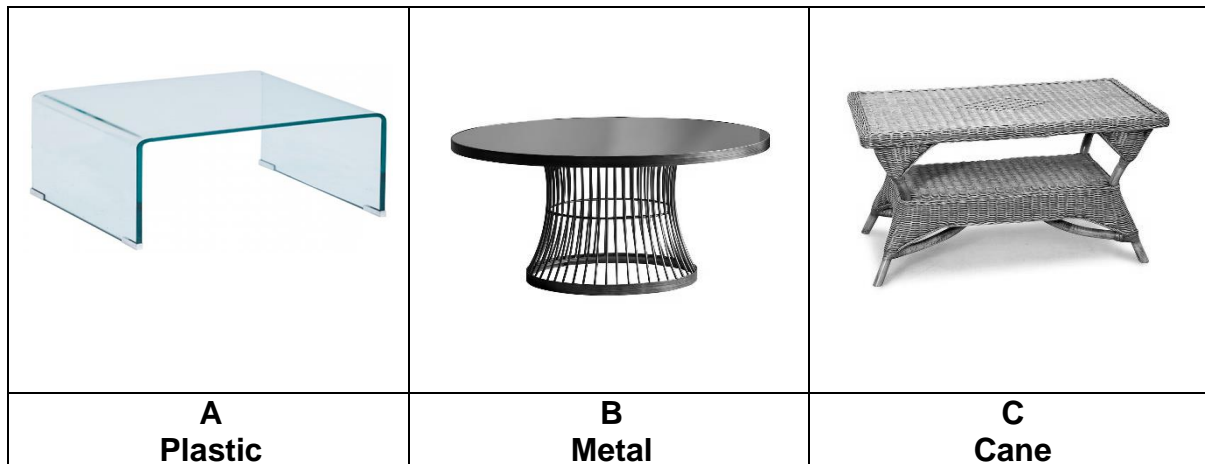
5.3 Study the floor plan below and answer the questions that follow:



- 5.3.1 State whether the floor plan is open or closed. Give a reason for your answer. (3)
- 5.3.2 What are TWO advantages of this type of floor plan. (2)
- 5.3.3 Classify the areas below into rest, work, or social areas.
  - (a) Bedroom (1)
  - (b) Living Room (1)
  - (c) Kitchen (1)

5.4 State THREE main types of artificial lighting. (3)

5.5 Study the coffee tables below and answer the questions below.



5.5.1 Compare the three tables by completing the table below. Tabulate your answer as follows. (6)

TOPIC / PROPERTY	TABLE A	TABLE B	TABLE C
(a) Construction	(1)	(1)	(1)
(b) Care and Maintenance	(1)	(1)	(1)

5.5.2 You have decided to purchase a new coffee table for your new apartment.

(a) What role will aesthetics play in your decision? (2)

(b) List TWO responsibilities that you as a consumer need to carry out before you make your purchase. (2)

5.6 Name ONE other factor that you would consider when purchasing furniture. (1)

**[30]**

**QUESTION 6: ENTREPRENEURSHIP**

6.1 Define the following terms:

6.1.1 Feasibility Analysis. (1)

6.1.2 Product Specification. (3)

6.1.3 Sustainable Production. (3)

6.2 State TWO requirements that must be considered to ensure quality products. (2)

6.3 Explain why a quality product should have a competitive edge. (2)

6.4 Give FOUR reasons why it is advisable for an entrepreneur to use locally produced products. (4)

6.5 Read the case study below and answer the questions that follow:

Nellie lived in a large community with mostly middle-income consumers. She was a general worker at the local school. She loved baking and always took biscuits to school to share with her co-workers. Teachers started asking her to bake for them and this brought about her business idea. She started selling biscuits at school and in the community. Her business grew quickly as learners and teachers told parents and neighbours.

She experimented with different types of biscuits and her customers could then choose from the variety to suit their needs. She soon received large orders for weddings and funerals.

She bought her ingredients in bulk from a hypermarket nearby. She had to employ four ladies on a full-time basis to assist her with the baking.

She converted the outside rooms of her house into storage and workspace. She bought three large free-standing gas stoves with ovens when load shedding started in her residential area. She invested in a large electric biscuit mixer, a freezer, and a generator.

6.5.1 Identify TWO of Nellie's target market. (2)

6.5.2 Name the non-human resources that Nellie had to consider when she chose her product for small-scale production. (4)

6.5.3 Analyse the impact that load shedding could have had on the efficient production of Nellie's products if she did not buy a generator. (3 x 2) (6)

6.6 Read the scenario below and answer the questions that follow:

Ingrid and her friend Cheryl are university students. They are both inspired by their love for art and decorating used coldrink plastic bottles with beads to sell. Ten months ago, they sold the plastic at a competitive price at the local markets and taxi ranks. They advertised their products on social media. They transported their products to the point of sale.

**Bottle Fee**

Beads per 500 ml bottle R5,00

Packaging per bottle R5,00

Packaging material R1,20

They sell at a mark-up of 55%

- 6.6.1 Identify TWO overheads from the case study. (2)
- 6.6.2 List the FOUR stages of the product life cycle that Ingrid and Cheryl's products should go through. (4)
- 6.6.3 Calculation:
- (a) Calculate the production cost of ONE bottle. (2)
- (b) Calculate the selling price of 150 bottles. Show all calculations. (5)

**[40]**