



HILLCREST HIGH SCHOOL

Grade 11

CONSUMER STUDIES

NOVEMBER 2025

MARKS: 200

TIME: 3 Hours

EXAMINER: Mrs J. Bega

MODERATOR: Mrs S. Geel

This Paper Consists of 19 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
SECTION B (Long questions)			
2	The Consumer	25	25
3	Food and Nutrition	40	40
4	Textiles & Clothing	25	25
5	Housing	30	30
6	Entrepreneurship	40	40
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. 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. A basic principle of budgeting is ...

- A knowing the difference between cash paid and cash received.
- B using a credit card so that you have an accurate list of all purchases.
- C recording and controlling spending.
- D Withdrawing cash every week. (1)

1.1.2. Salary before deductions is called ... salary.

- A gross
- B annual
- C fringe
- D net (1)

1.1.3. If a person is credit worthy, they are likely to ...

- A use a credit card only in one store.
- B transfer money electronically.
- C purchase goods and services on credit.
- D meet their financial obligations. (1)

1.1.4. 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)

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

- A Debit Card
- B Lay-Bye
- C Cheque
- D Postal Order (1)

- 1.1.6. A person who has a deficiency of water may have the following symptoms:
- A Oedema and constipation
 - B Sweating and a headache
 - C Tiredness and dehydration
 - D Kidney strain and weakness
- (1)
- 1.1.7. The carbohydrate in milk is called...
- A casein.
 - B lactose.
 - C glucose.
 - D lactalbumin.
- (1)
- 1.1.8. Which ONE of the following nutrients will raise blood glucose levels the most?
- A Protein
 - B Carbohydrates
 - C Fibre
 - D Fat
- (1)
- 1.1.9. A pregnant woman needs more _____ during her pregnancy.
- A milk and fruit
 - B ice-cream and fruit salad
 - C spaghetti and dessert
 - D vegetables and coffee
- (1)
- 1.1.10. 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)
- 1.1.11. There is a gradual change in size from larger to smaller.
- A Progression
 - B Alternation
 - C Repetition
 - D Gradation
- (1)

1.1.12. If you have a straight up and down shape with an average waist and small bust, your body shape is:

- A Triangular
 - B Inverted triangular
 - C Rectangular
 - D Oval
- (1)

1.1.13. Disposable cleaning cloths are manufactured from _____ fabrics.

- A knitted
 - B knotted
 - C bonded
 - D woven
- (1)

1.1.14. Which of the following finishes is used to create a design on the surface of a fabric?

- A Calendaring
 - B Embossing
 - C Mercerising
 - D Napping
- (1)

1.1.15 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)

1.1.16 Using a dominant horizontal line will make a room ...

- A seem higher and conveys stability.
 - B appear longer creating graceful movement.
 - C create a sense of height and informality.
 - D appear wider and offer a sense of calm.
- (1)

1.1.17 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)

1.1.18 _____ increases awareness and visibility of a product.

- A Price
- B Promotion
- C Raw Materials
- D Transport

(1)

1.1.19 _____ ensures that the required set standards of a product are met.

- A Stock control
- B Time management
- C Quality control
- D Financial control

(1)

1.1.20 A feasibility study is conducted to _____ of a business.

- A Check the movement of money
- B Identify strengths and weaknesses
- C Meet the targets
- D Evaluate the sales scenario

(1)

[20]

1.2. Choose the correct nutrient from COLUMN A that matches the correct deficiency in COLUMN B. Write only the letter (A – E) next to the question numbers (1.2.1 – 1.2.5) in the answer book, e.g., 1.2.6 G.

COLUMN A Nutrient		COLUMN B Deficiency	
1.2.1.	Vitamin A	A.	Rickets
1.2.2.	Fibre	B.	Kwashiorkor
1.2.3.	Iodine	C.	Muscle Cramps
1.2.4.	Protein	D.	Constipation
1.2.5.	Vitamin D	E.	Goitre
		F.	Night Blindness

(5 x 1) (5)

- 1.3. Choose the correct Banking Method in COLUMN A that matches the correct Explanation from COLUMN B. Write only the letter (A – E) next to the question numbers (1.3.1 – 1.3.4) in the answer book, for example 1.3.5 G.

COLUMN A Banking Method		COLUMN B Explanation	
1.3.1.	Store Account	A.	The customer only receives the goods once the full purchase price is paid.
1.3.2.	Current Account	B.	Invest money for a fixed period of time.
1.3.3.	Instalment Sales	C.	The selling price of the item is paid over a specific number of months.
1.3.4.	Fixed Deposit	D.	Has more functions than a savings account.
		E.	To buy goods on credit up to a specific limit.

(4 x 1) (4)

- 1.4. Give ONE word / term for each of the descriptions below. Write only the word / term next to the question numbers (1.4.1 – 1.4.5) in the answer book.

- 1.4.1. An agreement between a credit provider and a consumer in which the credit provider supplies goods or services or lends money to the consumer.
- 1.4.2. The rate at which energy is used for activities when the body is completely at rest.
- 1.4.3. Attention on certain areas or objects, also called a focal point.
- 1.4.4. A written description of an item, including details about size and appearance.
- 1.4.5. A study to find out whether a business will be success after taking all costs and revenues into account.

(5 x 1)(5)

1.5 Select from the list below the combination of food that will best meet the dietary guidelines for teenager's packed lunch. Write only the question number (1.5) and the correct numbers (A – I) in your answer booklet.

- A Brown bread sandwich with cheese and lettuce.
- B White bread rolls with chicken mayonnaise.
- C White bread sandwich with cheese and lettuce.
- D Flavoured sweetened milk.
- E Pure fruit juice.
- F Coke.
- G Oatmeal cookie.
- H Coconut cookie.
- I Shortbread breakfast.

(3 x 1) (3)

1.6 Identify THREE examples that reflect the core principles of marketing. Write only the question number (1.6) and the correct numbers (A – F) in your answer booklet.

- A Reaching more people by advertising electronically.
- B When the business must retrench employees.
- C An overseas company will invest in the business.
- D Closing the business during the government-imposed lockdown.
- E Five employees are not very punctual.
- F A new wing of the factory has been built to facilitate expansion.

(3 x 1) (3)

TOTAL SECTION A 40

SECTION B**QUESTION 2: THE CONSUMER**

2.1 Give the term for the acronyms below:

- 2.1.1 NCF (1)
2.1.2 SABS (1)

2.2 Read the article below and answer the questions that follow:

MORE PENSION SAVERS KEEP SOME OF THEIR RETIREMENT POT IN CASH DUE TO UNCERTAINTY

Story by Harvey Dorset

More savers are choosing to keep some of their retirement fund in cash, research suggests, as uncertainty over the future of pensions weighs on people's minds.

According to the JP Morgan-owned bank, Chase, some 39 per cent of its customers say they are now including cash savings as part of their retirement planning.

While cash is easier to access and can form part of a successful retirement plan, investing via a pension is generally considered the best way to build a retirement fund over the long term.

Traditionally the bulk of the typical Britons' retirement income comes from the state pension and their work pension, with more than 80 per cent of adults enrolled in their employer's scheme.

While this is still the case, Chase's research suggests that over the last year, savers have diverted money to a savings account that they otherwise might have put in their pension or invested.

Almost half of adults, some 48 per cent, said they currently preferred to save in cash instead of putting their money in their pensions or investments - though many will have been doing both.

Though Chase's survey asked respondents about their behaviour over the last year, it comes as speculation mounts over the potential changes that could be made to pensions in the Autumn Budget.

Shaun Port, director for savings at Chase, said: 'The simplicity and perceived safety of cash savings products, combined with higher interest rates seen in recent years, means they are proving more attractive for many UK adults.'

- 2.2.1 Define the term *pension*. (2)
2.2.2 Explain what a *savings account* is. (3)
2.2.3 Explain how the increase in interest rates will affect a person's budget. (4)
2.2.4 State THREE disadvantages of using cash transactions. (3)

- 2.3 What is the purpose of the National Credit Act. (2)
- 2.4 When is a consumer over-indebted? (3)
- 2.5 Briefly explain a pyramid scheme. (3)
- 2.6 List THREE rights that fall under the Consumer Protection Act. (3)
- [25]**

QUESTION 3: FOOD AND NUTRITION

3.1 Read the article below and answer the questions that follow:

RED MEAT LINKED WITH COGNITIVE DECLINE AND DEMENTIA, STUDY REVEALS

Story by TOI Lifestyle Desk

Having bacon and sausage for breakfast may be quite appetizing, but these are not really good options for your health, especially if you plan to have a healthy brain. A new study has found that people who eat more red meat, especially processed red meat like bacon, sausage, and bologna, are more likely to have a higher risk of cognitive decline and dementia when compared to those who don't.

"Red meat is high in saturated fat and has been shown in previous studies to increase the risk of type 2 diabetes and heart disease, which are both linked to reduced brain health. Our study found processed red meat may increase the risk of cognitive decline and dementia, but the good news is that it also found that replacing it with healthier alternatives, like nuts, fish, and poultry, may reduce a person's risk," study author Dong Wang, MD, ScD, of Brigham and Women's Hospital in Boston said in a release.

****Bologna = a type of processed meat sausage made primarily from a blend of beef and pork, with various seasonings and production methods that give it a unique flavour and texture.***

- 3.1.1 State THREE functions of protein. (3)
- 3.1.2 Red meat is classified as a high biological protein. Justify this statement. (7)
- 3.1.3 Name the Vitamin that can prevent dementia found in red meat. (1)
- 3.1.4 List the effects of excess saturated fat on the body according to the article. (2)
- 3.1.5 What is Cholesterol? (2)

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

FOOD NAME	MACRONUTRIENTS					MINERALS		
	Mosi-g	En-kJ	TotN-g	Prot-g	PIPr-g	Ca-mg	Fe-mg	Mg-mg
	AnPr-g	Fat-g	SFA-g	MFA-g	PFA-g	P-mg	K-mg	Na-mg
	Chol-mg	CHO-g	TFib-g	AdSu-g	Ash-g	Zn-mg	Cu-mg	Mn-µg
Bread, Rye	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
Bread / Rolls, Brown (Fortified)	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

3.2.1 Give the term for the following abbreviations:

- (a) TFib – g (1)
- (b) Prot – g (1)
- (c) Fe – mg (1)

3.2.2 Identify which foods supply the following

- (a) Highest amount of energy (1)
- (b) The lowest amount of calcium (1)
- (c) The lowest amount of sodium (1)

3.2.3 Bread is classified as a carbohydrate. Explain why this nutrient is important for pregnant women. (4)

3.2.4 Classify fibre into monosaccharide, disaccharide or polysaccharide. (1)

3.2.5 State the difference between soluble and insoluble fibre. (3)

3.2.6 Define the term “fortified”. (2)

3.3 Read the article below and answer the questions that follow:

AUSTRALIAN CRICKETER HOSPITALISED WITH SUSPECTED FOOD POISONING: SYMPTOMS AND PREVENTION TIPS

Story by Times Now Digital

Australian fast bowler Henry Thornton was hospitalised in Kanpur after he fell ill with a suspected case of food poisoning during the ongoing one-day series between India A and Australia A. According to media reports, the 28-year-old complained of a severe stomach infection and was admitted to Regency Hospital, where he remained under observation for two days before being discharged.

While the team's sources have said the fast bowler developed gastrointestinal issues after eating food at the team hotel, the team has now tightened meal routines, introducing additional precautions to avoid further disruptions. Three other players also suffered similar issues, but they were not hospitalised.

While the officials have yet to confirm the exact cause, stomach discomfort is a common risk in subcontinental regions where heat and humidity complicate dietary adjustments.

- 3.3.1 State how food contamination can occur. (2)
- 3.3.2 Quote from the article ONE symptom of food poisoning. (1)
- 3.3.3 Give TWO other symptoms Henry Thornton could experience. (2)
- 3.3.4 How long does it take for symptoms to occur? (1)
- 3.3.5 Give advice to the other team members on how to treat food poisoning. (3)

[40]

QUESTION 4: TEXTILES AND CLOTHING

4.1 Classify the following colours into primary, secondary and tertiary.

4.1.1 Blue (1)

4.1.2 Purple (1)

4.1.3 Lavender (1)

4.2 Study the image of Jessica Alba and answer the questions that follow:



4.2.1 State the dominant line evident in the dress and what illusion this line creates. (2)

4.2.2 Explain the difference between *tactile* and *visual* texture. (2)

4.2.3 What is the dominant texture of the dress? (1)

4.2.4 What balance has the designer used in the dress? (1)

4.2.5 How has rhythm been used in this dress? (1)

4.2.6 Jessica has an hour-glass figure. Is this dress suitable for her body shape? Motivate your answer. (4)

4.3 Define the following terms:

4.3.1 Absorbency (1)

4.3.2 Elasticity (1)

4.3.3 Durability (1)

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



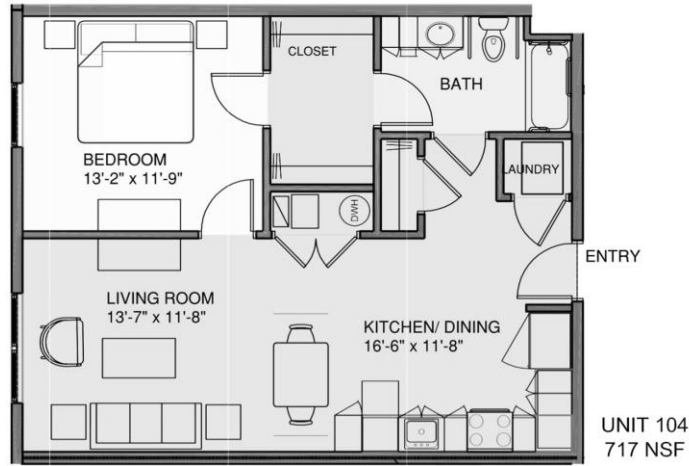
- 4.4.1 What is the difference between a knitted fabric and a bonded fabric? (2 x 2) (4)
- 4.4.2 Why are socks “*sanitised*”? (2)
- 4.4.3 Discuss the purpose of “*sanforised*” cotton. (2)
- 4.4.4 Name the type of colour scheme used in the socks. (1)
- 4.4.5 How is “*baby blue*” created? (1)

[25]

QUESTION 5: HOUSING

5.1 List the FOUR types of floor plans. (4)

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



5.2.1 Identify the type of floor plan. Give a reason for your answer. (3)

5.2.2 State TWO advantages and TWO disadvantages of a closed floor plan. (2 x 2) (4)

ADVANTAGES	DISADVANTAGES

5.2.3 Identify the symbols below. (2)

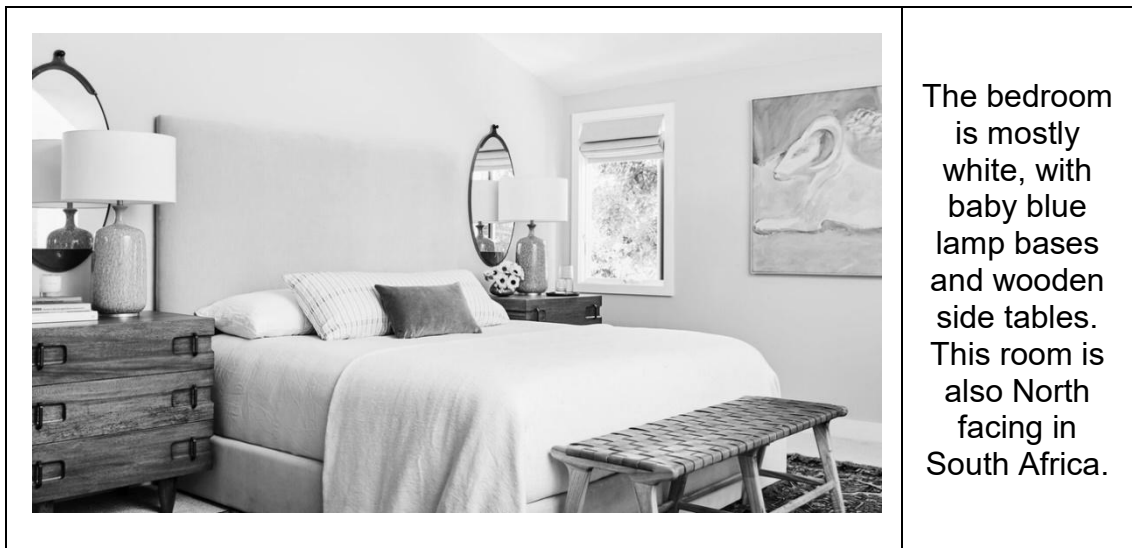
A	B

5.2.4 Classify the following rooms according to room layout. (3)

- (a) Kitchen
- (b) Living room
- (c) Bedroom

5.2.5 Discuss why this floor plan has a good traffic pattern. (3)

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



- 5.3.1 Discuss how the designer's choice in colour combination creates the illusion of light. (2)
- 5.3.2 State the dominant line in this bedroom and explain the impression this line has on the room. (2)
- 5.3.3 What is the emphasis in the room? Give a reason for your answer. (2)
- 5.3.4 Explain how the orientation to the sun is good in this home. (3)
- 5.3.5 The bench at the end of the bed is made from cane. Give TWO positive impacts cane has on the environment. (2)

[30]

QUESTION 6: ENTREPRENEURSHIP

- 6.1 Define the term target market. (2)
- 6.2 Name TWO distribution methods that an entrepreneur can use to sell his / her products. (2)
- 6.3 Suggest FOUR ways in which a new entrepreneur can build good customer relations to ensure the success of his/her business. (4)
- 6.4 Explain the importance of adhering to product specifications. (3)
- 6.5 Read the case study below and answer the questions that follow.

EGGSELENT BUSINESS

After seeing how impoverished her community was, Lebuhang started an egg business on a small rent-free piece of land. She bought 12 trays of eggs and egg-laying chickens from a local farmer. She now sells freshly laid eggs and slaughtered chickens to the local community.

A friend lent her R2 000, and she received a grant worth R50 000 from the National Youth Development Agency which also provided her with a business mentoring opportunity. She built a bigger chicken house to accommodate at least 600 egg-laying chickens. She gives the community free chicken manure as fertiliser for community gardens.

Eggselent now sells eggs to bakeries, bed and breakfast establishments and walk-in customers. She also promotes and sells her products online. The eggs are sold at an affordable price. She packages the eggs in biodegradable and recyclable material and encourages her customers to bring their own packaging. Every Friday she donates the unsold eggs to early childhood development centres in her community.

[Adapted from Sowetan Live, 6 November 2021]

- 6.5.1 Discuss the following factors that Lebuhang considered when she selected Eggselent as her small-scale business:
- (a) Availability of financial resources (2)
 - (b) Availability of workspace (2)
 - (c) Availability of raw materials (2)
- 6.5.2 Describe why Lebuhang is considered an environmentally and socially responsible entrepreneur. (5)
- 6.5.3 Explain why it is likely that Eggselent will be a sustainable profitable business. (6)

6.5.4 Read the information below and answer the question that follows.

It costs R15,00 to produce one dozen eggs. Lebuhang adds 40% for profit.

Calculate the profit she makes on five dozen eggs. Show ALL calculations. (4)

6.6 Read the statement below and answer the question that follows.

Load-shedding has a ripple effect on small-scale businesses, bringing them to their knees.

[Adapted from News24, June 2022]

Predict the negative financial impact that load-shedding will have on small-scale businesses and its employees. (8)

[40]

TOTAL SECTION B 120

GRAND TOTAL 200