

# Hillcrest High School

**GRADE 12**

**CONSUMER STUDIES**

**Trial Exam 2013**

**MARKS: 200**

**TIME: 3 hours**

**This question paper consists of 13 pages.**

## **INSTRUCTIONS AND INFORMATION**

1. SECTIONS A, B, C, D and E are compulsory.
2. Number your answers correctly according to the numbering system used in this question paper.
3. Leave a line after each question.
4. Write neatly and clearly.

**GOOD LUCK!**

**SECTION A – Short Questions (40 Marks)****QUESTION 1**

Various possible options are provided as answers to the following questions. Choose the correct answer and write next to the correct letter in your answer book **e.g. 1.1 A.**

- 1.1 Select from the list below an advantage of building one's own house:
- A The building loan covers unforeseen escalating costs.
  - B Inflation may contribute to a decline in costs.
  - C The building loan stipulates specific time frames for completion.
  - D Customising the design to individual needs guarantees a profit on resale. (1)
- 1.2 The hidden costs when buying a home include...
- A Sewage fees and water.
  - B Initiation fees and electricity.
  - C Insurance costs.
  - D Property rates and inspection fees. (1)
- 1.3 A person with a round face should preferably wear a .....neckline.
- A Round
  - B Square
  - C V-shaped
  - D Boat shaped (1)
- 1.4 The home buying process starts with...
- A Locating and evaluating a home.
  - B Pricing the property.
  - C Obtaining an appraisal of the property.
  - D Determining homeownership needs. (1)
- 1.5 A Government Housing Subsidy is granted to this group of consumers to assist them in acquiring housing:
- A Households with a total income of less than R3 500 per month
  - B Households who have previously owned a house
  - C Any person older than 16 years
  - D Any person who has no financial dependants (1)
- 1.6 When buying a property the transfer duty is paid to the...
- A Municipality.
  - B Deeds office.
  - C Estate agent.
  - D Revenue office. (1)

- 1.7 The most important requirement for a good basic wardrobe is that it should:
- A Contain at least one high fashion outfit.
  - B Contain a basis of good quality classic styles.
  - C Be in the latest fashion colour.
  - D Conform to the standards of the community. (1)
- 1.8 An advertising slogan that best represents consumer complaints is...
- A 'Just do it'
  - B 'How can we help you?'
  - C 'Because you're worth it'
  - D 'Inspired, Motivated, Involved' (1)
- 1.9 The channel that sets specification standards to which products must adhere to is the...
- A Advertising Standards Authority.
  - B National Consumer Union.
  - C Co-ordinating Consumer Council.
  - D South African Bureau of Standards. (1)
- 1.10 Transfer duty is a governmental tax imposed...
- A On property when ownership is transferred.
  - B On employees being transferred from one job to another.
  - C On furniture transfer companies.
  - D When a lease agreement is transferred from one tenant to another. (1)
- 1.11 High blood pressure is caused by:
- A Heredity, stress and excessive exercising
  - B Hardening of the arteries, excessive salt intake and being underweight
  - C Stress, heredity and high intake of alcohol
  - D Lack of exercise, too much salt intake and stress (1)
- 1.12 People who suffer from gluten intolerance should not eat...
- A Rice cakes
  - B Oat cakes
  - C Whole wheat rusks
  - D Mealie bread (1)
- 1.13 Which of the following foods is the healthiest choice for a person with high cholesterol?
- A Pies and butter
  - B Margarine and commercial biscuits made from hard fats
  - C Meat and Russian sausages
  - D Pecan nuts and soya oil (1)

- 1.14 Anti-oxidants play a role in the prevention of...
- A Diabetes and osteoporosis.
  - B Coronary heart disease and cancer.
  - C Eye disease and kidney disease.
  - D Cancer, Alzheimer's and the body's aging process
- (1)
- 1.15 To enhance the absorption of iron, vitamin .....must be present.
- A Vitamin A
  - B Vitamin B
  - C Vitamin C
  - D Vitamin D
- (1)
- 1.16 The following nutrient decreases blood-cholesterol levels:
- A Water-soluble fibre
  - B Insoluble fibre
  - C Protein
  - D Iron
- (1)
- 1.17 Essential fatty acids are .... Choose the answer that is **WRONG**.
- A Polyunsaturated fatty acids that cannot be made in the body.
  - B Divided into omega 6 and 3 fatty acids.
  - C Found in foods e.g. oily fish and linseed.
  - D Helping with lowering blood cholesterol and to prevent weight gain.
- (1)
- 1.18 Fats containing saturated fatty acids are \_\_\_\_\_
- A Found mainly in animal foods, except oily fish.
  - B Usually liquids at room temperature.
  - C Found mainly in plant food, except palm kernel oil.
  - D The good fats which are labelled as hydrogenated fats.
- (1)
- 1.19 The following foods are good sources of antioxidants:
- A Five Roses tea, milk, citrus fruits
  - B Tomatoes, olive oil, spinach
  - C Carrots, avocado and coffee
  - D Oily fish, oranges and chocolate
- (1)
- 1.20 People with enough confidence to introduce new fashion styles are....
- A Fashion designers
  - B Fashion innovators
  - C Fashion followers
  - D Fashion leaders
- (1)

1.21 Mr. Ngcobo has the right to safety. Identify Mr. Ngcobo's responsibilities which will ensure his safety when he uses his new gas stove.

- 1 Repair it himself
- 2 Read and follow the instructions carefully
- 3 Keep the gas bottle in the house
- 4 Ignite the match / lighter first before switching the gas on
- 5 Use the gas stove to heat the room

- A 1 and 5  
 B 3 and 4  
 C 2 and 4  
 D 1 and 2

(2)

1.22 The Glycaemic index (GI) of food is an indication of the:

- 1 Amount of glucose it contains
- 2 Speed against which food is converted to glucose
- 3 Suitability of the food for diabetes
- 4 Glycogen content of the food

- A 1 and 3  
 B 3 and 4  
 C 1 and 2  
 D 2 and 3

(2)

1.23 Study the menus and answer the following questions:

MENU A	MENU B
Bran-rich cereal with Skimmed milk  <b>Mid morning</b> Nectarine  <b>Lunch</b> Rye-crackers with Avocado, Tomato and lettuce salad Smoked chicken  <b>Mid afternoon</b> Strawberries  <b>Supper</b> Beef lasagne (lean mince with added oat bran, skimmed milk, low fat cheese) Pumpkin and Broccoli	Fried eggs and bacon Croissants  <b>Mid morning</b> Scones with cream and strawberry jam  <b>Lunch</b> Beef Hamburgers and Chips Coleslaw  <b>Mid afternoon</b> Chocolate Cake  <b>Supper</b> Fried rump steak Roast Potatoes Creamed spinach Pumpkin fritters

1.23.1 Which menu will be suitable for a person who has a heart condition?

- A or B

(2)

1.23.2 The reason for your answer in 1.23.1 above is:

- A The protein used has very little fat e.g. rump steak
- B A lot of fibre is added e.g. pumpkin, broccoli and nectarines
- C The fat intake is low
- D Menu provides enough carbohydrates (2)

1.23.3 The following foods from the menus will raise LDL levels. (These are the bad fats that will clog the arteries).

- A Fried eggs, bacon and croissants
- B Beef Hamburgers and chips with coleslaw
- C Rye-crackers with avocado
- D Bran-rich cereal with skim milk (2)

[30]

## QUESTION 2

2.1 Match the description of legal / contractual documents in the home buying process in COLUMN B with the documents in COLUMN A. Write the letter of your choice next to the correct number in your answer booklet.

COLUMN A		COLUMN B	
2.1.1	Deed of sale	A	Home loans that require security in the form of pension or provident fund guarantees.
2.1.2	Deed of transfer	B	A document which certifies the date the family can move into a house.
2.1.3	Title deed	C	The offer to purchase a contract which both the buyer and the seller of a house have signed.
2.1.4	Occupation certificate	D	A document registered on a property in favour of the bank that lends the money to the buyer to purchase a property.
2.1.5	Mortgage bond	E	The document that indicates the change of ownership from the seller to the buyer.
		F	The document which proves that you are the legal owner of the property.

(5)

- 2.2 Match a description in COLUMN B with the environment that it will affect in COLUMN A. Write the letter of your choice next to the correct number in your answer booklet.

COLUMN A		COLUMN B	
2.2.1	Natural environment	A	Buying cheap imported clothing
2.2.2	Technological environment	B	Planning a colour scheme for an outfit
2.2.3	Socio-cultural environment	C	Producing a light sensitive textile fibre
2.2.4	Political environment	D	Ignoring the dress code of the work environment
2.2.5	Economic environment	E	Buying "Fair Trade" coffee
		F	Using detergents with a high phosphate content

(5)

[10]

TOTAL SECTION A: 40

### SECTION B: Food and Nutrition (40 marks)

#### QUESTION 3

- 3.1 Study the extract below and answer the questions that follow:

**ALL YOU NEED TO GROW BIG AND STRONG IS A WARM, SAFE PLACE TO SLEEP, SOMEONE WHO LOVES YOU AND PRONUTRO.**

Pronutro is the most nutritious family cereal in South Africa, with 18 Vitamins and minerals. Pronutro is one of South Africa's favourite cereals.

**PRONUTRO *THE* MOST NUTRITIOUS FAMILY CEREAL IN SOUTH AFRICA!**

*Look out for the new Pronutro packs with "Brain Boosters" on the back.*

(Promotion on one of the cereal boxes)

- 3.1.1 Identify

3.1.1.1 ONE advertising claim and (1)

3.1.1.2 ONE point that could be misleading in this advertisement. (1)

- 3.1.2 List and explain the function of THREE requirements by law on food labelling (2x3)  
(6)
- 3.2 The use of food additives are strictly controlled by law and the necessary labelling regulations. In order to assist the consumers in making healthier food choices, explain the function and negative effect of the following food additives:
- 3.2.1 Tartrazine
- 3.2.2 Monosodium glutamate (M.S.G)
- 3.2.3 Sodium cyclamate (6)

Tabulate your answer as follows:

ADDITIVE	FUNCTION	NEGATIVE EFFECT
3.2.1	(1)	(1)
3.2.2	(1)	(1)
3.2.3	(1)	(1)

#### QUESTION 4

#### 4.1 OSTEOPOROSIS

- 4.1.1 What causes osteoporosis? (3)
- 4.1.2 Which food group provides the most important minerals for the prevention of osteoporosis? (1)
- 4.2 DIABETES
- 4.2.1 Briefly explain the difference between Diabetes Types 1 and 2. (4)

- 4.2.2 **Diabetes is another health related condition that often affects not only older people, but also younger people. Is sugar the big evil when it comes to diabetes or is it one's food choices and lifestyle?**

Evaluate this question and recommend how one can control diabetes through one's diet and lifestyle.

(6)

- 4.2.3 It is suggested that a person suffering from diabetes should eat mainly low GI foods. Define the term glycaemic index.

(2)

## QUESTION 5

- 5.1 Read the following extract and answer the questions that follow:

### Genetically Modified Foods

Genetically modified foods are developed and marketed because there is some perceived advantage either to the producer or consumer of these foods. This is meant to translate into a product with a lower price, greater benefits (in terms of durability or nutritional value) or both. Initially, genetically modified seed developers wanted their products to be accepted by producers and also appreciated by the food industry. The initial objective for developing plants based on genetically modified organisms was to improve crop protection. The genetically modified foods currently on the market are mainly aimed at an increased level of crop protection through the introduction of resistance against plant diseases caused by insects or viruses or through the increased tolerance towards herbicides.

- 5.1.1 What are genetically modified foods? (2)
- 5.1.1 Name TWO examples of genetically modified crops. (2)
- 5.1.2 How can growers and consumers benefit from genetically modified foods? (4)
- 5.1.3 How can the introduction of genetically modified crops increase food security in South Africa? (2)

**TOTAL SECTION B: 40**

## SECTION C: Clothing and textiles (40 marks)

### QUESTION 6

- 6.1 Explain the following terms:

6.1.1 Fashion

6.1.2 Style

6.1.3 Trend

(6)

- 6.2 From your knowledge of fashion looks describe:
- 6.2.1 A fashion fad
  - 6.2.2 A classic fashion (4)
- 6.3 “ A history of fashion is a history of life”  
What similarities can you draw between the two? (4)
- 6.4 Read the following scenario, analyse the pictures and then answer the questions that follow:
- 6.4.1 Discuss whether her selected outfits comply with the company’s dress code and the requirements of her contract. Discuss EACH day above separately! (7)
- 6.4.2 Why should accessories be used with an outfit? (2)
- 6.4.3 Discuss the resources that one can utilize in order to stretch one’s budget when planning a working wardrobe. (8)
- 6.5 Explain the symbolic meaning of each of the following in clothing:
- 6.5.1 Occupation (3)
  - 6.5.2 Status (3)
  - 6.5.3 Uniform (3)

**TOTAL SECTION C: 40**

**SECTION D: Housing and Appliances (40 marks)****QUESTION 7**

**John and Anne are in the process of acquiring a place to live but are confused by the different options available.**

- 7.1 Explain the meaning of the following terms to them:
- 7.1.1 Renting (2)
- 7.1.2 Buying “freehold title” (2)
- 7.1.3 Buying “sectional title” (2)
- 7.2 Assist the couple in making the correct choice by listing TWO advantages and ONE disadvantage of buying or renting a home.  
Tabulate your answer as follows:

	<b>BUYING</b>	<b>RENTING</b>
ADVANTAGES	(2)	(2)
DISADVANTAGES	(1)	(1)

- (6)
- 7.3 What is “occupational rent”? (1)
- 7.4 What particulars must be included in a deed of sale? (5)
- 7.5 List TWO advantages of using the services of a real estate agent when looking for a home to buy. (2)

**[20]****QUESTION 8**

- 8.1 The following complaint was published in the consumer column of the local newspaper:

Mrs. Dweba experienced problems with her recently purchased microwave oven. She brought it back to the dealer who said that she had to pay for the repairs herself. She was unhappy about this as she was under the impression that the oven was still covered by the guarantee. The dealer defended himself by saying that the microwave oven was installed incorrectly. The air vents were covered and therefore the oven overheated, thus causing the problem. She reported the dealer to the Consumer Council.

- 8.1.1 How could both the dealer and Mrs. Dweba have prevented the problem? (4)
- 8.1.2 List TWO consumer responsibilities that Mrs. Dweba neglected in this case. (2)
- 8.1.3 State THREE hints you would give to Mrs. Dweba regarding guarantees on appliances. (3)
- 8.1.4 What is the role of the Consumer Council? (3)
- 8.1.5 How does the use of a microwave oven contribute to environmental sustainability ? (2)

- 8.1.6 Studies have shown that the average household should reduce its electricity consumption by 30 – 40%. Recommend THREE strategies which households could implement to reduce their electricity consumption. (6)

**[20]****TOTAL SECTION D: 40****SECTION E: Entrepreneurship and Production (40 marks)****QUESTION 9**

- 9.1 Read the extract and answer the following questions

**ENCOURAGING INNOVATION AND INSPIRING MORE VISIONARIES**

Entrepreneurs do not live in a world of entitlement. They go out there and make things happen! They are innovators in their own communities, bringing new ideas that offer better services or products. If there is a way to do it better an entrepreneur will find it. Entrepreneurs have the ability to visualise not only what is but what could be. They also teach themselves the critical skills necessary to survive in business.

- 9.1.1 How could living in a “world of entitlement” lead to business failure? (2)
- 9.1.2 How could an entrepreneur “make things happen” in business? (2)
- 9.1.3 Identify THREE critical skills in the extract that entrepreneurs have that make them successful. (3)
- 9.2 Explain how each element of the marketing mix (People, Product, Price, Promotion and Place) should be considered as major elements of marketing. (10)
- 9.3 Explain why packaging is often described as the “silent salesperson” (3)
- 9.4 List the information that should be included in a food label. (10)

**[30]****QUESTION 10**

- 10.1 Describe THREE advantages of:
- 10.1.1 Training staff (3)
- 10.1.2 Standardisation of products (1)
- 10.1.3 Testing of raw materials/ ingredients (1)
- 10.2 Briefly explain the basic conditions of employment stated in the Employment Act (5)

**[10]****TOTAL SECTION E: 40****GRAND TOTAL: 200**

