

Hillcrest High School



Consumer Studies

Grade 12

September 2022

MEMORANDUM

Time: 3 Hours

Total: 200 Marks

Examiner: Mrs. S.J. Geel

Moderator: Mrs. J. Bega

INSTRUCTIONS AND INFORMATION

1. This question paper consists of FOUR questions.

QUESTION	CONTENT	MARKS	TIME (minutes)
1.	Short Questions (All topics)	40	20
2.	The Consumer	40	40
3.	Food and Nutrition	40	40
4.	Clothing	20	20
5.	Housing and Interior	20	20
6.	Entrepreneurship	40	40
TOTAL:		200	180

2. ALL the questions are COMPULSORY and must be answered in the ANSWER BOOK.
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 calculator.
6. Write in black or blue 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. Municipalities are responsible for ...

- A housing subsidies.
- B refuse removal.
- C security services.
- D shopping centers. (1)

1.1.2. This body collects taxes on behalf of the government:

- A National Consumer Forum
- B Department of Finance
- C South African Bureau of Standards
- D South African Revenue Services (1)

1.1.3. This practice shows the most sustainable use of electricity:

- A Boil water on a stove instead of using a kettle.
- B Tumble dry clothes instead of ironing them.
- C Reheat food in a microwave oven instead of using a conventional oven.
- D Use an electric heater in winter instead of an electric blanket. (1)

1.1.4. Type 2 diabetes is controlled with ...

- A a normal diet.
- B insulin injections.
- C oral medication.
- D vigorous exercise. (1)

1.1.5. A possible cause of hyperactivity in some children:

- A Additives
- B Anaemia
- C Bulimia
- D Diabetes (1)

1.1.6. When the nutrient content of a product is marked as 'low fat', it means the product contains ... fat.

- A no
- B very little
- C a moderate amount
- D a high amount (1)

1.1.7. A possible advantage of genetically modified food:

- A Healthier because no chemicals have been used
- B No negative impact on the soil
- C More people can be fed
- D No antibiotics are used

(1)

1.1.8. Study the signs below and indicate which ONE would be best to place in a takeaway restaurant to prevent the transmission of food-borne diseases



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

(1)

1.1.9. The stage in the fashion cycle when clothing prices are marked down and sold at sales:

- A Decline
- B Innovation
- C Peak
- D Rise

(1)

1.1.10. A characteristic that distinguishes a fashion fad from a classic style:

- A Style appropriate for older people
- B Timeless style
- C Style with sudden popularity
- D Style appropriate for most people

(1)

1.1.11. Transfer Duty:

- A Charged to register the mortgage bond and title deed
- B Government tax payable every time a property changes hands
- C Payment to the estate agent who oversees the transfer process
- D Payment to the attorney who draws up the bond document

(1)

- 1.1.12. This insurance is the responsibility of a tenant:
- A Bond protection insurance
 - B Homeowner's insurance
 - C Household insurance
 - D Lease agreement insurance (1)
- 1.1.13. The feature of a washing machine that shows a principle of universal design:
- A Pictures and instructions appear in different languages in the manual
 - B The door at the front can open at an angle of 90°
 - C Touch-control buttons at the back of the washing machine
 - D Different cycles, for example economy cycle or rinse-only cycle (1)
- 1.1.14. The CORRECT statement regarding a government housing subsidy:
- A South African citizens may receive it twice.
 - B An applicant must be married or have dependants.
 - C Any South African citizen may apply.
 - D It can be paid off over a period of 20 years. (1)
- 1.1.15. A disadvantage of building one's own house:
- A Not cheap to start a new garden
 - B Not possible to customise the design to individual needs
 - C The building loan does not cover increases in municipal costs
 - D The house cannot be finished on a flexible schedule (1)
- 1.1.16. Procedure to ensure that the required standards of products are met:
- A Product specifications
 - B Inventory management
 - C Quality control
 - D Financial control (1)
- 1.1.17. Maintaining equipment in a business is important, as it contributes to ...
- A efficient training of workers.
 - B improved storage procedures.
 - C selling products at a higher price.
 - D the efficient production of products. (1)

1.1.18. The key principle in designing an advertising pamphlet:

- A To save printing costs, do not use pictures.
- B Make the pamphlet small to save paper.
- C Provide a lot of information to read.
- D The headline must attract attention.

(1)

1.1.19. The function of a cash flow projection for a business:

- A To ensure sufficient cash to meet expenses
- B To prevent poor stock control in the business
- C To maintain quality control if there is adequate cash
- D To ensure sustainable production of quality products

(1)

1.1.20. The business that most likely shows sustainable profitability:

- A Business A has many short-term goals.
- B Business B uses social media to keep in touch with customers.
- C Business C increases selling prices to have a competitive edge.
- D Business D plans to take out a loan to pay the workers.

(1)

1.2. Choose the symptoms from COLUMN B that match the food-borne disease in COLUMN A. Write only the letter (A–F) next to the question number (1.2.1–1.2.4) in the ANSWER BOOK, for example 1.2.5 G.

COLUMN A FOOD-BORNE DISEASE		COLUMN B SYMPTOMS	
1.2.1.	Dysentery	A	cramps, diarrhoea that starts watery but may become bloody
1.2.2.	E. coli Infection	B	dark urine, abdominal pain, jaundice
1.2.3.	Tuberculosis	C	excessive sweating at night, nausea non-bloody
1.2.4.	Hepatitis	D	diarrhoea, fever, abdominal cramps
		E	severe cough, loss of appetite, weight gain
		F	watery stools contain visible blood or puss

(4 x 1)

(4)

- 1.3. Give ONE word/term for each of the descriptions below. Write only the word/term next to the question number (1.3.1–1.3.4) in the ANSWER BOOK, e.g., 1.3.5 cash sale
- 1.3.1. Jenna Jewellers Company imports watches through unofficial distribution channels. (1)
- 1.3.2. After paying for the shoes that Normia ordered online, she discovered that the company does not exist. (1)
- 1.3.3. Eddie, a teacher, bought a set of saucepans after a salesperson gave a demonstration at the school. When looking at his budget he decided to cancel his order within three days of purchasing. (1)
- 1.3.4. Consumers pay money into a common bank account on a monthly basis. At the end of the year, they buy groceries and share among them. (1)
- 1.4. Choose the housing option in COLUMN B that matches the description in COLUMN A. Write only the letter (A–F) next to the question number (1.4.1–1.4.4) in the ANSWER BOOK, e.g., 1.4.5 G.

COLUMN A DESCRIPTION		COLUMN B HOUSING OPTION	
1.4.1.	Abongile earns R3 400 per month. The family has two children and has never owned property before.	A	building
1.4.2.	Yuclin's job requires him to travel in the country every year or two.	B	buying, using a home loan
1.4.3.	Sasha is very creative. She enjoys decorating the house and working in the garden. The family owns a plot of land.	C	government subsidised housing
1.4.4.	Sanda and his family have a stable income and savings.	D	renting
		E	using an estate agent
		F	full-title ownership

(4 x 1) (4)

- 1.5. Select FOUR possible reasons why a business would reach its best sales scenario. Write only the letters (A–H) next to the question number (1.5) in the ANSWER BOOK.
- A Customers had money available to buy the products.
- B Expensive and luxurious packaging was used.
- C Maintenance of equipment was done regularly.
- D Products were good value for money.
- E The business achieved its sales objective.
- F The business grew due to good marketing.
- G The business sold less than the break-even point.
- H The staff was well trained and well paid. (4)

1.6. Study the list of ingredients below and answer the question that follows.

Pasta salad (Serves 6)
250 g pasta
500 g streaky bacon/macon
250 ml sweet corn kernels
½ cucumber
200 g cherry tomatoes
200 g cheddar cheese
250 ml mayonnaise
250 ml full-cream yoghurt
salt and black pepper

Select FOUR CORRECT statements regarding the pasta salad above. Write only the letters (A–J) next to the question number (1.6) in the ANSWER BOOK.

- A The salad has a low-fat content.
- B The salad has a high mono-unsaturated fat content.
- C It is suitable for a person with high blood cholesterol.
- D It may help to prevent and manage osteoporosis.
- E The bacon/macon may contain an additive that could cause cancer.
- F The salad may help to prevent and manage anaemia.
- G The salad is suitable for a person with a milk allergy.
- H It is not suitable for a person with gluten intolerance.
- I A person with lactose intolerance can eat the salad.
- J The cucumber will assist with the strengthening of the immune system.

(4)
[40]

1.1.1.	B ✓	(1)
1.1.2.	D ✓	(1)
1.1.3.	C ✓	(1)
1.1.4.	C ✓	(1)
1.1.5.	A ✓	(1)
1.1.6.	B ✓	(1)
1.1.7.	C ✓	(1)
1.1.8.	C / D ✓	(1)
1.1.9.	A ✓	(1)
1.1.10.	C ✓	(1)
1.1.11.	B ✓	(1)
1.1.12.	C ✓	(1)
1.1.13.	A / D ✓	(1)
1.1.14.	B ✓	(1)
1.1.15.	A ✓	(1)
1.1.16.	C ✓	(1)
1.1.17.	D ✓	(1)
1.1.18.	D ✓	(1)
1.1.19.	A ✓	(1)
1.1.20.	B ✓	(1)
1.2.1.	F ✓	
1.2.2.	A / D ✓	
1.2.3.	C ✓	
1.2.4.	B ✓	(4)
1.3.1.	Grey Goods / Parallel Imports ✓	
1.3.2.	Scam / Phishing / Online Scam ✓	
1.3.3.	Cooling-Off Period ✓	
1.3.4.	Stokvel / Grocery Club ✓	(4)
1.4.1.	C ✓	
1.4.2.	D ✓	
1.4.3.	A / F ✓	
1.4.4.	B ✓	(4)
1.5.	A ✓	
	D ✓	
	E ✓	
	F ✓	(Any Order) (4)
1.6.	D ✓	
	E ✓	
	F ✓	
	H ✓	(Any Order) (4)

QUESTION 2: THE CONSUMER

2.1. Name TWO forms of renewable energy.

(2)

ANY 2

- **Water energy/ hydroelectricity/ hydro power/ tidal energy ✓**
- **Wind (energy) ✓ (Not air energy)**
- **Solar/sun (energy) ✓**
- **Energy from wood/ dung/ fuel/ vegetable matter/ vegetable oil/ bio-energy/ bio-mass ✓**

2.2. Explain the term *phishing*.

(3)

ANY 3

- **Phishing e-mails are fake e-mails/ phone call/ website ✓**
- **usually pretending to be legitimate from banks/ other financial institutions ✓**
- **asking the consumer to change his/ her personal details/ financial information/ tricks the consumer into giving his/ her credit card number, account username and password to the phishers. ✓**

OR

- **When an e-mail message/ website/ phone call ✓**
- **is designed to steal money from an unsuspecting consumer. ✓**
- **It is sometimes used for identity theft. ✓**

2.3. Read the extract below and answer the question that follows.

The Minister of Finance announced in his interim budget speech of October 2015 that an increase in VAT remains one of the options for 2016 to address shortfalls in revenue.

[Adapted from *The Star Business Report*, 22 October 2015]

Explain how an increase in VAT will affect food prices and the disposable income of South African consumers.

(4)

ANY 4

- **Some basic food items (brown bread/ maize meal/ lentils/ milk powder/ dried mealies/ mealie rice/ samp/ rice/ milk/ fruit/ vegetables/ eggs) are excluded/exempted from VAT/ zero-rated, ✓these products will still be zero-rated after an increase in VAT. ✓**
- **If VAT increases, the production cost/ electricity/ transport/ water/ overheads of all food items (regardless of if zero rated or not) will increase, ✓and this will lead to higher food prices, ✓ reducing the disposable income of consumers. ✓**
- **Consumers, especially lower income consumers, will suffer more/ consumers may not be able to meet their basic needs ✓and consumers will purchase fewer products. ✓**

2.4. Read the information below and answer the questions that follow.

Living in South Africa is not as cheap as it used to be because prices keep rising. The value of the rand keeps fluctuating. The country imports many products. The rise in the cost of petrol, diesel and consumer products over the last few years does not make the cost of living any cheaper. Clothing and consumer items, like computers, are marginally cheaper in South Africa.

[Own Text]

2.4.1. Quote a sentence from the information above to describe the term *inflation*. (1)

ANY 1

- **Living in South Africa is not as cheap as it used to be because prices keep climbing/rising ✓**
- **A rise in the costs of petrol, diesel and consumer products which have seen increases in the last few years ✓**
- **The value of the rand keeps fluctuating. ✓**

2.4.2. Use the information above and identify TWO items that could be included in the 'consumer basket' when assessing the consumer price index. (2)

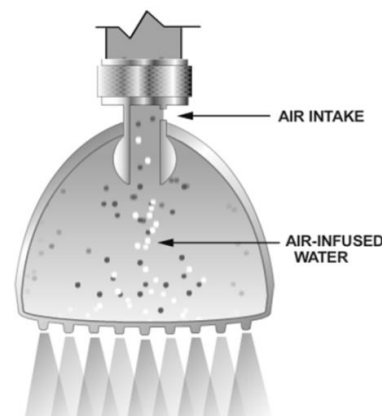
ANY 2

- **Petrol ✓**
- **Diesel ✓**
- **Clothing ✓**
- **Computers ✓**
- **Consumer products ✓**

2.5. Study the information below and answer the questions that follow.

Water flows into the shower head where it is mixed with air and compressed. The air-and-water mixture is forced out of the shower head, creating a strong shower stream at a very low flow rate.

[Source: www.asparkleofgenius.com/bricor-shower-head-review]



Discuss how installing this shower head may contribute to the sustainable consumption of:

2.5.1. Water (2)

This type of shower head uses 50%/ 60% less/ less water/saves water ✓but still retains the pressure/ power/ force of water. ✓

2.5.2. Electricity

This saves electricity / less electricity is used ✓ as less heated water leaves the geyser. ✓

(2)

2.6. Read the extract below and answer the question that follows.

ADVICE RETIRED PEOPLE WOULD GIVE TO THEMSELVES IF THEY WERE YOUNGER

- Save more, save longer, and delay your retirement.
- Have a good medical aid with comprehensive cover.
- Pay off your mortgage bond before retirement.

[Adapted from *Saturday Star*, 7 November 2015]

Choose any TWO of the statements above and analyse how retired consumers will benefit from EACH.

(4)

SAVE MORE, SAVE LONGER, DELAY YOUR RETIREMENT:

ANY 2

- This will help to accumulate wealth/ have more money ✓ as savings gain (compound) interest. ✓
- The longer one saves the more money is accumulated ✓ to help combat inflation/ increasing prices of goods and services. ✓
- Normally retirement income is less than income when working/ employed. ✓
- You will have more money for luxuries/ holidays/ helping your children. ✓

HAVE A GOOD MEDICAL AID WITH A COMPREHENSIVE COVER:

ANY 2

- As one ages health deteriorates. ✓ Medical needs will become more. ✓ Therefore, a comprehensive medical aid will ensure that medical needs are covered/ You will have to pay less out of your pocket ✓
- Inflation will cause an increase in the cost of medical expenses ✓ and will impact on the budget having less money available for daily living expenses. ✓
- Get good/ better health care/ do not have to go to the clinic. ✓

PAY OFF YOUR MORTGAGE BEFORE RETIREMENT:

ANY 2 x 2

- The quicker a mortgage bond/ loan is paid off; less interest is paid. ✓
- When the bond is paid off, no monthly payments are due ✓ which increases the disposable income. ✓
- A paid off property is an asset/ investment. ✓
- If the mortgage bond/ home loan is not paid off before retirement the instalments ✓ may not be affordable on pension/ retirement money/ income/ property may be repossessed. ✓
- May become dependent on other family members. ✓

2.7. Read the information and answer the questions that follow.

The Consumer Protection Act states that a person who markets any goods that bear a trademark – but have been imported without the approval of the registered owner of the trademark – must put a notice in a visible place on the product clearly stating that the goods have been imported and explain the meaning of the notice to the consumer.

- 2.7.1. What type of goods are referred to in the statement above? (1)
Grey Goods / Parallel Imports. ✓
- 2.7.2. Give ONE advantage for a consumer buying this type of goods. (1)
Cheaper / Costs Less. ✓
- 2.7.3. Discuss the risks involved when a consumer purchases these types of products. (2)
ANY 2 x 1
- **If it breaks/is faulty the buyer discovers that there is no guarantee/warranty from the official supplier.** ✓
 - **Seller may repair item, but the quality of the repair may be compromised.** ✓
 - **If the seller does not display a notice, they are not aware that it is a grey product.** ✓
 - **The buyer cannot make an informed choice.** ✓
 - **The seller may not explain what a 'grey goods/product notice' means.** ✓
 - **The seller could alter the product, so it does not resemble the genuine/original product.** ✓
 - **The goods are not sold by approved dealers.** ✓

2.8. Read the extract below and answer the questions that follow.

The Carbon Tax Bill was introduced by the Finance Minister, Tito Mboweni, in the National Assembly in October 2018 and is due to take effect from 1 June 2019. "SA intends to play a role in the world, as part of global efforts to reduce greenhouse gas emissions by up to 42% by 2025," Mboweni said.

"This will also be beneficial for all of South Africa and the health of individuals as there will be less pollution." As for the drawbacks, it is another tax being added to an already struggling economy. It will create a further financial burden, as well as an administrative burden, as taxpayers will have to report to SARS. Secondly, as of 31 December 2022, the carbon tax will increase at the rate of inflation + 2%.

[Adapted from *Fin24*, December 2017]

- 2.8.1. Give ONE example of how consumers will benefit from carbon tax. (1)
Health / Less Pollution. ✓
- 2.8.2. What does SARS stand for? Write out in full. (1)
South African Revenue Service. ✓

- 2.8.3. Name TWO other examples of indirect taxes that South African households have to pay. (2)
ANY 2 x 1
- **VAT (Value Added Tax) ✓**
 - **Excise Duty (Sin Tax) (Alcohol + Cigarettes) ✓**
 - **Petrol/Fuel ✓**
 - **Import Duty / Custom Duties ✓**
 - **Car Licence / Drivers / Learners ✓**
 - **TV Licence ✓**
 - **Fishing / Hunting ✓**
 - **Air Passenger (Overseas Travel) ✓**
 - **Environmental Levy (On Plastic Bags) ✓**
- 2.8.4. What is the effect of *greenhouse gases* on the environment? (2)
ANY 2 x 1
- **A gas that contributes to the greenhouse effect. ✓**
 - **Carbon dioxide (CO₂) and other gases act as a blanket to keep the heat out ✓ / blocking heat from earth to space / to prevent it from escaping. ✓**
 - **A greenhouse gas radiates/releases heat in all directions. ✓**
- 2.8.5. How does inflation affect the SA consumer? (4)
ANY 4 x 1
- **Prices go up ✓ and you can buy less / ✓ You can cover fewer expenses.**
 - **Less disposable income / decreases buying power of money. ✓**
 - **Decrease in the standard of living. ✓**
 - **Reduces the purchasing power of savings. ✓**
 - **Pensioners / people on fixed incomes are affected more. ✓**
 - **Investments / savings worth less. ✓**
 - **The economy suffers and this impacts on job losses / workers (consumers) retrenched/unemployed. ✓**
 - **Petrol price increases and has an impact on food if the price increases. ✓**

2.9. In our country, many communities' resort to protests to air their grievances to their respective municipalities about a lack of service delivery.

Discuss how a lack of the different basic services impacts on the community.

(6)

Refuse: If refuse not collected the environment is unsafe/unhealthy. ✓

Electricity: If electricity supply interrupted or / when the 50-kWh free electricity quota not provided to poor households then they will not have basic lighting / cannot use basic electrical appliances / will not be able to have lights. ✓

Water: If access to water not available / if free water to poor households is not provided, then health is compromised / survival impacted. ✓

Sanitation: Poor quality water is unhealthy
Unhealthy living conditions / spread of diseases / contamination if basic sanitation not met / access to toilets needed. ✓

Roads: If roads are inaccessible / poor roads will impact on their safety / mobility /ability to earn an income. ✓

Sewage collection: Major health issues / health issues when sewage flows into streets / rivers / polluted drinking water. ✓

Infrastructure: Lack of infrastructure affects community well-being / hinders access to education / health care / inadequate emergency services. ✓

General Poor Services: Industry / businesses will not be open, there will be limited job opportunities. ✓

Social problems like teenage pregnancies / child neglect / domestic violence / drug use / crime / ethnic conflict / HIV / Aids. ✓

NOTE:

Marks are awarded for the discussion and not for the topic.

If discussion in-depth, then maximum 2 marks per area.

Question is based on basic services, so at least 3 different areas must be covered.

[40]

QUESTION 3: FOOD AND NUTRITION

3.1. Name TWO lifestyle behaviours that are a contributing cause to most of the food-related health conditions. (2)

ANY 2 x 1

- **Excess alcohol.** ✓
- **Smoking.** ✓
- **Lack of exercise.** ✓

3.2. Read the extract below and answer the questions that follow.

Iron-deficiency anaemia (IDA) is globally the most common nutritional deficiency. When iron stores become depleted, this can lead to anaemia. In a recent study of the iron status in a healthy SA adult population, the prevalence of iron deficiency was 39,8% in all participants and as high as 56,6% in women. Apart from inadequate dietary iron, anaemia can stem from excessive iron loss. Poor iron absorption can also be an issue.

[Adapted from *News24*]

3.2.1. Give ONE reason why iron-deficiency is higher in women. (1)

ANY 1

- **Females lose iron through menstruation.** ✓
- **Increased iron requirements which are not met during pregnancy.** ✓
- **A diet lacking in iron when the focus is on weight loss/slimming diets.** ✓

3.2.2. Iron amounts can be insufficient in the body due to a lack of iron rich foods in the diet. From the extract above, name TWO other causes of inadequate iron in the body and give an example of how this can occur for each one. (4)

- **Excessive Iron Loss.** ✓
e.g., menstruation, blood loss after injury, bleeding ulcer. ✓
- **Poor Iron Absorption.** ✓
e.g., diarrhea, intestinal disease, medication. ✓

3.2.3. Explain the role of iron in the blood. (3)

ANY 3 x 1

Iron is a component of hemoglobin ✓ **in red blood cells (RBC) which carry oxygen to the body.** ✓ **Oxygen is needed for cells to work properly.** ✓ **Plays a role in maintaining a healthy immune system.** ✓

- 3.3. Study the information below that appeared on the label of a bottle of pasta sauce and answer the questions that follow.

SUNDRIED TOMATO AND PECORINO CHEESE PASTA SAUCE

Ingredients

Filtered water, fresh cream, tomato paste, sundried tomato pulp, butter, Pecorino and Parmesan cheeses, corn starch, salt, sugar, spices, acidity regulator (lactic acid), stabiliser, yeast extract, preservative: sorbic acid, flavouring, natural colourants: beta-carotene and anatto.

[Source: 'Mrs Brown's Sundried Tomato and Pecorino Cheese Pasta Sauce']

- 3.3.1. Which ingredient is present in the largest quantity? (1)
Filtered Water. ✓
- 3.3.2. Identify the ingredient that is most commonly irradiated. (1)
Spices. ✓
- 3.3.3. Identify TWO ingredients on the label that contain one or more of the most common allergens. (2)
ANY 3
- **(Fresh) Cream.** ✓
 - **Butter.** ✓
 - **(Cheese) Pecorino.** ✓
 - **Parmesan.** ✓
 - **Colourant.** ✓
 - **Flavourant.** ✓
- 3.3.4. Explain the function of sorbic acid as a chemical preservative in this product. (2)
ANY 2
- **It was added to lengthen the shelf-life of the product / protect the product ✓ against deterioration/ slow down enzyme activity ✓ which could lead to food spoilage/ decay.** ✓
 - **Makes the food safer ✓ to eat as it inhibits/ retards spoilage caused by micro-organisms ✓ which could lead to food poisoning.** ✓
- 3.3.5. Discuss why this product is NOT suitable for the prevention of cholesterol. (2)
The presence of saturated fats – cream, butter, and cheese ✓ contain cholesterol and increase the amount of cholesterol in your blood stream. ✓

3.4. Study the menus for BREAKFAST A and BREAKFAST B below and answer the questions that follow.

BREAKFAST A	BREAKFAST B
Strawberry, mango, kiwifruit slices xxx	Chocolate croissants with cream xxx
Wholegrain muesli and low-fat yoghurt xxx	Cornflakes with milk xxx
Stewed liver in onion sauce Poached eggs	Fried beef sausages Fried eggs
Wholewheat bread and margarine Coffee with low fat milk	Brown bread and margarine Coffee with non-dairy whitener

3.4.1. Identify TWO food items on the menus that must be avoided by a person with lactose intolerance. (2)

ANY 2

- **Cream** ✓
- **Milk** ✓
- **Low-Fat Milk** ✓
- **Low-Fat Yoghurt** ✓
- **Margarine** ✓

3.4.2. Explain why BREAKFAST B will contribute to arteriosclerosis. (6)

ANY 6

- **Chocolate croissants / cream / full cream milk / beef sausages/ fried egg / butter / non-dairy whitener** ✓ **contains animal / (saturated) fat** ✓ **that forms plaque** ✓ **which will narrow / clog the arteries / blood vessels /** ✓ **and raise the blood cholesterol levels.** ✓
- **These foods are high in low-density lipoproteins/bad cholesterol,** ✓ **they will narrow the blood vessels / arteries.**
- **Margarine spread on the bread / chocolate in the croissants contains trans-fatty acids** ✓ **which will raise the low-density lipoproteins** ✓ **and contribute to atherosclerosis.**
- **This menu contains very little fibre** ✓ **which lowers cholesterol.** ✓
- **Excessive intake of refined carbohydrates like Corn flakes / chocolate croissants** ✓ **contribute to atherosclerosis.**

3.4.3. Give THREE reasons why BREAKFAST A will be the best choice to manage anaemia. (6)

ANY 3 x 2

- **Strawberries / mango / kiwifruit is rich in vitamin C** ✓ **which will promote the absorption of -iron.** ✓
- **Muesli / whole wheat bread / liver contain iron** ✓ **to help in the formation of haemoglobin/ red blood cells.** ✓ **Iron from animal sources is better absorbed than iron from plant sources.** ✓
- **Muesli / whole wheat bread / liver contain folic acid** ✓ **which is needed for the production of red blood cells.** ✓
- **Liver / egg contains vitamin B₁₂** ✓ **which assists in the formation of red blood cells.** ✓

3.5. Study the menu below, which is for one day and answer the questions that follow.

Breakfast:	Muesli with skimmed milk and a banana, a glass of unsweetened orange juice
Lunch:	Cheese made of reduced-fat cheese and salad sandwich, wholegrain bread, and unsaturated fat spread.
Salad Ingredients:	lettuce, tomato, cucumber
Supper:	Jacket potato with baked salmon and broccoli
Snacks:	Handful of unsalted peanuts, 3 oat cakes with low-fat cottage cheese

3.5.1. The menu is suitable for a person with heart disease. Analyse the types of fat present in the menu, their sources and discuss how the inclusion of this choice of fat would benefit a person with heart disease.

(8)

- **Saturated fat ✓ and cholesterol (LDL) ✓ present in cheeses (cheese / cottage) are low /reduced fat / is limited ✓ as well as unsaturated fat in fat spread. ✓**
- **It is better for a person as less accumulated fat in arteries / no blockage ✓/ will not increase blood cholesterol levels. ✓**
- **Poly unsaturated ✓ in salmon ✓ that help lower blood cholesterol levels. ✓**
- **Monounsaturated ✓ in avocado / peanuts ✓ good plant fats / that help lower blood cholesterol levels ✓**
- **Trans fats ✓ in fat spread ✓ will be limited as not a hard margarine / no saturated fats ✓ / Skimmed milk fat free- and soft spread / margarine / not hard brick will have less trans fats ✓ so no contribution to cardiovascular disease.**

NOTE:

Do not mark just any ticks. Mark the type of fat and correlate the source and the benefit. (Max. 8)

[40]

QUESTION 4: CLOTHING

4.1. Read the extract below and answer the questions that follow.

Eco-fashion is now perceived as a modern, rising trend. You can't really tell the difference between ecologically-friendly fashion and traditional fashion pieces. The big difference is knowing that what you are wearing is manufactured by methods acceptable to mother nature.

[Source: <https://greenconduct.com/blog/what-is-eco-fashion/>]

4.1.1. Give a phrase to show your understanding of the word *trend*. (1)
The 'in' thing to wear / presently popular / hot and happening. ✓

4.1.2. Write a paragraph to indicate how people wearing eco-fashion can have an impact on protecting our environment. (4)

- **The resources are not depleted or permanently damaged when the products manufactured. ✓**
- **Few chemicals are used during the growth (cultivation) of the plant and processing (production) of the textile. ✓**
- **Fabrics and fabrics produced from renewable sources such as bamboo and hemp. ✓**
- **Plants that require little water but still yield good crops grown without any damage to the soil. ✓**
- **Grows without pesticides and weed killers and is produced without bleach agents / chemical colourants are used / natural plant colouring. ✓**
- **Is often from recycled or re-usable textiles. ✓**

NOTE:

If not written in a paragraph, -1 mark.

4.2. Explain the difference between *imitation* and *counterfeiting*, as these two terms are both forms of brand piracy. (2)

- **Imitation:**
Makes use of brand logo that looks similar to the original brand's emblem / logo or legal. ✓
- **Counterfeiting:**
A copy that looks exactly like the original (replica) or illegal copy of a product. ✓

4.3. Study the pictures below and answer the questions that follow.



- 4.3.1. Use the illustrations above to explain the term *retrospective fashion*. (2)
- **Clothes that imitate / resemble the style of a previous era / earlier period.** ✓
 - **The 2018 (picture B) also has an off the shoulder and short sleeve design.** ✓

OR

- **The design is reinterpreted it with a modern twist.** ✓
- **The 2018 dress has a looser sleeve instead of elasticised and no frill on neckline / plain white fabric.** ✓

NOTE:

Must refer to picture for second mark.

- 4.3.2. Give the name of the stage in the fashion life cycle when the top in picture **B** is worn by the masses. (1)
Maturity / Peak. ✓
- 4.3.3. Give the name of the fashion when the top in picture **B** will last 2–3 years in the fashion life cycle. (1)
Average Fashion / Contemporary / Standard Fashion. ✓

- 4.4. How would a fashion trend worn by a celebrity affect fashion change? (3)
ANY 3 x 1
Celebrities cause the fashion change to speed up ✓ as sales will go up ✓ and more clothes purchased / more popular ✓ / affects the consumer socially / social factor ✓ / is a positive change.

4.5. Evaluate the suitability of the outfit below for professional workwear.

(6)



Jacket: Navy blue
Shirt: White. Long sleeved
Pants: Brown
Shoes: Brown

ANY 6 x 1

- **The outfit cannot be worn for work without a tie / having no tie is not suitable ✓ however, the garments are suitable for workwear ✓ because the colours are neutral ✓ / white, navy, brown.**
- **All garments / outfits are a classic style / workwear style / professional looking. ✓**
- **Shoes: Closed / colour goes with pants ✓**
- **Jacket: Style is formal, correct length, navy colour is neutral / classic style ✓**
- **Shirt: White suitable. Long-sleeved suitable ✓**
- **Pants: Correct style / classic / formal**

NOTE:

This outfit may be discussed as a whole or garments separately.
Do not mark the same point twice.

[20]

QUESTION 5: HOUSING

5.1. Give SIX ways in which employers can give housing support to their employees. (6)
ANY 6

- By paying wages and salaries that will enable the employees to pay rent and save towards buying their own homes. ✓
- By giving employees the option of staying in company-owned houses at a lower rent/rent out company-owned houses to employees. ✓
- By assisting in arranging home loans. ✓
- By assisting with the purchase of building materials/by buying building materials in bulk. ✓
- By helping employees to use their pensions/provident funds as collateral for loans. ✓
- Provide employees with a monthly housing allowance/subsidy. ✓
- Subsidise part of the interest on an employee's home loan. ✓
- Offer guarantees to lenders on an employee's housing loan. ✓
- Help with relocating costs. ✓
- Provide housing consumer education and advice to employees. ✓

5.2. Explain TWO types of insurance payable by homeowners but NOT by tenants. (2 x 2) (4)

- **Bond/Mortgage Protection Insurance:** ✓ Life insurance to settle the home loan if something unexpected should happen to the buyer./ Covers repayments if the bondholder is unable to pay the bond instalments as a result of death, retrenchment, or disability. ✓
- **Homeowner's (Comprehensive) Insurance:** ✓ Cover any losses should the home structure suffer damage as a result of a natural disaster/ storm/flood/an accident/a burst geyser/political unrest/fire. ✓

5.3. Study the advertisement below and answer the questions that follow.

THE PARAGON

A captivating new housing development near the university.

Invest in a housing development that offers profitable long-term rewards.

Flats from R499 999,00, including VAT (no transfer duty payable)

The 9-storey development offers a range of flats to select from.

Security has been given a high priority and includes guards and electric fencing.

Communal facilities include a rooftop splash pool, an on-site gym, braai facilities and a common entertainment area.

5.3.1. Identify the type of home ownership in the advertisement above. (1)
Sectional Title. ✓

5.3.2. Explain the term *transfer duty*. (3)

ANY 3

- A tax ✓ collected by the Receiver of Revenue on behalf of the government. ✓ The tax is paid every time a property changes hands. ✓ It is based on the value of the property. ✓

OR

- It is a government tax ✓ on the property to transfer it to the buyer's name ✓ and is based on the value of the property. ✓

5.3.3. Give a reason why no transfer duty is payable if a flat is bought. (2)

ANY 2

- The apartment is bought from a developer. ✓
- It doesn't get transferred from one owner to the next / the property is not changing hands ✓ as there is no previous owner. ✓

5.3.4. Use the information in the advertisement and explain what the levy will be used for. (4)

ANY 4

- To pay for the security, ✓ which include salaries of the guards ✓ and electric fencing. ✓
- To maintain the communal facilities ✓ such as the (rooftop splash) pool, ✓ gym, ✓ braai facilities ✓ and common entertainment area. ✓

[20]

QUESTION 6: ENTREPRENEURSHIP

- 6.1. Define TWO options available to an entrepreneur to distribute his / her products. (2)
- **Selling themselves / Direct selling / distribution.** ✓
 - **Using a middleman / indirect selling.** ✓

- 6.2. Define the term *target market*. (2)
- ANY 2**
- **A specific group of people ✓ prepared to purchase a product / service ✓ and are willing to pay the price for it / have money to pay for the product / service.** ✓
 - **A target market has common needs and interests, ✓ differ from other groups ✓ and will respond similarly to marketing action.** ✓

- 6.3. Read the scenario below and answer the questions that follow.

Nelisa did courses to learn how to craft silver and do beading. To bring in a small income while she was studying at university, she made bracelets and necklaces and sold a few in stores close to where she lived. She sourced beads from every bead shop in her area. She designed a basic logo and printed labels to sell her items. After finishing her course at university, she realised that jewellery-making was her passion.

She went on refresher courses and watched YouTube videos on the craft. She needed a bigger workspace and combined her profits with savings to build a garden studio at home. She set up a Facebook page and a local artist redesigned her logo and labels. At that stage, her jewellery was only sold in local stores, but she then started to sell them at a market and her sales doubled.

She opened a stall in a popular shopping mall and moved into a larger studio to make her jewellery. She redesigned her website in 2015 to enable her to also sell online. Nelisa started buying some of the stones she used to make the jewellery from international dealers.

She now has four full-time staff members and a few casuals. Her husband oversees the production, website and does the accounts. She designs the pieces, sources materials, and deals with customer queries.

Her product range includes bracelets, necklaces, rings, and earrings at various prices.

[Adapted from an article in Woman and Home, August 2017]

- 6.3.1. State the main purpose of stock control in Nelisa's business. (3)
- ANY 3**
- **To prevent production stoppage due to a shortage of raw materials / Ensures that she will have enough raw materials for production.** ✓
 - **Ensures the right quantity raw materials are purchased.** ✓
 - **Ensures that the money invested in stock is limited.** ✓
 - **Minimises the cost of storing final products.** ✓
 - **Reduces the wastage of materials ✓ – no ordering of items for products not selling.**
 - **Limits theft of raw material / products / equipment.** ✓
 - **It enables Nelisa to check how many items have been completed and how many are in progress.** ✓

- 6.3.2. Explain why a tidy workplace is important for the efficient production of Nelisa's products. (4)
- ANY 4**
- **It ensures a healthy / hygienic ✓ and safe ✓ environment for the workers.**
 - **A tidy workspace prevents accidents / fires. ✓**
 - **It will help the workers to work fast/ more efficiently ✓ and accurately. ✓**
 - **Easier to keep clean if all the items are in their place / containers. ✓**
 - **A tidy workplace will ensure that she will be able to keep control of all the small items (beads etc.) / there will be no loss of materials / beads. ✓**
- 6.3.3. State FOUR items of information that should appear on the labels of Nelisa's products. (4)
- ANY 4**
- **Logo / Trademark / Brand Name ✓**
 - **Type Of Product ✓**
 - **Materials Used / Origin Of Materials ✓**
 - **Cleaning / Care Instructions ✓**
 - **Name Of Manufacturer ✓**
 - **(Contact) Details Of Manufacturer ✓**
 - **Address Of The Manufacturer/ Country Of Origin ✓**
 - **Price ✓**
 - **Information On Product/ Hypo-Allergenic / Warnings ✓**
 - **Product Size ✓**
- 6.3.4. Discuss why it is important for Nelisa to deal with customer queries. (5)
- ANY 5**
- **A business's customers are its most important assets ✓ as the number of people who buy the jewellery will determine the success of the business. ✓ Quick response to customers' queries will ensure their support / improve customer relations ✓ so that the business grows. ✓ It is essential for her to make sure her business meets the needs of its customers. ✓ happy customers encourage sales by word-of-mouth / unhappy customers mean possibly no sale and no profit ✓**
 - **Getting feedback from customers can be used to improve her business / products / service. ✓ As a result of customers' queries Nelisa can adapt her products to make her business grow / meets needs of her customers / produces what they want. ✓**
 - **Addressing complaints / needs / listening to customers will help to keep them/ maintain their loyalty. ✓**

6.3.5. Various factors must be considered in an entrepreneur's choice of suitable product for small-scale production.

Discuss how EACH of the following factors contributes to Nelisa's success:

a) Availability of financial resources. (3)

ANY 3

- **She chose a business idea with low start-up / initial costs. ✓**
- **She did not have to rent a working space, she worked from home. ✓**
- **She used a combination of profits and savings ✓ to build a new workshop in her garden ✓ when she needed a larger workspace. ✓**

OR

- **She had sufficient funds to expand. ✓**
- **She doubled her sales by selling at a market. ✓ Revenue from this brought in more profit. ✓**
- **She had the resources / finances to employ / pay four full-time staff members and casuals. ✓**

b) Availability of raw materials. (3)

ANY 3

- **Her raw materials do not depend on the season / not seasonal ✓ and will not go off / perish. ✓**
- **The raw materials are available from various sources / locally available ✓ / always available/ will not run out and stop production. ✓**
- **She first bought beads from local bead shops ✓ and now buys semi-precious stones from international dealers. ✓**
- **She has funds to buy better quality stones / greater appeal that results in more sales.**

6.3.6. The selling price of a pair of earrings is R290,00.
The raw material to make 150 pairs of earrings cost R7970.
The overheads to make 150 pairs of earrings are R9 270.

a) Calculate how many pairs of earrings must be sold to cover the production cost. Show ALL your calculations. (3)

$$\begin{aligned} &\textbf{Production Cost} \\ &= \text{R7 970} + \text{R9 270} \checkmark \\ &= \text{R17 240} \checkmark \\ &\text{R17 240} \div \text{R290} \\ &= \text{59.4 / 60} \checkmark \text{ pairs of earrings} \end{aligned}$$

- b) Calculate the profit that Nelisa will make if she sells 150 pairs of earrings. Show ALL your calculations. (3)

$$150 \times R290 = R43\,500 \checkmark$$
$$R43\,500 - (R7\,970 + R9\,270) / R17\,240 \checkmark = R26\,260 \checkmark$$

OR

$$150 - 59 = 91 \checkmark$$
$$91 \times R290 \checkmark = R26\,390 \checkmark$$

OR

Raw materials for 1 product: $R7\,979 \div 150 = R53,19$
Overheads for 1 product: $R9\,270 \div 150 = R61,80$
 $R61,80 + R55,19 = R114,99$
 $R290,00 - R114,99 = R175,01 \checkmark$
 $R175,01 \times 150 \checkmark = R26\,251,50 \checkmark$

OR

$$R290 - R108,27 \checkmark \text{ (1 pair production cost)}$$
$$= R181,73 \times 150 \checkmark$$
$$= R27\,259,50 \checkmark$$

NOTE:

The "R" must be indicated as part of the answer.

- 6.3.7. Nelisa met her sales targets and achieved her monthly sales objective for each of the past 19 months. Give reasons for her success AND explain why she is likely to have continued success. (4 x 2) (8)

ANY 4 x 2

- Nelisa knows her trade / has the skills / knowledge / refresher courses \checkmark to make good quality jewellery. This will ensure customer satisfaction. \checkmark
- She has an appealing logo and labels \checkmark and this will persuade \checkmark customers to buy.
- She markets her products on Facebook \checkmark to a large target market. \checkmark
- The jewellery is sold in various stores / mall / markets / on-line \checkmark and this enlarges her customer base / increases sales. \checkmark
- People/ husband / staff help her / she doesn't do everything herself, \checkmark thus she can focus on designing / boosts production. \checkmark
- She tends to customer queries / addresses complaints / needs \checkmark therefore she keeps customers happy / builds good customer relations. \checkmark
- She uses good quality raw materials \checkmark which ensure durability. \checkmark
- Her range is versatile / includes a variety of jewellery pieces \checkmark at various prices. \checkmark This means that her products will appeal to a wide target market/ niche market. \checkmark
- Her products are not seasonal / people buy jewellery throughout the year \checkmark and this enables her to make a profit throughout the year. \checkmark
- Her products do not go off / don't have a shelf life, \checkmark therefore there is no wastage / loss.