

Hillcrest High School



Consumer Studies

Grade 12

September 2022

Time: 3 Hours

Total: 200 Marks

Examiner: Mrs. S.J. Geel

Moderator: Mrs. J. Bega

This question paper consists of 17 pages.

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 Norma 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)

- 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. (4)
- 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.

<p>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</p>
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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]

QUESTION 2: THE CONSUMER

- 2.1. Name TWO forms of renewable energy. (2)
- 2.2. Explain the term *phishing*. (3)
- 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)

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

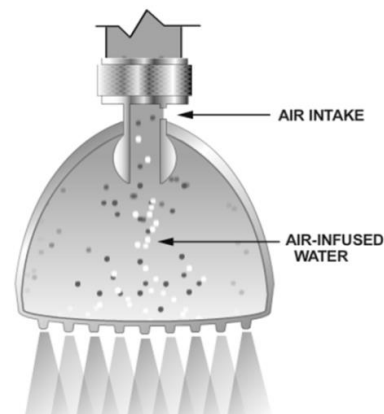
Living in South Africa is not as cheap as it used to be because prices keep rising. The value of the rand keeps fluctuating. The country imports many products. The rise in the cost of petrol, diesel and consumer products over the last few years does not make the cost of living any cheaper. Clothing and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

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)

2.7.2. Give ONE advantage for a consumer buying this type of goods. (1)

2.7.3. Discuss the risks involved when a consumer purchases these types of products. (2)

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)

2.8.2. What does SARS stand for? Write out in full. (1)

2.8.3. Name TWO other examples of indirect taxes that South African households have to pay. (2)

2.8.4. What is the effect of *greenhouse gases* on the environment? (2)

2.8.5. How does inflation affect the SA consumer? (4)

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)

[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)
- 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)
- 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)
- 3.2.3. Explain the role of iron in the blood. (3)
- 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)
- 3.3.2. Identify the ingredient that is most commonly irradiated. (1)
- 3.3.3. Identify TWO ingredients on the label that contain one or more of the most common allergens. (2)
- 3.3.4. Explain the function of sorbic acid as a chemical preservative in this product. (2)
- 3.3.5. Discuss why this product is NOT suitable for the prevention of cholesterol. (2)

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)
- 3.4.2. Explain why BREAKFAST B will contribute to arteriosclerosis. (6)
- 3.4.3. Give THREE reasons why BREAKFAST A will be the best choice to manage anaemia. (6)

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)

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)

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

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

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)

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)

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)

4.4. How would a fashion trend worn by a celebrity affect fashion change? (3)

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

(6)



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

RMRS
Real Men Real Style

[20]

QUESTION 5: HOUSING

- 5.1. Give SIX ways in which employers can give housing support to their employees. (6)
- 5.2. Explain TWO types of insurance payable by homeowners but NOT by tenants. (2 x 2) (4)
- 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 R849 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)
- 5.3.2. Explain the term *transfer duty*. (3)
- 5.3.3. Give a reason why no transfer duty is payable if a flat is bought. (2)
- 5.3.4. Use the information in the advertisement and explain what the levy will be used for. (4)

[20]

QUESTION 6: ENTREPRENEURSHIP

- 6.1. Define TWO options available to an entrepreneur to distribute his / her products. (2)
- 6.2. Define the term *target market*. (2)
- 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)
- 6.3.2. Explain why a tidy workplace is important for the efficient production of Nelisa's products. (4)
- 6.3.3. State FOUR items of information that should appear on the labels of Nelisa's products. (4)
- 6.3.4. Discuss why it is important for Nelisa to deal with customer queries. (5)
- 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)
 - b) Availability of raw materials. (3)

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

[40]