

Hillcrest High School

Grade 12

CONSUMER STUDIES

SEPTEMBER 2023

MARKS: 200

TIME: 3 Hours

EXAMINER: Mrs S. Geel

MODERATOR: Mrs J. Bega

This Paper Consists of 29 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	40 MINUTES
SECTION B (Long questions)			
2	The Consumer	40	40 MINUTES
3	Food and Nutrition	40	40 MINUTES
4	Clothing	20	20 MINUTES
5	Housing and Interior	20	20 MINUTES
6	Entrepreneurship	40	40 MINUTES
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 only in black or blue ink.
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 – 1.1.30). e.g., 1.1.31 E.

1.1.1. Municipalities are responsible for ...

- A housing subsidies.
- B refuse removal.
- C security services.
- D shopping centres. (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 not 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.

 Do not litter	 NO SMOKING	 PLEASE WASH YOUR HANDS	 Wear gloves
1	2	3	4

- 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 hand.
- 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 Different cycles, for example economy cycle or rinse-only cycle
- D Touch-control buttons at the back of the washing machine (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 Product Specifications
- B Inventory Management
- C Quality Control
- D Financial Control (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 stay connected 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
1.2.4. Hepatitis	D non-bloody diarrhoea, fever, abdominal cramps
	E severe cough, loss of appetite, weight gain
	F watery stools contain visible blood or pus

(4 × 1)(4)

1.3. Give ONE word / term for each of the descriptions below. Write only the word / term next to the question number (1.3.1–1.3.6) in the ANSWER BOOK.

- 1.3.1. A group of people who have joined together to pledge regular contributions to a common fund for specific purposes.
- 1.3.2. After declining a telephonic business offer, money was still deducted from the consumer's bank account.
- 1.3.3. Goods that have been imported into a country through unofficial or unauthorised distribution channels.
- 1.3.4. Members receive compensation for recruiting other members rather than from the sale of any goods or services.
- 1.3.5. According to the Consumer Protection Act, 2008 (Act 68 of 2008) a consumer has five days to cancel a transaction that resulted from direct marketing, without providing a reason or without financial implications.
- 1.3.6. Products are sold and salespeople receive a portion of the sales from a lower tier.

(6 × 1)(6)

1.4. Select FOUR possible reasons why a business would reach its best sales scenario. Write only the letters (A–H) next to the question number (1.4) 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)(4)













1.5. Choose the clothing item in each set of four options that would be the best choice to wear with the classic navy chino pants below to comply with the professional dress code of a corporate company. Write only the letter (A–X) next to the question number (1.5.1–1.5.6) in the ANSWER BOOK, for example 1.5.7 Y.



Classic Navy Chino

Clothing items to choose from:

1.5.1.				
	Red checked shirt	Black and grey printed shirt	Grey golf shirt	Light blue shirt with stripes
	A	B	C	D
1.5.2.				
	Navy bomber jacket	Navy tailored jacket	White utility jacket	Blue denim jacket
	E	F	G	H
1.5.3.				
	Black leather belt	Light brown leather belt	Light blue belt with navy stripe and brown leather ends	Black plaited plastic belt
	I	J	K	L

1.5.4.				
	Navy blue bow tie with white dots	Navy blue shark print pocket square	Royal blue silk knit tie	Navy tie with tiny white squares
	M	N	O	P
1.5.5.				
	Socks with broad green and light blue stripes	Black socks with white squares	Red paisley socks	Grey socks with sunglasses motif
	Q	R	S	T
1.5.5.				
	Light brown leather shoes	Brown leather shoes with white soles	Navy canvas lace-up sneakers	Black leather slip-on shoes
	U	V	W	X

(6)

TOTAL SECTION A: 40

- 1.1.1. B ✓ (1)
- 1.1.2. D ✓ (1)
- 1.1.3. C ✓ (1)
- 1.1.4. B ✓ (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 / C ✓ (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 / D ✓ (1)
- 1.1.20. B ✓ (1)
-
- 1.2.1. F ✓ (1)
- 1.2.2. A / D ✓ (1)
- 1.2.3. C ✓ (1)
- 1.2.4. B ✓ (1)
-
- 1.3.1. Stokvel / Savings Club ✓ (1)
- 1.3.2. Unfair Business Practice / Scam / Fraud ✓ (1)
- 1.3.3. Grey Goods / Parallel Imports ✓ (1)
- 1.3.4. (Illegal) Pyramid Scheme ✓ (1)
- 1.3.5. Cooling Off Period ✓ (1)
- 1.3.6. Tiered-Level Scheme / Multilevel Marketing Scheme / Legal Pyramid Scheme ✓ (1)
-
- 1.4. In ANY Order
- A ✓
- D ✓
- E ✓
- F ✓ (4)
-
- 1.5.1. D ✓ (1)
- 1.5.2. F ✓ (1)
- 1.5.3. I ✓ (1)
- 1.5.4. O / P ✓ (1)
- 1.5.5. R ✓ (1)
- 1.5.6. X ✓ (1)

TOTAL SECTION A: 40

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

2.1. Define the following terms:

2.1.1. Guarantee (2)

ANY 2

Guarantee is a promise in writing ✓¹ that the quality and durability of a product or service will meet certain standards ✓² and that if the product or service does not satisfy the terms of the guarantee, you will be refunded. ✓³

OR

A guarantee is an assurance ✓ that a product will remain in working order for a particular length of time. ✓ A guarantee is a promise from the manufacturer that they will sort out any problems with a product or service within a specific fixed period. ✓

2.1.2. Inflation (2)

ANY 2

Is the rise in prices of goods and services, ✓ measured over a specific period, ✓ and subsequently a drop in purchasing power of money. ✓

OR

It is the average increase in prices ✓ of goods and services in a year. ✓

2.2. What is a contract? (3)

An agreement ✓ that is intended to create legal rights and duties ✓ between its parties. ✓

2.3. How can individuals save water in their homes? (3)

- **Install low-flow shower head. ✓**
- **Fix dripping taps. ✓**
- **Look for unnatural green spots in the garden. ✓**
- **Fit tap aerators. ✓**
- **Switch tap off when brushing teeth. ✓**
- **Place a plastic bottle filled with water or a brick in toilet cistern to reduce amount of water per flush. ✓**
- **Make sure the toilet does not leak. ✓**
- **Use geyser overflow water to water the garden. ✓**
- **Purchase high efficiency rated washing machines. ✓**
- **Front loaders tend to use less water per wash. ✓**
- **Plant indigenous and water-wise plants. ✓**
- **Use a pool cover during hot weather to prevent evaporation. ✓**
- **Install rainwater tanks that can be used for anything but drinking water. ✓**

- 2.4. Load Shedding has become a way of life in South Africa. What measures can individuals take at home to reduce the demand on the National Grid? (3)

ANY 3

LIGHTING:

- **Switch lights off when not required. ✓**
- **Use bulbs with lower wattage where possible. ✓**
- **Replace conventional light bulbs with energy saving or compact-flourescent lamps. ✓**
- **Use lights with timers or sensors for automatic switch control – exterior lights. ✓**

GEYSERS / WATER HEATERS:

- **Reduce temperature of geysers / set to 60°C. ✓**
- **Insulate geyser and outlet pipes / use a geyser blanket. ✓**
- **Install geyser timers. ✓**
- **Install solar water-heating unit. ✓**
- **Shower instead of bathing (uses less hot water). ✓**
- **Install low-flow shower head to reduce amount of hot water used. ✓**

COOKING APPLIANCES AND EQUIPMENT:

- **Check that rubber seals on oven doors are not worn or perished. ✓**
- **Boil water in a kettle instead of the stove. ✓**
- **Once food has boiled, reduce heat – it will continue to cook. ✓**
- **Cook on gas where possible. ✓**
- **Use a convection oven instead of a conventional oven. ✓**
- **Use a microwave instead of a conventional oven. ✓**
- **Do not keep opening the oven door during cooking. ✓**
- **Cut food into smaller pieces – it cooks faster. ✓**
- **Make one-pot meals / cook more than one thing in the oven when it is hot. ✓**
- **Match pots and pans to stove plates. ✓**
- **Use a hotbox when cooking food that takes a long time to cook. ✓**

REFRIGERATORS:

- **Compare energy ratings prior to purchase. ✓**
- **Leave space behind the fridge allowing air to circulate and better efficiency. ✓**
- **Do not place near to stove. ✓**
- **Full fridges use less energy than empty ones. ✓**
- **Do not open door too often. ✓**
- **Defrost frozen food in fridge rather than microwave. ✓**
- **Allow hot foods to cool before placing in fridge. ✓**
- **Set temperature according to summer or winter. ✓**
- **Vacuum coils regularly. ✓**
- **Defrost regularly. ✓**

DISHWASHERS:

- Run the dishwasher when full. ✓
- Use economy program. ✓
- Turn off before drying programme and hand dry dishes. ✓

WASHING MACHINES / TUMBLE DRYERS:

- Wait till load is full before use. ✓
- Use coolest water possible. ✓
- Do not tumble-dry clothes that are dripping wet. ✓
- Use sunshine to dry washing whenever possible. ✓

TV, RADIO, PC.

- Switch off all appliances at the plug when not in use. ✓

HEATING:

- Use gas / infrared / oil-filled heaters. ✓
- Let sun in during day and close early evening to prevent heat escaping. ✓
- Seal draughty doors and windows. ✓
- Keep windows and doors closed in rooms where heaters are on. ✓
- Only heat rooms that are being used. ✓
- Dress warmly. ✓
- Insulate ceilings. ✓

2.5. Read the following scenario and answer the questions that follow:

Samantha recently interacted with her friends via social media. They were sharing personal information, such as their favourite colours and the names of their first pet. The next week, Samantha received a notification saying her password had been changed and if it was not her to notify the social media site.

- 2.5.1. Explain the meaning of phishing. (2)
Any fake e-mails / websites, phone calls pretending to be the bank or a financial institution. ✓ Designed to steal your money by getting your personal information / sending a link to retrieve personal information. ✓
- 2.5.2. Give THREE ways to protect yourself against phishing schemes. (3)
ANY 3
- If you suspect an e-mail is fake or spam, delete it without opening it. ✓
 - Keep anti-spam and antivirus software up to date on your computer. ✓
 - Never give your personal details by e-mail. ✓
 - Never open attachments on e-mails that claim to come from your bank – they could contain spy word that could track your keystrokes and gather your personal information. ✓

- **Check your bank and credit card account statements regularly.** ✓
- **If you think that you may have provided financial information such as credit card number to a phisher, contact your financial institution or credit card company immediately.** ✓
- **Make sure that you use legitimate websites / e-mails / phone calls.** ✓
- **Antivirus programmes secure insecure websites / spam / codes / pin / passwords used.** ✓

2.6. Read the following scenario and answer the questions that follow:

Shaun buys imported cigarettes from a foreigner's shop. The cigarettes are very cheap compared to other well-known cigarette brands.

- 2.6.1. Describe the type of goods referred to in the scenario. (3)
ANY 3
Grey good/parallel goods ✓ **are goods that have been imported** ✓ **into the country through unofficial or unauthorised** ✓ **distribution channels. These goods are not illegal goods.** ✓
- 2.6.2. Identify the type of tax Shaun pays when he purchases cigarettes. (1)
Excise Tax / Sin Tax ✓
- 2.6.3. Explain the reasons why this type of tax is paid by consumers such as Shaun. (2)
To decrease ✓ **the amount of people that smoke because it is a health risk.** ✓

2.7. Read the scenario below and answer the questions that follow:

1. Russia invaded Ukraine on 24 February 2022.
2. Economist warned consumers of possible food shortage, especially Mineral Fuels, Cereals, Brown Wheat Flour and Seed Oils.
3. The value of the Rand also plunged.

- 2.7.1. Name TWO products that are exempted from value added tax (VAT) in South Africa that will be affected by the shortage of items listed. (2)
ANY 2
- **Illuminating Paraffin** ✓
 - **Brown Bread** ✓
 - **Vegetable Oils / Seed Oils** ✓
 - **Petrol / Diesel** ✓
 - **Maize Meal** ✓
 - **Cereals** ✓

2.7.2. Discuss how the information in the scenario will affect consumers' household budget. (3)

ANY 3

- **Shortages in supply may lead to increased prices. ✓**
- **Manufacturing factories may close due to shortages of raw products to process ✓ which will lead to job losses.**
- **This can result in consumers having less disposable income to purchase paraffin / brown bread / vegetable oil / petrol / diesel / other items / luxuries. ✓**
- **The weak rand may also result in increased imported goods prices that will put further strain on household budgets. ✓**

2.7.3. One of the consequences of increases in staple food items is inflation.

a) Define the term *inflation*. (2)

Inflation is the rise / increase in the price of goods and services ✓ over a specific period / in a year. ✓

b) Describe the effect of inflation on the purchasing power of the Rand. (3)

ANY 3

- **Inflation decreases the purchasing power of the Rand. ✓**
- **Fewer goods / services can be bought with the same amount of money / due to decreased value of the Rand. ✓**
- **Goods and services will be more expensive. ✓**

2.8. Compare the TWO forms of income tax, PAYE and Provisional Income Tax with reference to the following aspects.

Tabulate your answer as follows:

	ASPECT	PAYE	PROVISIONAL TAX
2.8.1.	When is it paid?	Monthly / At the same time as income is earned ✓ / 1/12 of estimated annual tax ✓ (1)	2 Payments ✓ / Twice per Year ✓ (1)
2.8.2.	Describe the category of the taxpayer and give ONE example	Those who earn a fixed / regular income. ✓ e.g.: Teacher / Policeman etc. ✓ (2)	Those who earn an irregular income. ✓ e.g.: Farmer / Business Owner / Sole Trader ✓ (2)

(6)

[40]

QUESTION 3: FOOD AND NUTRITION

- 3.1. Define the term *obesity*. (1)
Obesity is a condition of excessive / too much fatness / body fat / weight exceeds the standard based on height / BMI is over 30 / when an individual is over 20% of normal weight. ✓

NOTE: DO NOT ACCEPT OVERWEIGHT

- 3.1.1. Samantha is concerned that her family history of obesity means she will become obese later in life.

What advice would you give to Samantha to ensure she does not become obese? (3)

ANY 3

- **Control the amount and types of food you eat. ✓**
- **Control the amount and types of exercise you do. ✓**
- **Adopt a healthy lifestyle. ✓**
- **Reduce total number of kilojoules consumed per day. ✓**
- **Eat fewer fatty and sugary foods. ✓**
- **Eat more vegetables and fruit, / whole grains and nuts, / chicken and fish. ✓**
- **Drink 6 – 8 glasses of water each day. ✓**
- **Eat a good breakfast for energy for daily tasks. ✓**
- **Eat a light meal at dinner. ✓**
- **Exercise min 3 times per week. (30 min for adults and 60 min for children). ✓**

- 3.2. Read the following story and answer the questions that follow:

I could eat whatever I wanted and however much I wanted, and then just get rid of it with a simple flush of the toilet. The first time I purged was when I was in 10th grade after eating half of a tub of chocolate ice cream. That is not surprising, as most cases of bulimia start in women in their late teens to early 20s.

<https://www.healthline.com>

- 3.2.1. Explain what Bulimia Nervosa is. (3)
Bulimia nervosa is an eating disorder ✓ in which a person eats large amounts of food in a very short period of time ✓ and then gets rid of the food by vomiting / using laxatives / drugs. ✓
- 3.2.2. What did the individual do when they 'purged'. (1)
Rid their body of food by using laxatives or inducing vomiting. ✓
- 3.2.3. Name TWO reasons why an individual may develop an eating disorder. (2)
- **Fear of becoming fat. ✓**
 - **Distorted body image / own shape and size / low self-esteem. ✓**
 - **Peer Pressure / Social Media.**
 - **Bullying.**

3.2.4. Name TWO health conditions someone suffering with bulimia nervosa may experience. (2)

ANY 2

- **Kidney problems.** ✓
- **Oedema.** ✓
- **Constipation.** ✓
- **Headaches.** ✓
- **Severe dental problems / Damage to tooth enamel.** ✓

3.3. Name TWO foods that cause allergies. (2)

ANY 2

- **Peanuts,** ✓
- **Milk,** ✓
- **Eggs,** ✓
- **Shellfish,** ✓
- **Soya Beans,** ✓
- **Wheat.** ✓

3.4. Compare milk allergy with lactose intolerance. Tabulate your answer as follows:

MILK ALERGY	LACTOSE INTOLERANCE
<p>ANY 2</p> <ul style="list-style-type: none"> • Involves the immune system ✓ • Milk protein is seen as harmful ✓ • React against / build antibodies against protein ✓ <p style="text-align: center;">(2)</p>	<p>ANY 2</p> <ul style="list-style-type: none"> • Involves the small intestine ✓ • Intestine secretes too little or no lactase (enzyme) ✓ • Does not change lactose into glucose ✓ <p style="text-align: center;">(2)</p>

(4)

3.5. Study the table below of two health bars and answer the questions that follow.

	JUNGLE PEANUT BUTTER ENERGY BAR	TREK PEANUT POWER ENERGY BAR
INFORMATION RELATING TO ALLERGENS AND INTOLERANCES	ALLERGENS: GLUTEN (OATS), PEANUTS, COW'S MILK, TREE NUTS AND SOYA	GLUTEN, WHEAT AND DAIRY FREE
NUTRITIONAL VALUE	Per 100 g	Per 100 g
Energy	2 170 kJ	1 548 kJ
Protein	13 g	18,5 g
Carbohydrate	38 g	46,7 g
Of Which Total Sugar	25,0 g	38,4 g
Total Fat	34,3 g	10,9 g
Of Which Is Saturated Fat	13,4 g	1,8 g
Dietary Fibre	8,3 g	5,5 g
Total Sodium	166 mg	0,8 g

3.5.1. List TWO groups of food-sensitive consumers who should avoid eating the Jungle energy bar. (DO NOT rewrite the allergens.) (2)

ANY 2

- **Gluten intolerant.** ✓
- **Those with allergies to cow's milk, ✓ peanuts, ✓ tree nuts ✓ and soya.** ✓
- **Lactose intolerant.** ✓

NOTE: NO marks for listing the allergens ONLY as they are stated in the question.

(Gluten (oats), peanuts, cow's milk, tree nuts and soya)

3.5.2. Identify from the nutritional content given, ONE regulation that has been followed by the prescribed format for labelling a food product. (1)

ANY 1

- **The nutrient amounts are given per 100g.** ✓
- **The correct types of nutrients listed ✓ (values have been given for protein, carbohydrates, fat, fibre and sodium).** ✓

3.5.3. Name the health-related condition that a person may suffer from when they do not follow the advice to avoid a high sodium intake. (1)

- **Hypertension / High Blood Pressure** ✓

3.5.4. Name the bar with the highest sodium content. (1)

- **Trek Bar / Trek Peanut Power Bar** ✓

3.7. Study the food label below and answer the questions that follow.

Average values		Per 100 g	Per 30 g serving
Energy		1740 kJ	522 kJ
Protein		33,0 g	9,9 g
Carbohydrate		5 g	2 g
of which total sugar		0,0 g	0,0 g
Total fat		28,9 g	8,7 g
of which saturated fat		20,6 g	6,2 g
of which trans fat		0,0 g	0,0 g
of which monounsaturated fat		7,4 g	2,2 g
of which polyunsaturated fat		0,8 g	0,2 g
Cholesterol		87 mg	26 mg
Dietary fibre*		2,0 g	0,6 g
Total sodium		518 mg	155 mg
Calcium		983 mg	295 mg

* Nutrient Reference Values (NRV) for individuals 4 years and older. #AOAC 991.43

3.7.1. Explain why the word *allergens* appears on the label? (3)

ANY 3

- **To warn / inform ✓ a consumer who is allergic to cow's milk / are lactose intolerant / eggs ✓ that the product contains dairy / egg / must not be consumed / avoid this product ✓ as it can cause an allergic reaction. ✓**
- **It is a legal requirement / legislation. ✓**

3.7.2. Food labels protect consumers, provide information and help with the choice of food items for a healthy diet. List the information on a food label that will meet these aims. (4)

- **List of ingredients. ✓**
- **Nutritional information / claims. ✓**
- **Sell-by / use-by / best-before / expiry date. ✓**
- **Storage. ✓**
- **Preparation instructions. ✓**
- **Allergens / additives. ✓**
- **Endorsements e.g., heart foundation. ✓**

3.8. State TWO ways in which food irradiation increases the shelf life of food. (2)
ANY 2

- It delays the ripening of fruit. ✓
- Controls the sprouting of onions / garlic / potatoes. ✓
- Delays the greening of potatoes. ✓
- It destroys insects infecting cereals. ✓
- Processed meat needs fewer preservatives when processed. ✓
- It destroys / deactivate Salmonella / pathogenic bacteria / harmful organisms. ✓
- Destroys insects in or on tropical fruit that is imported or exported. ✓

3.9. South Africa often experiences periods of drought. Analyse how droughts may affect food security and the South African economy negatively. (8)

ANY 8

- Families that plant their own vegetables / have their own livestock / self-sufficient may not have sufficient food to eat. ✓ Families may have to buy vegetables / meat which will put extra strain on their disposable income. ✓
- A decline in food production may lead to increased food prices/ inflation. ✓ People / the poor may not be able to afford enough food. ✓ If less fruits / vegetables are eaten, consumers may not be able to meet their nutritional needs / requirements, ✓ because their nutritional needs are not met, they may become ill which causes more strain on the economy. ✓
- Grants may be given which will result in strain on the economy. ✓
- A decline in food production may lead to food being imported from other countries. ✓ This will lead to a further increase of food prices ✓ and more people going hungry ✓ because imported prices can be unaffordable. ✓
- South Africa may not have enough food / preserved fruit / wine / avocados / maize / dairy products to export to other countries ✓ thus reducing the national income / excise duty / GDP (Gross domestic product). ✓ There may be less funds / money available to support hunger / poverty-stricken families. ✓
- If less food is produced farmers may earn less / food factories may close, ✓ people / farm workers will lose their jobs ✓ resulting in less household income ✓ and less money to buy food. ✓ With severe drought famers cull / slaughter livestock as they cannot afford to feed the animals / stop farming. ✓ Workers become unemployed and move to urban areas which is one of the biggest strains on food security currently, as there are not enough job opportunities. ✓
- Food security statistics in South Africa reflects currently that food insecurity in urban areas is larger than in rural areas. ✓
- The inflation rate will increase. ✓
- There may be more unwanted fires, ✓ destroying farmland.
- All the above leads to more food insecurity / less food security. ✓

[40]

QUESTION 4: CLOTHING

4.1. Name TWO factors that influence fashion change. Give an example of each factor. (2 × 2)(4)

ANY 2 WITH RELEVANT EXAMPLE

- **ECONOMIC FACTORS:** ✓ inflation / recessions / depression / wealth / poverty. ✓
- **SOCIAL FACTORS:** ✓ geographical / living patterns / educational level / wars / disasters / religious beliefs / current events / fashion show / lifestyle / ✓ Consumers get bored / need something new ✓ / Blurring of gender boundaries / unisex clothing. ✓
- **TECHNOLOGICAL FACTORS:** ✓ new textiles / new manufacturing methods / better communication methods ✓ / Need for sustainability / eco-fashion. ✓
- **POLITICAL / JUDICIAL CLIMATE:** ✓ laws / trading regulation. ✓

4.2. State TWO characteristics of the peak stage of the fashion cycle. (2)

ANY 2

- The fashion reaches the height of popularity. ✓
- Many people wear it. ✓
- It is produced in growing numbers / mass produced. ✓
- Advertised by clothing stores in magazines / window displays. ✓

4.3. Explain the importance of versatile items for a working wardrobe. (2)

ANY 2

- Versatile items can be worn in more than one season. ✓
- Versatile items can be easily mixed-and-matched. ✓ This extends your wardrobe / ensures that you get lots of use out of them. ✓

4.4. Discuss how your knowledge of standard fashion trends, classic fashions and fashion fads can be applied when you plan a basic working wardrobe. (6)

ANY 2 X 3

- **STANDARD FASHION TRENDS** form the basis of the wardrobe for the world of work ✓ can add interest ✓ / can be updated / complimented with new accessories / changing hemlines / collars / sleeves ✓ and should be less expensive items such as shirts. ✓
- **CLASSIC STYLES** should form the basis / foundation / 80% ✓ of a wardrobe for work as they are timeless / long lasting / good quality. ✓
- **FASHION FADS** can add interest ✓ in the form of accessories / jewellery / scarves / ties / shoes. ✓ The basic items should not be fashion fads ✓ as they are short-lived / are in fashion for a short time. ✓ Fashion fads often do not look professional / can change basic items / new look to be fashionable ✓ and saves money. ✓

4.5. Read the scenario below and answer the questions that follow.

John is an architect and building contractor. Most of the time he works outdoors. It is his task to ensure that the buildings he designs are built according to specifications.

Analyse how the summer will influence John's choice of clothing with specific reference to:

4.5.1. Weather Conditions. (4)

ANY 4

- **In summer when it is very hot / hot ✓ John will have to choose light weight ✓ pants / tops / shirts.**
- **He must choose fabrics such as cotton / linen ✓ that can breathe / let air through ✓ to release perspiration / not retain perspiration / sweat. ✓**
- **He may also need protective clothes against elements of the weather ✓ such as a hat / cap / raincoat (on rainy days) / head gear for protection. ✓**

4.5.2. Colour of Clothing. (2)

ANY 2

- **John must choose light / tint colours ✓ that will not show dirt easily / khaki / light blue / light green for summer as it reflects light ✓ and will look ✓ and feel cool. ✓**

[20]

QUESTION 5: HOUSING AND INTERIOR

5.1. Explain the following terms:

5.1.1. Transfer Duties (2)

ANY 2

Government tax on properties ✓ to transfer it into your name ✓ and is based on the home loan amount of the property.

OR

Tax collected by the receiver of revenue ✓ on behalf of the government. The tax is paid to SARS every time the property changes hands. ✓ It is based on the value of the property.

5.1.2. Occupational Rent (2)

An amount paid by the person occupying the property ✓ to the party in whose name the property is registered ✓

OR

If the buyer occupies the property before the bond is registered, ✓ he/she must pay occupational rent to the seller. ✓

5.1.3. Deed of Sale (2)

It is a signed offer to purchase ✓ that binds the buyer by law to purchase the property / binds a buyer and seller by law to obey the terms and conditions set out in the contract. ✓

5.2. List the financial implications for a consumer to consider when purchasing household appliances by means of instalment sales. (4)

- **Take item home once a deposit has been paid and a contract signed. ✓**
- **Pay instalments over a period. ✓**
- **Extra costs include a deposit, admin fees, insurance charges, bank charges and interest. ✓**
- **Retailer and consumer must sign a written contract. ✓ Minimum deposit and maximum period or repayments are prescribed by law. ✓**

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



- 5.3.1. Explain the term *contract*. (2)
A contract is an agreement between two or more people ✓ whereby the one person offers to do something, and the other person accepts. ✓
- 5.3.2. Discuss the following criteria a prospective buyer should consider before buying this washing machine:
- (a) Consumption of human energy. (2)
ANY 2
- **Choose the correct size according to family's needs. ✓ That will ensure that the family does not spend too much time doing laundry. ✓**
 - **It should be easy to reach, and clean lint filters – will save human energy. ✓**
 - **Control panels should be easy to use – to save human energy. ✓**

(b) Possible environmental impact. (2)

ANY 2

- **Front loaders use less water thus saving water. ✓**
- **Check rating for water and energy consumption to ensure that the machine saves water and electricity. ✓**
- **Some manufacturers indicate how the packaging should be disposed of in an environmentally friendly manner, thus preventing litter / waste. ✓**

5.3.3. Analyse the suitability of this washing machine for a large family. (4)

ANY 2 POINTS WITH EXPLANATION

- **The washing machine can handle 10 kg ✓ so it will be suitable for a large family. ✓**
- **Easy to operate ✓ – children will be able to operate the washing machine. ✓**
- **The washing machine has different cycles ✓ and programmes which will make washing different types of clothing / textiles easier. ✓**

[20]

QUESTION 6: ENTREPRENEURSHIP

6.1. State THREE pricing strategies that a business can use. (3)

ANY 3

- **Cost-Based Pricing.** ✓
- **Demand-Based Pricing.** ✓
- **Competitive Pricing.** ✓
- **Market Skimming Pricing.** ✓
- **Premium Pricing.** ✓
- **Value-For-Money Pricing.** ✓
- **Undercut Pricing.** ✓
- **Sliding Down the Demand Curve.** ✓
- **Penetration Pricing Strategy.** ✓
- **Skimming.** ✓

6.2. Name THREE functions of advertising in a business. (3)

ANY 3

- **To create awareness / attract customers.** ✓
- **Create interest in the product / service.** ✓
- **Create a desire for the product / service / persuade / convince consumers to buy the product / promote the use the service.** ✓
- **Expand the market to new customers.** ✓
- **Announce modification / expansion of the product / service / business.** ✓
- **Provide information about the product / service / business.** ✓
- **Maintain / improve sales.** ✓

6.3. Explain the purpose of stock control in a business. (3×2) (6)

ANY 3 WITH EXPLANATION.

- **To ensure there are enough raw materials available ✓ to produce the required products for a given time.** ✓
- **To minimize the cost of storing the completed products ✓ because more products have been made than required / prevent over stocking of raw materials.** ✓
- **The correct quality of raw materials is purchased for the product ✓ and thus reduces wastage.** ✓
- **To prevent stock exceeding the sell by date in storage ✓ and become of a poorer quality for the buyer ✓ prevent loss of income for the producer.** ✓
- **To avoid cash flow problems because of money invested in unused/excess stock ✓ thus running out of cash flow for other pressing needs.** ✓

6.4. Read the scenario below and answer the questions that follow.

Lungi, an only child, grew up on his father's small cattle farm. He always dreamed of becoming a farmer. He took Agricultural Sciences as a subject at school and studied business management at university. Lungi inherited the farm after his father passed away. He soon bought the farm next door and started selling high quality meat to local butcheries.

He decided to open his own butchery in the local town and named it Farm Inn. He sold fresh meat as well as a variety of char-grilled meat dishes which could be ordered and collected to take away. This business was the first of its kind in his community. He also opened a Farm Inn Restaurant, selling char-grilled meat dishes in a huge upmarket shopping mall. He employed skilled waiters, chefs, and butchers. Lungi designed Farm Inn plastic bags and foil packaging for the char-grilled meat.

- 6.4.1. Name FOUR items of information that should be on the label of the packaging for the chargrilled meat. (4)
- **Allergens.** ✓
 - **Quantity / weight / kg of the meat.** ✓
 - **Ingredients / spices / marinade / additives used.** ✓
 - **Date stamps / manufacturing / use-by / best before date.** ✓
 - **Heating / storage instructions.** ✓
 - **Serving suggestions.** ✓
 - **Nutritional information.** ✓
 - **Name / Trade name / Farm Inn and address of the business.** ✓
 - **Contact details / email address.** ✓
- 6.4.2. Give FOUR reasons why Lungi's business has a competitive edge. (4)
- **He sells a variety of raw meats and char-grilled meats.** ✓
 - **Customers can order char-grilled meat and collect it to take away.** ✓
 - **The restaurant / butcher is the first of its kind in his community. / There is no other butchery / restaurant in a shopping mall that sells char-grilled meat to take away / allow sit-in meals.** ✓
 - **He produces meat on his farms ✓ and does not need to pay prices demanded by other meat producers.** ✓
 - **His restaurant caters for sit-in char-grilled meat meals.** ✓
 - **The product / meat / restaurant / service is of good / high quality. ✓ He employs skilled personnel ✓ consumers can be assured of good service.** ✓
 - **It offers consumers the convenience of not having to char-grill meat themselves at home.** ✓

- 6.4.3. Explain why Lungi is particularly strict about the hygiene of his workers. (2)

ANY 2

- **Hygiene of the workers will prevent food contamination ✓ through micro-organisms ✓ that could result in food-borne diseases. ✓**
- **It will ensure that the meat / food served/sold is safe ✓ and healthy for the customers / consumer. ✓ he is known / has the reputation for selling good quality meat. ✓**

- 6.4.4. Lungi prefers routine/preventative maintenance to corrective maintenance for the machinery in the butchery. Discuss the consequences of EACH of the following maintenance methods:

- (a) Routine / Preventative Maintenance. (2)

ANY 2

Will prevent the machinery from breaking down, ✓ does not result in break-down in production ✓ loss of earnings prevented. ✓

- (b) Corrective Maintenance. (2)

ANY 2

- **Will stop / lower income / profit ✓ as machinery is only fixed if it breaks down. ✓**
- **A stop in production will lead to lower stock levels / char-grilled meat and this will cause a lower income / profit. ✓**

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

Lungi charges the following prices for the chargrilled meat:

R6,00 for 1 sausage

R8,00 for 1 portion of chicken

R12,00 for 1 portion of beef steak

His mark-up is 80%.

A customer buys meat for a party of 10 people at her house.

Calculate the selling price for 10 of EACH of the following:

- Sausages
- Chicken
- Beef Steak

Show ALL calculations. (6)

R6.00 + R8.00 + R12.00 = R26.00 ✓	(R6.00 x 10) + (R8.00 x 10) + (R12.00 x 10)
R26.00 x 10 ✓ = R260.00 ✓	= R60.00 ✓ + R80.00 ✓ + R120.00 ✓
R260.00 x 80% ✓ = R208.00 ✓	= R260.00
R260.00 + R208.00 = R468.00 ✓	R260.00 x 80% ✓ = R208.00 ✓
	R260.00 + R208.00 = R468.00 ✓

6.4.6. Analyse the requirements of the potentially profitable business opportunity that contributed to the profitability of Lungi's business. (8)

- **He has business skills ✓ and a business management degree ✓ he employs skilled personnel – waiters / chef / butcher. ✓**
- **The meat / product / service meets the needs of the target market ✓ as it can be bought raw / char-grilled, eaten in the Farm Inn restaurant / ordered for collection and take-away. ✓**
- **His business / product has a competitive edge ✓ as it is the only butchery that sells char-grilled meat which can be ordered and collected for take away. ✓**
- **The customers are prepared to pay the prices ✓ because of the good quality of meat ✓ and the convenience of not having to char-grill meat themselves. ✓**
- **The location of the business is suitable ✓ as the Farm Inn restaurant is in an upmarket shopping mall / the butchery is in the local town. ✓**
- **He had enough capital / start-up money ✓ as he inherited an existing small cattle farm. ✓**

[40]

TOTAL SECTION B: 160

GRAND TOTAL: 200