



# 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 18 Pages

**INSTRUCTIONS AND INFORMATION**

1. This question paper consists of SIX questions.

| QUESTION                           | CONTENT                      | MARKS      | TIME (minutes) |
|------------------------------------|------------------------------|------------|----------------|
| <b>SECTION A (Short questions)</b> |                              |            |                |
| 1                                  | Short Questions (All topics) | 40         | 40 MINUTES     |
| <b>SECTION B (Long questions)</b>  |                              |            |                |
| 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     |
| <b>TOTAL:</b>                      |                              | <b>200</b> | <b>180</b>     |

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.

|  |  |   |  |
|--|--|---|--|
|  <p><b>1</b></p> |  <p><b>2</b></p> |  <p><b>3</b></p> |  <p><b>4</b></p> |
|--|--|---|--|

- 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<br>FOOD-BORNE DISEASE | COLUMN B<br>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   |
|        | <b>A</b>  | <b>B</b>  | <b>C</b>   | <b>D</b>  |
| 1.5.2. |  |  |  |  |
|        | Navy Bomber Jacket  | Navy Tailored Jacket  | White Utility Jacket   | Blue Denim Jacket   |
|        | <b>E</b>  | <b>F</b>  | <b>G</b>   | <b>H</b>  |
| 1.5.3. |  |  |  |  |
|        | Black Leather Belt  | Light Brown Leather Belt  | Light Blue Belt with Navy Stripe and Brown Leather Ends                              | Black Plaited Plastic Belt  |
|        | <b>I</b>  | <b>J</b>  | <b>K</b>   | <b>L</b>  |

|        |   |   |   |   |
|--------|---|---|---|---|
| 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  |
|        | <b>M</b>  | <b>N</b>  | <b>O</b>  | <b>P</b>  |
| 1.5.5. |    |    |   |    |
|        | Socks With Broad Green and Light Blue Stripes                                       | Black Socks with White Squares  | Red Paisley Socks   | Grey Socks with Sunglass Motif  |
|        | <b>Q</b>  | <b>R</b>  | <b>S</b>  | <b>T</b>  |
| 1.5.5. |  |  |  |  |
|        | Light Brown Leather Shoes   | Brown Leather Shoes with White Soles  | Navy Canvas Lace-Up Sneakers  | Black Leather Slip-On Shoes   |
|        | <b>U</b>  | <b>V</b>  | <b>W</b>  | <b>X</b>  |

(6)

**TOTAL SECTION A: 40**

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

2.1. Define the following terms:

2.1.1. Guarantee (2)

2.1.2. Inflation (2)

2.2. What is a contract? (3)

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

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)

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)

2.5.2. Give THREE ways to protect yourself against phishing schemes. (3)

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)

2.6.2. Identify the type of tax Shaun pays when he purchases cigarettes. (1)

2.6.3. Explain the reasons why this type of tax is paid by consumers such as Shaun. (2)

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)
- 2.7.2. Discuss how the information in the scenario will affect consumers' household budget. (3)
- 2.7.3. One of the consequences of increases in staple food items is inflation.
  - a) Define the term *inflation*. (2)
  - b) Describe the effect of inflation on the purchasing power of the Rand. (3)
- 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?   | (1)  | (1)             |
| 2.8.2. | Describe the category of the taxpayer and give ONE example | (2)  | (2)             |

(6)

**[40]**

**QUESTION 3: FOOD AND NUTRITION**

3.1. Define the term *obesity*. (1)

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)

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)

3.2.2. What did the individual do when they ‘purged’. (1)

3.2.3. Name TWO reasons why an individual may develop an eating disorder. (2)

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

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

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

| <b>MILK ALLERGY</b> | <b>LACTOSE INTOLERANCE</b> |
|---------------------|----------------------------|
| (2)                 | (2)                        |

(4)

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

|   | <b>JUNGLE PEANUT BUTTER ENERGY BAR</b>   | <b>TREK PEANUT POWER ENERGY BAR</b>     |
|---|--|---|
| <b>INFORMATION RELATING TO ALLERGENS AND INTOLERANCES</b> | <b>ALLERGENS:<br/>GLUTEN (OATS),<br/>PEANUTS, COW'S MILK,<br/>TREE NUTS AND SOYA</b> | <b>GLUTEN, WHEAT AND<br/>DAIRY FREE</b> |
| <b>NUTRITIONAL VALUE</b>                                  | <b>Per 100 g</b>   | <b>Per 100 g</b>                        |
| 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)
- 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)
- 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)
- 3.5.4. Name the bar with the highest sodium content. (1)

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)
- 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)
- 3.8. State TWO ways in which food irradiation increases the shelf life of food. (2)
- 3.9. South Africa often experiences periods of drought. Analyse how droughts may affect food security and the South African economy negatively. (8)

[40]

**QUESTION 4: CLOTHING**

- 4.1. Name TWO factors that influence fashion change. Give an example of each factor. (2 × 2)(4)
- 4.2. State TWO characteristics of the peak stage of the fashion cycle. (2)
- 4.3. Explain the importance of versatile items for a working wardrobe. (2)
- 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)
- 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)
- 4.5.2. Colour of Clothing. (2)

**[20]**

**QUESTION 5: HOUSING AND INTERIOR**

5.1. Explain the following terms:

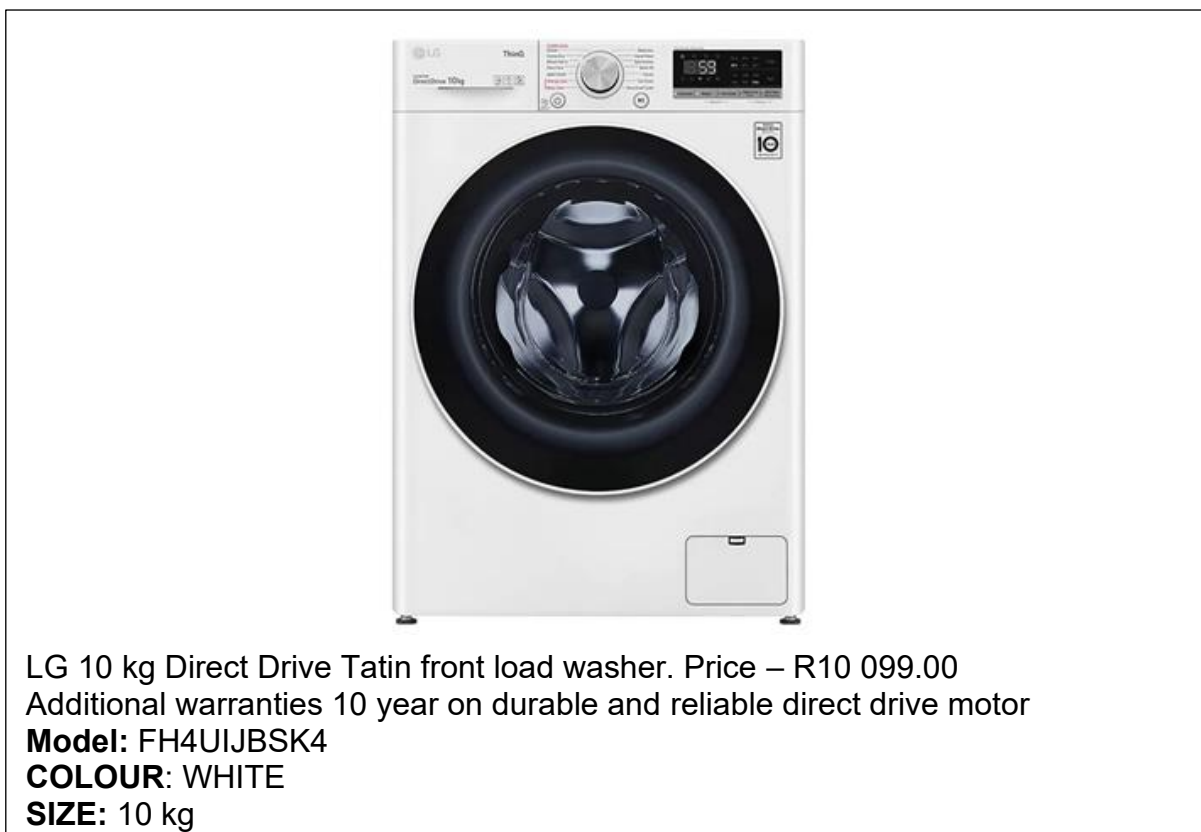
5.1.1. Transfer Duties (2)

5.1.2. Occupational Rent (2)

5.1.3. Deed of Sale (2)

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

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



5.3.1. Explain the term *contract*. (2)

5.3.2. Discuss the following criteria a prospective buyer should consider before buying this washing machine:

(a) Consumption of human energy. (2)

(b) Possible environmental impact. (2)

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

**[20]**

**QUESTION 6: ENTREPRENEURSHIP**

- 6.1. State THREE pricing strategies that a business can use. (3)
- 6.2. Name THREE functions of advertising in a business. (3)
- 6.3. Explain the purpose of stock control in a business. (3 × 2)(6)
- 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)
- 6.4.2. Give FOUR reasons why Lungi's business has a competitive edge. (4)
- 6.4.3. Explain why Lungi is particularly strict about the hygiene of his workers. (2)
- 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)
- (b) Corrective Maintenance. (2)

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)

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

**[40]**

**TOTAL SECTION B: 160**

**GRAND TOTAL: 200**