



HILLCREST HIGH SCHOOL

Grade 12

CONSUMER STUDIES

September 2025

MARKS: 200

TIME: 3 Hours

EXAMINER: Mrs S. Geel

MODERATOR: Mrs J. Bega

This Paper Consists of 30 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 – 1.1.20). e.g., 1.1.21 E.

1.1.1. The cooling-off period after a direct marketing sale to which the buyer can cancel the contract is ... business days.

- A seven
- B fourteen
- C two
- D five

(1)

1.1.2. The agency responsible for collecting and administering the tax system.

- A SARS
- B SABS
- C SARB
- D SABR

(1)

1.1.3. The rate at which the Reserve Bank lends money to the commercial banks in the event of any shortfall of funds is the ...

- A interest rate.
- B inflation rate.
- C repo rate.
- D prime rate.

(1)

1.1.4. The following are considered to be renewable energy sources.

- A Coal, wood and oil
- B Water, wind and solar
- C Coal, wind and oil
- D Water, wood and gas

(1)

1.1.5. Systolic blood pressure measures the pressure in your arteries when:

- A the heart relaxes between beats and the heart fills with blood.
- B the heart contracts and pushes out blood to the rest of the body.
- C the heart relaxes and pushes out blood to the rest of the body.
- D the heart contracts on the beat and the heart fills with blood.

(1)

- 1.1.6. The lack of the following nutrients in the diet can cause anaemia.
- A Iron, Iodine and Vitamin B6
 - B Vitamin B12, folic acid and calcium
 - C Iron, Vitamin B12 and folic acid
 - D Iodine, Vitamin B6 and protein
- (1)
- 1.1.7. An additive that is helpful in ensuring that packaged foods keep their consistency and allow oil and water to stay blended.
- A Stabiliser
 - B Antioxidant
 - C Thickener
 - D Emulsifier
- (1)
- 1.1.8. The synthetic yellow food colourant that may cause an allergic reaction in some people.
- A Tartrazine
 - B Turmeric
 - C Carotene
 - D Lecithin
- (1)
- 1.1.9. A common misconception about food-borne diseases is that ...
- A a food that makes you sick will smell and taste bad.
 - B clean kitchens, not just dirty ones, can make people sick.
 - C fresh food can make you sick if not properly handled.
 - D you can get sick even when foods are properly cooked.
- (1)
- 1.1.10. A main concern with GMO food on one's health.
- A Damage to the environment
 - B Threatening crop diversity
 - C Allergic reactions
 - D Resistance to herbicides
- (1)
- 1.1.11. A characteristic of the classic clothing style.
- A Attracts people's attention quickly
 - B An extremely unique design
 - C A rapid growth in popularity
 - D Acceptable for several years
- (1)
- 1.1.12. Brand piracy is illegal because ...
- A they are sold by traders.
 - B they are imported goods.
 - C goods are of a poor quality.
 - D it infringes on trademark laws.
- (1)

- 1.1.13. Natural fibres that are grown without the use of pesticides, herbicides or synthetic fertilisers are known as ... fibres.
- A non-organic
 - B renewable
 - C organic
 - D natural
- (1)
- 1.1.14. A cost usually payable before occupying a property to rent.
- A Insurance
 - B Deposit
 - C Monthly rent
 - D Maintenance fee
- (1)
- 1.1.15. An advantage of building a house.
- A You can choose the features of the house
 - B May be time consuming due to delays
 - C It is cost effective as interest is lower
 - D You can choose your own curtains and fittings
- (1)
- 1.1.16. The term which describes the full ownership of a property which includes both the building(s) and the land it is built on.
- A Tenure
 - B Full-Title
 - C Residential Proof
 - D Sectional Title
- (1)
- 1.1.17. An important factor to consider in the businesses pricing strategy.
- A Stick to one method of pricing
 - B Concentrate on advertising techniques
 - C What your target market is willing to pay
 - D Base your pricing on the costs
- (1)
- 1.1.18. A process whereby the product is inspected along the production line in order to meets the standards set and satisfy the requirements of the customer.
- A Quality control
 - B Standardisation
 - C Product specification
 - D Quality assurance
- (1)

1.1.19. A feasibility study is carried out to determine ...

- A the total revenue that the business has received.
- B the costs after the business has already started.
- C the movement of money over a certain period.
- D if the business will be worth pursuing economically.

(1)

1.1.20. A business sales objective is to sell 1 000 units per month, and the break-even point is reached when 600 units are sold.
A best-sale scenario will be when the business ...

- A does not meet break-even point as 500 units are sold.
- B sells 1 000 units and makes a good profit.
- C meets break-even point by selling 600 units.
- D sells 800 units for a fair profit.

(1)

1.2. Choose the description from COLUMN B that matches the stage in the fashion cycle in COLUMN A. Write only the letter (A–H) next to the question numbers (1.2.1 to 1.2.5) in the ANSWER BOOK, for example 1.2.6 J.

COLUMN A STAGE IN FASHION CYCLE	COLUMN B DESCRIPTION
1.2.1. Introduction	A the style is finally rejected
1.2.2. Rise	B designs are not unique but are produced in limited numbers
1.2.3. Peak	C styles are reproduced and costs more than designer clothes
1.2.4. Decline	D the style gains momentum as it is sold in greater quantities
1.2.5. Obsolescence	E people get tired of the style and begin to look for something new
	F the new style is offered at high prices and produced in small quantities
	G individuals who are the first to wear new styles
	H is at its most popular and accepted stage

(5 x 1)

(5)

- 1.3. Give ONE term for each of the following descriptions. Write only the term next to the question numbers (1.3.1 to 1.3.5) in the ANSWER BOOK.
- 1.3.1. A soft, white waxy substance produced by the liver
- 1.3.2. When interest is calculated on the principal amount only
- 1.3.3. The credit transaction when the seller allows you to take the appliance home immediately and it is paid off monthly over a period of time
- 1.3.4. Goods that have been imported into the country through unofficial or unauthorised distribution channels
- 1.3.5. A savings fund to which members regularly contribute a fixed amount to a common pool from which they can receive a lump payment
- 1.3.6. The collective name given to the owners of the units and common property in a sectional title scheme (6 x 1) (6)
- 1.4. Identify FOUR reasons from the list below that were causes of food insecurity during the Covid-19 pandemic in 2020. Write only the letters (A–H) next to the question number (1.4) in the ANSWER BOOK.
- A Community feeding schemes were set up to help the elderly and children.
- B Lockdowns caused major economic disruptions and contributed to a loss of livelihoods and income.
- C The Solidarity Fund was set up to provide food relief to distressed families.
- D South Africa's progression of low economic growth and increasing unemployment.
- E Various organisations delivered food parcels to households.
- F The quantity of food consumed decreased which resulted in meals being skipped.
- G Sometimes not eating for an entire day, due to lack of money and other resources.
- H Surplus food from supermarkets was regularly donated to assemble food parcels. (4 x 1) (4)

- 1.5. Identify the name of the 'P' from the 5P's in the marketing mix which is described in each of the following sentences. Write the name next to the question numbers (1.5.1 – 1.5.5) in the ANSWER BOOK.

Justin is considering operating a transportation service for tourists in his city. He develops a marketing plan by using the 5 Ps.

- 1.5.1. The tourists need an easy access point, preferably where other transportation systems leave from.
- 1.5.2. He will advertise on a Facebook page, Twitter page and on a travel agency website.
- 1.5.3. His staff must be friendly, love meeting travellers and offer exceptional customer service.
- 1.5.4. There will be a 10% discount when travellers are referred to him by the agency.
- 1.5.5. The catering service is offered to tourists hourly for those who are in the city for a short duration of time. (5 x 1) (5)

TOTAL SECTION A: 40

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

- 2.1. State FOUR disadvantages of using gas in a house. (4)
- 2.2. Give FOUR examples of unfair business practices. (4)
- 2.3. State THREE ways in which consumers can save electricity when using a washing machine. (3)
- 2.4. Explain how prize notification/a lottery scam works. (3)
- 2.5. Discuss how water can be used efficiently when having a bath or a shower. (4)
- 2.6. Electricity is a basic need that is provided by municipalities.
- 2.6.1. Explain how municipalities provide electricity to their communities. (3)
- 2.6.2. State how consumers can protect the electricity that is provided to them. (3)
- 2.7. Explain the characteristics of an illegal pyramid scheme. (4)
- 2.8. Read the information below and answer the questions that follow.

Consumer inflation for May accelerated to 6,5%. This is much higher than the Reserve Bank expected. Typically, the Reserve Bank wants inflation to be between 3% and 6%. The upward trend in inflation is set to push the Reserve Bank to continue interest rate hikes.

[Source: *Business Maverick*, June 2022]

- 2.8.1. Name and explain the instrument that is used to measure inflation. (4)
- 2.8.2. Predict the impact that interest rate hikes will have on the quality of life of South Africans.

(8)
[40]

QUESTION 3: FOOD AND NUTRITION

- 3.1. Give the name of the food-borne disease from the description given below as well as the incubation period.

A highly contagious liver infection that is preventable by vaccination. (2)

- 3.2. Differentiate between the terms, *export* and *import*. (2)

- 3.3. 3.3.1. State why high blood pressure is known as the 'silent killer'. (1)

3.3.2. List THREE risk factors that are associated with the causes of high blood pressure. (3)

- 3.4. Write a paragraph to explain the role that haemoglobin plays in the condition, anaemia. (4)

- 3.5. Describe how low-density lipoprotein a major cause of heart disease is. (5)

- 3.6. Read the paragraph below and answer the questions that follow.

South Africa has no laws or regulations requiring fast-food restaurants to provide any form of nutritional information to their consumers. The South African government should introduce regulations that mandate nutritional labelling of fast foods. This will be an effective way of assisting consumers to make informed dietary choices.

Research shows that in the absence of nutritional labels, consumers tend to estimate nutrient content poorly. Consumers are often forced to rely on portion sizes and on the perception that similar food types contain similar nutrients.

[Adapted from www.news24.com/health24/diet-and-nutrition. Accessed on 16 March 2022]

- 3.6.1. Identify ONE reason given in the first paragraph why regulations for labelling are necessary for fast foods. (1)

- 3.6.2. Explain how the present nutritional information labelling regulations on food products ensures that the consumer can make informed choices which is inaccurate due to the absence of nutritional labels on fast foods. (2)


- 3.7. Study the information below obtained from the website for a McDonald's chicken burger and answer the questions that follow.

A delightful **chicken burger** topped with McChicken® sauce, shredded lettuce and served on a perfectly toasted bun.

Allergens: wheat, soy, egg

All McDonald's burgers are made with 'no artificial preservatives, no artificial flavours and no added colours from artificial sources.'

McDonald's does not use MSG in products on its national menu currently.

McDonald's McChicken 		
Nutrition Facts		
Serving Size	1 burger (170 g)	Per 100 g
Energy	1 615 kJ	950 KJ
Protein	16,50 g	28,05 g
Carbohydrates	52,90 g	31,12 g
Sugar	6,20 g	3,65 g
Fat	14,60 g	8,59 g
Saturated Fat	3,3 g	1,9 g
Polyunsaturated Fat	3,7 g	2,2 g
Trans Fat	0 g	0 g
Fibre	2,6 g	1,5 g
Cholesterol	26,9 mg	15,8 mg
Sodium	804 mg	473 mg



[Source: www.fatsecret.co.za/calories-nutrition/mcdonalds/mcchicken/1-burger
[https://www.mcdonalds.co.za/menu/chicken-burger.](https://www.mcdonalds.co.za/menu/chicken-burger)]

- 3.7.1. (a) Give the function of MSG. (1)
- (b) Discuss the importance of the claim that MSG is not used in McDonald's products. (2)
- 3.7.2. (a) Identify another claim made by McDonald's. (1)
- (b) Justify whether this claim is misleading or not. (2)

3.7.3. The consumption of fast foods often results in higher daily nutrient intakes for energy, fat and salt.

Explain why the above statement is valid when analysing the nutritional facts given in the nutritional table.

Select any TWO nutrient intakes from the statement above to focus on for your answer. (2 x 2) (4)

3.8. Evaluate the supper menu below for a person suffering from heart disease and high blood pressure. Refer to both advantages and disadvantages. (10)

MENU	DESCRIPTION
<u>Starter</u> Fried mushrooms served with cream sauce	Mushrooms dipped in a batter made from flour, seasoning and water and then dipped in breadcrumbs. Sauce is made from sour cream, full cream mayonnaise and seasoning.
<u>Main meal</u> Salmon patties Green salad	Canned salmon in water mixed with mashed potato, herbs and spices and egg then lightly fried in canola oil. Salad ingredients: baby spinach, cucumber, avocado, green apple
<u>Dessert</u> Banana ice cream	A custard base made with egg, milk, cream and sugar then blended with banana.
Black coffee	Coffee granules and water



[40]

QUESTION 4: CLOTHING

- 4.1. Name the fashion that imitates/resembles a style from a previous era. (1)
- 4.2. Give THREE stages in the fashion cycle. (3)
- 4.3. Explain the term *counterfeit products*. (1)
- 4.4. Read the statement below and answer the question that follows.

The environment is considered in the production of eco-friendly fabrics.

- Validate this statement. (5)
- 4.5. State FIVE guidelines to consider when selecting shirts/blouses to wear for a job at an accounting firm. (5)
- 4.6. Study the pictures below and answer the question that follows.

<p>1990</p>  <p>[Source: harpersbazaar.com]</p>	<ul style="list-style-type: none"> • Black, genuine leather, loose-fitting pants that do not stretch
<p>2023</p>  <p>[Source: thefix.co.za]</p>	<ul style="list-style-type: none"> • Artificial leather, • Skinny pants that can stretch and fit the shape of the body

Discuss how changes in technology since the 1990s have contributed to creating the affordable and comfortable artificial leather skinny pants of 2023. (5)

[20]

QUESTION 5: HOUSING AND INTERIOR

- 5.1. Name the housing option where one signs an occupation certificate. (1)
- 5.2. Give the abbreviation for the National Home Builders Registration Council. (1)
- 5.3. Define the term 'lease'. (2)
- 5.4. Read the extract below and answer the questions that follow.

The popularity of gated communities – and especially estates – has grown steadily in South Africa, thanks to the added security that they offer homeowners.
 The shift in demand has also exposed an urgent need for buyers to better understand the major differences between buying a home in an ordinary suburb and a home in a gated estate, the most important of which are that they will be required to pay a monthly levy.

[Source: <https://businesstech.co.za/news/property/569942/>]

- 5.4.1. Give TWO reasons to substantiate that the extract is referring to homeowners buying a sectional title. (2)
- 5.4.2. List TWO advantages of owning a sectional title home that does not apply to buying full title. (2)
- 5.4.3. Discuss TWO advantages and TWO disadvantages of having to pay a monthly levy.

Tabulate your answer as follows:

ADVANTAGES	DISADVANTAGES
(2)	(2)

5.5. Front load washing machines usually consume less water and energy. Top load washing machines are good for people who want a machine in which they don't need to bend down completely to load the clothes in the machine.

[Source: <https://www.ariel.in/en-in/washing-machine-101/your-guide-to-washing-machines>]

Discuss the impact of non-human and human energy examples in the statement above. (2 x 2) (4)

5.6. Study the information below and answer the question that follows.

	<p>Microwave Oven</p> <ul style="list-style-type: none">• Built-in air fry• Combi grill• Convection for roasting or baking• Heats up faster• Timer <p>[Source: AEG.co.za]</p>
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Describe the positive environmental impact of the microwave oven.

(4)
[20]

QUESTION 6: ENREPRENEURSHIP

- 6.1. Define the following terms:
- 6.1.1. Targe Market (2)
- 6.1.2. Product Specification (2)
- 6.2. Give TWO advantages of routine / preventative maintenance of equipment. (2)
- 6.3. List THREE reasons why a business should do stock control. (3)
- 6.4. Read the scenario below and answer the questions that follow.

LEBO'S TECH FIX

Lebo has always been passionate about technology. During his high school years, he was known for being able to fix any broken phone or laptop for his friends. After completing his studies in information technology, he worked at a major electronics retailer for three years. He noticed that many customers were not aware of local repair services and often had to send their devices away for weeks. Lebo saw a gap in the market for a fast, reliable, and affordable local tech repair service.

With a small inheritance from his grandmother, he rented a small kiosk in a busy local shopping centre. He spent his days fixing devices and stocking a small range of screen protectors, cables, and charging adapters. To keep his skills current, he regularly attends online workshops and subscribes to tech journals. Lebo's competitive advantage is his 24-hour repair service for basic issues, which he promotes as "Tech Fix in a Flash."

He has a loyal customer base and uses an online booking system to manage appointments and track repairs. He also maintains a blog on his website, sharing tips on how to care for devices.

- 6.4.1. Identify THREE types of non-financial resources Lebo used to start his business. (3)
- 6.4.2. Quote TWO phrases that refer to Lebo's unique selling proposition. (2)
- 6.4.3. Explain what made Lebo move from an idea to a business venture. (3)
- 6.4.4. Discuss THREE reasons why Lebo's business meets the requirements of quality service. (3)
- 6.4.5. Suggest why it is beneficial for Lebo to use an online booking system. (4)
- 6.4.6. Discuss THREE factors that Lebo had to consider when choosing a suitable product for his business. (3 x 2) (6)
- 6.4.7. Motivate why Lebo's business is sustainable. (10)

[40]

TOTAL SECTION B: 160
GRAND TOTAL: 200