



basic education

Department:
Basic Education
REPUBLIC OF SOUTH AFRICA

NATIONAL SENIOR CERTIFICATE

GRADE 12

CONSUMER STUDIES

NOVEMBER 2011

MEMORANDUM

MARKS: 200

This memorandum consists of 16 pages.

SECTION A**ANSWER SHEET**

QUESTION 1.1						
1.1.1	A	B	C	D	(1)	Remembering LO 12.2.1
1.1.2	A	B	C	D	(1)	Remembering LO 12.2.1
1.1.3	A	B	C	D	(1)	Understanding LO 12.2.1
1.1.4	A	B	C	D	(2)	Remembering LO 12.2.1
1.1.5	A	B	C	D	(1)	Understanding LO 12.2.3
1.1.6	A	B	C	D	(2)	Understanding LO 12.2.3
1.1.7	A	B	C	D	(2)	Remembering LO 12.2.3
1.1.8	A	B	C	D	(1)	Remembering LO 12.2.5
1.1.9	A	B	C	D	(1)	Remembering LO 12.4.1
1.1.10	A	B	C	D	(2)	Understanding LO 12.4.1
1.1.11	A	B	C	D	(2)	Remembering LO 12.1.2
1.1.12	A	B	C	D	(1)	Understanding LO 12.2.6
1.1.13	A	B	C	D	(2)	Understanding LO 12.2.6
					(19)	

QUESTION 1.2							
1.2.1	A	B	C	D	E		(1)
	i	ii	iii	iv	v	vi	(1)
1.2.2	A	B	C	D	E		(1)
	i	ii	iii	iv	v	vi	(1)
1.2.3	A	B	C	D	E		(1)
	i	ii	iii	iv	v	vi	(1)
							(6)

Applying LO 12.2.1

QUESTION 1.3						
A	B	C	D	E	F	(3)

Applying LO 12.2.6

QUESTION 1.4										
A	B	C	D	E	F	G	H	I	J	(4)

Remembering LO 12.2.1

QUESTION 1.5		
1.5.1 consumer	Remembering LO12 1.1	(1)
1.5.2 comparative	Remembering LO12 1.1	(1)
1.5.3 receipt	Remembering LO12 1.1	(1)
1.5.4 high quality /quality	Remembering LO12 1.1	(1)
1.5.5 excise duty /excise	Remembering LO 12.1.2	(1)
1.5.6 repo rate /repo	Remembering LO 12.1.2	(1)
1.5.7 rises	Remembering LO 12.1.2	(1)
1.5.8 Consumer Price Index/Consumer Price (CPI)	Remembering LO 12.1.2	(1)
		(8)

TOTAL SECTION A: 40

SECTION B: FOOD AND NUTRITION**QUESTION 2**

- 2.1 2.1.1
- Eating energy-dense foods / Foods high in sugar✓ and saturated fat are consumed ✓ which provide many /a lot of/excessive amounts of kilojoules /energy /excess energy is stored as fat ✓
 - All the energy is not used ✓ due to reduced physical activity/ little exercise is done / lazy ✓ and weight is gained. (4)

Understanding LO 12.2.1

2.1.2(a) $BMI = kg \div m^2$
 $= 85kg / 85 \div (1.65m)^2 / 1.65m^2 / 1.65^2 \checkmark$ **OR** $85 kg / 85 \div 2.72 \checkmark$
 $= 31 / 31,2 \checkmark$ (2)

Applying LO12.2.1

- 2.1.2(b)
- BMI exceeds 30✓
 - Weight exceeds standard based on height ✓
 - The person has 20% more body weight than recommended/weights more than the recommended weight/weights 10 kg more than normal weight✓
 - Excessive fatness/ excess fat accumulates in the body/excessively overweight✓
 - The person eats much more than the body needs✓
 - It is a form of malnutrition✓ (Any 1) (1)

Remembering LO 12.2.1

- 2.1.3(a) **Any answer** from 0,1 kg (100g) – 1 kg (1000 g) per week / 1k g or less per week ✓ (1)

Remembering LO 12.2.1

- 2.1.3(b)
- Reduce the total number of kilojoules that is consumed every day / follow a low-kilojoule diet ✓
 - Eat less fat / Reduce fat intake / Fat content of diet should not be more than 30% / Eat low fat food products / Eat less junk food ✓
 - Eat more vegetables and fruit / Eat at least 5 portions of fruit and vegetables every day ✓
 - Eat less red meat / Eat more chicken and fish / white meat ✓
 - Include more fibre / complex carbohydrates / Include more whole grains / Use whole-wheat flour and bread instead of white / Eat brown rice instead of white rice / Eat more unrefined products / Eat less refined products ✓
 - Include more low GI foods / foods that release glucose / energy slowly ✓
 - Limit food / drinks high in sugar ✓
 - Limit alcohol / malt sugar / mqombothi ✓
 - Eat at least 3 meals per day / 5-6 smaller meals ✓
 - Eat breakfast ✓
 - Don't eat a large meal late at night ✓
 - Drink 6–8 glasses of water per day ✓
 - Use healthier cooking methods / Steaming or grilling instead of frying ✓
- (Any 6) (6)

Remembering LO 12.2.1

- 2.2 2.2.1 9 -13 years and / or 14-18 years
OR
 9-18 years (1)

Remembering LO 12.2.1

- 2.2.2
- There is rapid bone growth / skeletal growth / bone formation ✓ during the teenage years
 - Calcium is necessary for the formation of strong bones and teeth / mineralization of bones / improve bone density / to help attain a dense bone mass / bones with high bone density ✓
- (2)

Understanding LO 12.2.1

- 2.2.3(a) Osteoporosis ✓ (1)

Understanding LO 12.2.1

- 2.2.3(b)
- Phosphorus ✓
 - Vitamin D ✓
 - Fluoride ✓
 - Vitamin C ✓
- (Any 2) (2)

Remembering LO 12.2.1

- 2.2.3(c)
- Around the age of 30, calcium starts to decrease and is not replaced/ later in life calcium is withdrawn from the bones at a faster rate than it is replaced/ rate of bone loss increases/ gradual loss of bone density/ gradual loss of bone tissue ✓
 - The bones become weak/ brittle/ break easily/ thinner/ smaller/ fragile/ less dense/ porous/ gradual loss of bone density/ reduced bone mass/ reduced strength ✓
 - Increased risk of fractures of the hips/ legs/ spine/ wrists ✓
- (Any 2) (2)

Applying LO 12 2.1

- 2.2.4
- Women are more at risk for developing osteoporosis ✓
 - Men don't lose bone mass as quickly as women ✓
 - Oestrogen helps to conserve bone mineral density/ lack of oestrogen speeds up bone loss/
 - The loss of bone mass speeds up when menstruation stops/ in women at the menopause/ rapid bone loss when women reach menopause ✓
 - During child-bearing years / pregnancy women can lose more calcium that impacts on this life stage ✓
- (2)

Applying LO 12.2.1

- 2.2.5 Milk and milk products / Dairy products ✓ (1)

Remembering LO 12.2.1

- 2.3 2.3.1 Low Fat ✓ (1)

Understanding LO12 1.1

- 2.3.2
- It contains cream and full cream milk / high kJ value ✓
 - which are high in fat/ The fat content is more than 3 g per 100g / Total fat content is 25,1 g / 100g or 7,5 / 30 g / high saturated fat content ✓
- (2)

Applying LO 12.2.1

- 2.3.3
- Contact the ABC retailer/ retailer/ dealer at which the foodstuff was purchased ✓
 - Call the customer care line/ manufacturer / 0800 11 77 11 ✓
 - Report to the consumer organisation/ Advertising Standards Authority , Trade Practices Act, New Consumer Protection Act
 - If not resolved approach Consumer Forum ✓
 - South African National Consumer Union ✓
 - National Government Consumer Affairs Office ✓
 - The local inspector of health ✓
 - The Department of Health ✓
- (Any 3) (3)

Remembering LO 12.1.1

- 2.3.4 • This product is not suitable / unsuitable ✓ (1)
- Motivation
- The total fat content is very high / 25,1 g per 100 g or 7,5 g per 30 g ✓ which contributes to high blood cholesterol levels ✓
 - The saturated fat content is very high / 17,5 g per 100 g or 5,3 g per 30 g ✓ and will contribute to high blood cholesterol levels ✓
 - The mono- and polyunsaturated fat content is relatively low/ 6,2 g per 100 g or 1,9 per 30 g mono-unsaturated fat / 1,0 g per 100 g or 0,3 per 30 g polyunsaturated fat ✓ which is not good as these fats help to lower cholesterol levels ✓
 - Contains trans fat ✓ that increases the risk for coronary heart disease ✓
 - The sodium / salt content is relatively high / 435 mg per 100 g or 131 mg per 30 g ✓ which contributes to high blood pressure ✓
 - The fibre content is very low / 0,6 g per 100 g or 0,2 g per 30 g ✓ which is not good as soluble fibre helps to lower blood cholesterol levels ✓ (Any 4 x 2) (8)

Evaluating LO 12.2.1

TOTAL SECTION B: 40

SECTION C: CLOTHING**QUESTION 3**

- 3.1 3.1.1 Fashion trends
- It is the general direction✓ that fashion silhouettes take /change in fashion styles✓/what is popular at a given time/✓
 - Subtle changes in fashion styles (e.g. lengthening or shortening of hemlines) ✓
 - Any relevant example that explains the term.✓ (Any 2) (2)
- 3.1.2. Fashion fads
- An exaggerated fashion✓ worn at a given time/ usually quickly accepted by a small group and disappears just as quickly✓/often present themselves in the form of accessories✓
 - Fashions that suddenly become popular ✓and disappear just as suddenly/ usually last one season/ short lived/ doesn't last very long✓/often present in the form of accessories. ✓
 - Any relevant example that explains the term. ✓ (Any 2) (2)
- 3.1.3 Fashion
- Current/contemporary style of clothing ✓ that is worn by the majority of people at a given time✓
 - Continuing process of change in dress styles, ✓ which are accepted and followed by large groups/majority of people at a given time✓
 - Style of clothing that usually lasts between one and three years
 - Any relevant example that explains the term. ✓ (Any 2) (2)
- 3.1.4 Style
- The lines✓ that make one form different✓ from each other
 - Is a distinctive/unique form ✓of dress with recognisable qualities which distinguish it ✓
 - Is a particular look or appearance✓
 - Any relevant example that explains the term. (A-line skirt/pencil skirt/ mandarin collar) ✓ (Any 2) (2)
- Remembering LO12.2.4
- 3.2.1 • To ensure that only✓ the manufacturers can use✓ the name / shows the uniqueness of the company ✓
- It is a marketing tool ✓to increase the sale of a specific product ✓ (2)
by the registered company

Applying LO 12.2.4

- 3.2.2
- They feel part of the group that/ who wears the brand label/ other clothes do not reflect being trendy
 - They follow the latest trends/ brand label clothes are regarded as fashionable✓
 - Feel part of an exclusive group/ feel important/ they feel popular/ they make them wear enviable clothes/ accepted/ physical appeal /show conformity with peers/ group ✓
 - Rebellion towards socially accepted norms/ shows individuality ✓
 - Wearing brand labels improves self-esteem / confidence ✓
 - Brand labels show that they can afford/ display economic status/ wear expensive clothes/ buy from up market shops✓ (5)
 - They portray good taste/ knows good quality✓
 - Creates a feeling of success✓ (Any 5)

Applying LO 12.2.3

- 3.3 Most consumers /almost everyone ✓/choose the style /uses or wears it /wants the clothes /trend ✓ (2)

Understanding LO 12.2.4

- 3.4 3.4.1 Answers must indicate ANY four different mix-and-match combinations with a white blouse / shirt.
For example:
- Pants/trousers, tie/scarf, shirt/blouse, waist coat buttoned✓
 - Pants/trousers, tie/scarf, shirt/blouse✓
 - Pants/trousers, tie/scarf, blouse/shirt, jacket buttoned✓
 - Pants/trousers, tie/scarf, shirt/blouse, waist coat unbuttoned ✓
 - Pants/trousers, tie/scarf, blouse/shirt, jacket unbuttoned✓ (Any 4) (4)

Applying LO12. 2.3

- 3.4.2
- Different styles of navy pants/trousers ✓
 - Different styles of white shirts /blouses✓
 - Different styles of black shoes✓
 - Different colour ties / scarves ✓
 - Choice of accessories/jewelry✓ within limits
 - Different hair styles✓
 - Different nails / make-up ✓
 - Choice of mix n match of the clothing items✓ to portray their individuality✓
 - Tying tie/scarf in a specific way✓ to show their individuality
 - Wearing a jacket/waist coat buttoned up or open✓ to give variety to their image (Any 4) (4)

Understanding LO12 2.3

- 3.5 3.5.1(a) Heavy siege/ military coats (worn by British and French soldiers during World War I) ✓ (1)
- 3.5.1(b) Lady
- Buttoned up ✓
 - Use the buckle instead of tying a knot ✓
 - Hands not in the pockets ✓
 - Remove scarf ✓
 - Iron / dry-clean the coat ✓
- Gentleman
- Buttoned up ✓ (2)
 - Collar down ✓
 - Wearing shirt and tie underneath ✓
 - Hands not in the pockets ✓ (Any 2)
- Understanding LO12.2.4
- 3.5.2 (It has since become a) timeless fashion item ✓. (1)
- Remembering LO 12.2.4
- 3.5.3
- Simple / tailored lines ✓
 - Suitable for most figure types / smooth fit doesn't reveal contours of the body ✓
 - Suitable for different ages ✓
 - Simple design ✓
 - Classic collar ✓
 - Double breasted design / two rows of buttons ✓
 - Good quality ✓
 - Neutral / simple / plain colours / not patterned / printed ✓
- Any (4) (4)
- Understanding LO12.2.4
- 3.5.4 (Thomas) Burberry ✓ (1)
- Remembering LO12.2.4
- 3.5.5
- Fashion designers use celebrities to introduce new fashions. ✓
 - Celebrities introduce new fashions by wearing Haute Couture / high fashion clothing ✓
 - Celebrities are seen as role models / People idolize celebrities / want to be as successful ✓
 - Through media coverage fashions worn by celebrities become more popular ✓
 - Celebrities stimulate fashion change as people want to emulate / copy / follow celebrities ✓
 - The products become widely available ✓
 - Styles become simpler ✓
 - Clothes / styles become more affordable ✓
- (Any 6) (6)
- Analysing LO12.2.4

TOTAL SECTION C: 40

SECTION D: HOUSING AND SOFT FURNISHINGS**QUESTION 4**

- 4.1 4.1.1 Conveyance fees
- Money available to the conveyance attorney/attorney/conveyancer ✓
 - When property is transferred from the seller to the buyer/For overseeing the transfer process of the property ✓
- (2)

Remembering LO 12.2.5

- 4.1.2 Title deed
- The document that reflects the ownership details ✓
 - and details of the property. ✓
- (2)

Remembering LO 12.2.5

- 4.1.3 Deeds Office fee
- Money payable to the Deeds Office ✓
 - To register the property to the buyer's name ✓
- (2)

Remembering LO 12.2.5

- 4.2
- Proof of employment or pension ✓
 - Proof of security/ collateral security ✓
 - Repayment instalment should not be more than 25- 30% of the (joint) monthly income/ Proof that you can afford to pay back the monthly instalment ✓
 - You must be credit worthy/ Good credit record/ Bank will do a credit check at a credit bureau ✓
 - Valuation of property must ensure that the bank will get its money back should you not pay/ Assessor must determine that the property is worth the amount of the bond ✓
 - Building plan ✓
 - Proof of identity / ID document / must be a South African citizen ✓ (Any 4)
- (4)

Remembering LO 12.2.5

- 4.3 4.3.1(a)
- Initially it will be cheaper to rent than to buy ✓ which will be beneficial to them as they still have to pay back study loans ✓
 - The rent will be fixed for a period ✓ which will help them to stay within their budget ✓
 - They will save on maintenance costs/ They are not responsible for maintenance ✓ as they will have to budget very carefully ✓
 - Greater mobility when renting/easier to move ✓ as John may be transferred to another town within a year ✓
- Any relevant reason from the scenario, but each reason can only be accredited/ marked once. (Any 3 x 2) (6)

- 4.3.1(b)
- It is a financial investment ✓ the value increases over time ✓
 - Legal owner of the property ✓ leave it to their children ✓
 - It gives a sense of security ✓ /they can use it as security for a loan ✓
 - Melissa can make changes ✓ to it without need of approval from anyone ✓
 - They can sell it at any time ✓, there is no binding contract ✓
 - John works for a bank and is entitled to a lower interest rate when he buys a house ✓ which will help them to meet their financial responsibilities

Any relevant reason from the scenario, but each reason can only be accredited/ marked once. (Any 3 x 2)

Understanding/Applying LO 12.2.5

(6)

- 4.3.2
- Renting ✓ (1)
- Reasons:
- She has a temporary job ✓
 - He may be transferred ✓
 - They are still paying back their study loans ✓
 - Because of their current situation they shouldn't be making long term commitments ✓
 - Renting is cheaper than buying / they could save money for future needs ✓
 - Save money as they don't have to maintain the property or pay rates and taxes ✓ (Any 1) (1)

Applying LO 12.2.5

- 4.4
- Safe method of buying goods ✓
 - Convenient as you don't have to carry cash around ✓
 - Consumers can buy more expensive goods which they could not otherwise afford/ Consumers can buy essential goods which they could not otherwise obtain / Improves their cash flow per month ✓
 - Debts can be spread over a period of time ✓
 - They can use the appliance while paying back the instalments / Can use the appliance immediately ✓
 - Helps build their credit reputation ✓
 - It is easier to complain or exchange the appliance while still paying for it ✓ (Any 3) (3)

Remembering LO 12.2.6

- 4.5
- 4.5.1
- Yes ✓
 - The Consumer Protection Act ✓ (2)

Applying LO 12.1.1

- 4.5.2 He should have phoned the consumer to get the go-ahead/approval. ✓ (1)

Understanding LO 12.1.1

- 4.5.3
- Radio reaches many people/Many people listen to the radio ✓
 - Radio is accessible to many people /Almost all people have cellphones/ phones to phone in ✓
 - When complaints are investigated by the radio they usually get resolved quickly as companies fear bad publicity ✓
 - Radio is one of the cheapest ways to spread the message ✓
 - Message conveyed on the radio is reliable ✓

(Any 2) (2)

Applying LO 12.1.1

4.6 4.6.1 Electricity

- Solar panels on the roof: ✓ Generate electricity from the energy from the sun /less electricity from Eskom will be used ✓
- Insulation on the ceiling: ✓ Keeps home cooler in summer and warmer in winter/ less need to use electricity to heat home in winter and cool home in summer ✓
- Large windows: ✓ Let in more light /sun light/more natural light so that it is not necessary to switch on lights during the day/house warms up during the day in winter ✓
- Carpeted floors: ✓ Warmer than tiles or cement - saves the use of heaters/electricity in winter ✓

(Any 2 x 2) (4)

- 4.6.2
- Grey water system: ✓ Bath and washing water will be used to water the garden / less need for municipal water to water the garden ✓
 - Rain water tank: ✓ Rain water will be captured to water the garden /less need for municipal water to water the garden ✓

(2 x 2) (4)

Creating LO 12.3.4

TOTAL SECTION D: 40

SECTION E: THEORY OF PRODUCTION AND ENTREPRENEURSHIP**QUESTION 5**

- 5.1 5.1.1 Ruth is/has:
- Confident ✓
 - optimistic / positive ✓
 - Creative/ innovative / took initiative ✓
 - Hardworking ✓
 - Experienced ✓
 - A sense of responsibility ✓
 - Good organizing skills ✓
 - Fosters good human relations/ well liked by colleagues and management ✓
 - Technical competence /skills. ✓
 - She is versatile ✓
 - She is a calculated risk taker ✓
 - Perseverance ✓
- (Any 5) (5)

Applying LO 12.4.2

- 5.1.2(a) • Factory workers / all the people working at the factory ✓
- Management team at the factory ✓
- Visitors to the factory ✓
- Families of factory workers (if they take food home) ✓
- (Any 2) (2)
- 5.1.2(b) • Staff at the clinic ✓
- Patients at the clinic ✓
- Visitors at the clinic ✓
- People living in the area / vicinity ✓
- (Any 2) (2)

Understanding LO 12.4.2

- 5.2 • To protect both parties/ employer and employees to be aware ✓ of
- their rights and responsibilities ✓ / basic conditions of employment / job description / company rules ✓
- (Any 2) (2)

Remembering LO 12.4.2

- 5.3 5.3.1
- A pregnant female worker/ female worker who is going to have a baby / female worker who has just had a baby✓
 - qualifies for 4 consecutive months✓ of
 - unpaid leave/ employer not obliged to pay her during this time✓
 - The leave can start 4 weeks before the expected birth / when advised by the doctor. ✓
 - No employee may work for the first 6 weeks after giving birth / having a miscarriage / or a stillborn child. ✓
 - An employee nursing her child is not allowed to perform work that is dangerous to her or the child.✓ (Any 3) (3)

- 5.3.2
- After 4 months of service ✓
 - and working more than 4 days per week ✓
 - the employee qualifies for 3 days ✓
 - of paid leave per annum/ year✓
 - If there are less than ten employees family responsibility leave may be deducted form annual leave days ✓
- Reasons for requesting family responsibility leave include:
- Death of a spouse, life partner, parent, adoptive parent, grandparent ✓
 - The birth of a child, a sick child, adopted child / grandchild ✓
 - Proof of the event will be required ✓ (Any 4) (4)

Remembering LO 12.4.2

- 5.4
- For evidence or proof of income and expenditure for auditing/shows how money or income is spent/Shows financial position at a glance ✓
 - Records are needed for filling in tax forms✓
 - Helps to make sensible decisions ✓
 - Helps to set goals and obtain the funds to attain the goals / future planning✓
 - It helps to ensure that you can pay your monthly expenses/prevent the business from being blacklisted ✓
 - A tool to monitor/ and evaluate / the sustainability of the business / monitor financial performance on an ongoing basis/Helps to identify income or expense problems before it is too late / making sure that enough profit is made /setting aside money for future use if the business has a good turnover✓ (Any 4) (4)

Understanding LO 12.4.1

5.5 NB: Formula is given. NO marks should be awarded for the formula.

$$\begin{aligned}
 \text{Production Cost} &= \text{Cost of materials} + \text{Overheads} \\
 &= \text{R}18,00 \checkmark + (40 \div 100 \times \text{R}18,00) / \text{R}18,00 + 40\% \checkmark \\
 &= \text{R}18,00 + \text{R}7,20 \checkmark \\
 &= \text{R}25,20 \checkmark \\
 &= \text{R}25,20 \times 20 \checkmark \\
 &= \text{R}504,00 \checkmark
 \end{aligned}$$

OR

$$\text{R}18,00 \times 20 \text{ units} \checkmark = \text{R}360,00 \checkmark$$

$$\begin{aligned}
 \text{Production Cost} &= \text{Cost of materials} + \text{Overheads} \\
 &= \text{R}360,00 \checkmark + (40 \div 100 \times \text{R}360,00 \div 1) / \text{R}360,00 + 40\% \checkmark \\
 &= \text{R}360,00 + \text{R}144,00 \checkmark \\
 &= \text{R}504,00 \checkmark
 \end{aligned}
 \tag{6}$$

Applying LO12 4.3

5.6 5.6.1(a) Food sales: October \checkmark (1)

5.6.1(b) Soft Furnishing sales: December \checkmark (1)

Understanding LO12.4.3

- 5.6.2(a)
- Food sales at the factory decreased in December \checkmark because factory closed during the Christmas period and less clientele \checkmark
 - Food sales at the factory increased in January \checkmark because factory workers are back at work \checkmark
 - Any relevant answers \checkmark with a reason \checkmark Any 2 (2 x 2) (4)

- 5.6.2(b)
- Soft furnishing sales at the flea market increased during December \checkmark because it is holiday time and more people are buying Christmas gifts \checkmark more people visit the flea markets \checkmark
 - Soft furnishing sales at the Flea market decreased during January \checkmark because people have less money to spend on soft furnishing at the flea markets \checkmark
 - People get bonuses at the end of the year / Christmas \checkmark and therefore have more money to spend \checkmark
 - Any relevant answer \checkmark with a reason \checkmark Any 2 (2 x 2) (4)

Analysing LO 12.4.3

- 5.6.3
- Ruth can sell food items at the flea market/another point of sale \checkmark where there will be more people doing shopping \checkmark
 - She must sell Christmas-related products / cold products for summer \checkmark
 - She must offer specials / discounts / combo's \checkmark Any (2) (2)

Analysing LO 12.4.3

TOTAL SECTION E: 40
GRAND TOTAL: 200



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NATIONAL SENIOR CERTIFICATE

GRADE 12

CONSUMER STUDIES

NOVEMBER 2011

MARKS: 200

TIME: 3 hours

This question paper consists of 16 pages and a 2-page answer sheet.

INSTRUCTIONS AND INFORMATION

1. This question paper consists of FIVE sections.

SECTION	MARKS	TIME (MINUTES)
A. Short Questions	40	20
B. Food and Nutrition	40	40
C. Clothing	40	40
D. Housing and Soft Furnishings	40	40
E. Theory of Production and Entrepreneurship	40	40

2. ALL the sections are COMPULSORY.
3. Answer SECTION A on the attached ANSWER SHEET and place it in the BACK of your ANSWER BOOK.
4. Number the answers correctly according to the numbering system used in this question paper.
5. Start EACH question on a NEW page.
6. A calculator may be used.
7. Write with black or blue ink only.
8. Pay attention to spelling and sentence construction.
9. 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 make a cross (X) in the block (A–D) next to the question number (1.1.1–1.1.13) on the attached ANSWER SHEET. NO marks will be awarded if more than one cross (X) appears for an answer.

1.1.1 Identify ONE of the most common causes of allergic reactions:

- A Oranges
 - B Peanuts
 - C Red meat
 - D Sugar
- (1)

1.1.2 An advantage of eating low GI foods:

- A Blood vessels are constricted
 - B Cholesterol levels are well maintained
 - C Blood sugar levels are better maintained
 - D The pancreas is over stimulated
- (1)

1.1.3 A person with a gluten intolerance will be able to eat the following bread:

- A Brown bread
 - B Rye bread
 - C Raisin bread
 - D White bread
- (1)

1.1.4 A shortage of the following nutrients may cause anaemia:

1. Calcium
 2. Iodine
 3. Iron
 4. Folic acid
 5. Vitamin B₁₂
 6. Vitamin C
- A 1, 3 and 5
 - B 1, 2 and 6
 - C 2, 4 and 6
 - D 3, 4 and 5
- (2)

1.1.5 A similarity between the fashion term haute couture and the obsolete fashion cycle stage is that ...

- A few people are seen wearing the fashion.
 - B the fashion is expensive.
 - C many people have an interest in the fashion.
 - D they are seen at the end of the fashion cycle.
- (1)

- 1.1.6 Which of the following show a need for a dress code?
1. Project a professional image
 2. Clearly express individuality
 3. Look formal in uniforms
 4. Be easily identified with the company
 5. Advertise the company name
 6. Portray a competent look
- A 2 and 6
B 3 and 6
C 1 and 6
D 2 and 5 (2)
- 1.1.7 From the list below choose THREE characteristics of a functional wardrobe:
1. Suits your personality
 2. Variety of printed fabrics
 3. A core of fad items
 4. More tops than bottoms
 5. A different outfit every day
 6. Items that can be co-ordinated
- A 1, 2 and 3
B 1, 4 and 6
C 2, 3 and 5
D 3, 5 and 6 (2)
- 1.1.8 An important role of an estate agent is to ...
- A resolve conflict situations.
B provide maintenance support services for home owners.
C sign all documents on behalf of the seller.
D be a link between the buyer and the seller. (1)
- 1.1.9 Packaging can be a silent seller of a product if ...
- A it carries the family logo.
B it looks attractive.
C the product name is stated clearly.
D the price is attached to it. (1)
- 1.1.10 A quality production system includes the following:
1. Testing new materials
 2. Using large quantities of material
 3. Longer production time
 4. Regular inspection at various stages of production
 5. High salaries for skilled workers
 6. Prescribing detailed specifications for the product
- A 1, 3 and 6
B 2, 4 and 5
C 1, 4 and 6
D 3, 4 and 5 (2)

1.1.11 Identify TWO causes of inflation:

1. Increase in interest rate
2. Increase in the purchasing power of money
3. Value of the rand strengthens against other currencies
4. Good harvests
5. Increase in petrol price

- A 1 and 3
B 4 and 5
C 2 and 3
D 1 and 5

(2)

1.1.12 Which ONE of the following logos will indicate that a household appliance is of good quality?



1



2



3



4

- A 1
B 2
C 3
D 4

(1)

1.1.13 Mr Ngcobo has the right to safety. Identify Mr Ngcobo's responsibilities which will ensure his safety when he uses his new gas stove.

1. Repair it himself
2. Read and follow the instructions carefully
3. Keep the gas bottle in the house
4. Ignite the match/lighter first before switching the gas on
5. Use the gas stove to heat the room

- A 1 and 5
B 3 and 4
C 2 and 4
D 1 and 2

(2)

- 1.2 Choose the food-related disease in COLUMN A that matches the symptom in COLUMN B and the food that should be eaten to manage the disease in COLUMN C. Make a cross (X) in the block (A–E) and in the block (i–vi) next to the question number (1.2.1–1.2.3) on the attached ANSWER SHEET. NO marks will be awarded if more than one cross (X) is made for an answer.

COLUMN A FOOD-RELATED DISEASES	COLUMN B SYMPTOMS	COLUMN C FOODS THAT SHOULD BE EATEN
1.2.1 Diabetes	A bone fractures	i soy milk
1.2.2 Milk intolerance	B weakness	ii low protein foods
1.2.3 Anaemia	C poor vision	iii low GI foods
	D lung infections	iv red meat
	E diarrhoea	v milk products
		vi foods low in salt

(6 x 1) (6)

- 1.3 From the list below identify THREE maintenance responsibilities of a sectional title holder. Make a cross (X) in the block (A–F) next to the question number (1.3) on the attached ANSWER SHEET.

- A Fixing a dripping tap in the kitchen
- B Repairing a broken window
- C Replacing the light bulbs at the entrance gate of the complex
- D Repairing the steps to the swimming pool
- E Painting the lounge
- F Watering the lawn around the swimming pool

(3)

- 1.4 From the list below identify FOUR benefits of good nutrition for people suffering from HIV/Aids. Make a cross (X) in the block (A–J) next to the question number (1.4) on the attached ANSWER SHEET.

- A Improved feeling of well-being
- B Weight loss is increased
- C Recovery from infections is improved
- D Regular exercise builds muscles
- E Body weight is maintained
- F Protection from contracting the disease
- G Decrease the appetite
- H Medication becomes unnecessary
- I Strength is increased
- J Less fluid intake required

(4)

- 1.5 Choose the correct word(s) from those given in brackets. Write only the word(s) next to the question number (1.5.1–1.5.8) on the attached ANSWER SHEET.
- 1.5.1 Everyone is a (dealer/consumer) because in one way or another everyone buys goods and services.
- 1.5.2 The type of advertising not allowed in South Africa is (informative/comparative) advertising.
- 1.5.3 When purchasing goods, keep the (receipt/guarantee) as a record of the purchase.
- 1.5.4 The consumer has the right to (high quality/high quantity) products.
- 1.5.5 Tax paid on luxury items, such as alcohol and tobacco, is called (excise duty/import duty).
- 1.5.6 The interest rate, as set by the Reserve Bank, is called (inflation rate/repo rate).
- 1.5.7 When the interest rate (falls/rises), it becomes more expensive to borrow money.
- 1.5.8 The change in the prices of goods and services purchased by the average household between August 2010 and August 2011 is called the (consumer price index/consumer goods index). (8)

TOTAL SECTION A: 40

SECTION B: FOOD AND NUTRITION**QUESTION 2**

- 2.1 Read the following extract from an article that the World Health Organization published on obesity and overweight. Answer the questions that follow.

OBESITY AND OVERWEIGHT

The facts are:

- Globally, there are more than 1 billion overweight adults, at least 300 million of them are obese.
- Obesity and overweight pose a major health risk for chronic diseases, including type 2 diabetes, cardiovascular disease, hypertension, stroke, and certain forms of cancer.
- The key causes are:
 - Increased consumption of energy-dense foods high in saturated fats and sugars
 - Reduced physical activity

Assessment of obesity and overweight
The prevalence of obesity and overweight is commonly assessed by using body mass index (BMI). (BMI = weight (kg) ÷ height² (m²))

What can we do about it?
Effective weight management for individuals and groups who are at risk of developing obesity involves a range of long-term strategies. These include slow weight loss and weight maintenance.

[Source: Adapted from an article published by the World Health Organisation]

- 2.1.1 Explain the main reasons, as stated in the extract, why people gain weight. (4)
- 2.1.2 (a) Use the formula in the extract to calculate the BMI of a young adult who is 1,65 m tall and weighs 85 kg. (2)
- (b) According to the answer to QUESTION 2.1.2(a), the person is obese. Give a brief description of *obesity*. (1)
- 2.1.3 In paragraph 3 it is stated that strategies for effective weight management include slow weight loss and weight maintenance.
- (a) How much weight should a person lose per week if he/she wants to lose weight slowly and in a healthy way? (1)
- (b) List SIX nutritional guidelines that should be followed in order to lose weight slowly and to maintain the weight loss. (6)

- 2.2 Study the table with the recommended dietary allowance for calcium (mg/day). Answer the questions that follow.

LIFE STAGE GROUP	RECOMMENDED DIETARY ALLOWANCE FOR CALCIUM (mg/day)
Infants 0–6 months	200
Infants 6–12 months	260
1–3 years old	700
4–8 years old	1 000
9–13 years old	1 300
14–18 years old	1 300
19–30 years old	1 000
31–50 years old	1 000
51–70 years old males	1 000
51–70 years old females	1 200
71+ years old	1 200

[Source: Institute of Medicine for the National Academies. *Report on the Dietary Reference Intakes for Calcium*, published on 30 November 2010]

- 2.2.1 Identify the life stage group with the highest calcium requirement. (1)
- 2.2.2 Explain why the calcium requirement is highest for the life stage group mentioned in QUESTION 2.2.1. (2)
- 2.2.3 (a) Which food-related disease may develop if NOT enough calcium is taken during the life stage years mentioned in QUESTION 2.2.1? (1)
- (b) Name TWO other nutrients that assist calcium in the prevention of the food-related disease mentioned in QUESTION 2.2.3(a). (2)
- (c) Explain the consequences, later in life, of the food-related disease mentioned in QUESTION 2.2.3(a). (2)
- 2.2.4 Explain why there is a difference in the calcium requirement for males and females in the life stage group 51–70 years. (2)
- 2.2.5 Name the food group that should be consumed to ensure sufficient calcium intake. (1)

2.3 Study the case study and food label below. Answer the questions that follow.

Mrs Simpson chose spring onion and chives cream cheese as a sandwich spread. She believed that it was a wise choice to help manage her high blood cholesterol levels and hypertension (high blood pressure).

Front of label:

Spring Onion and Chives Cream Cheese		
175 g	Low Fat	Keep refrigerated
Sell by: 15/11/2011	Use by: 29/11/2011	

Back of label:

Nutritional Information			Ingredients	Customer care:
Typical values	Per 100 g (ready to eat)	Per 30 g serving (ready to eat)	Cream (milk) Full cream milk Salt Stabilisers	0800 11 77 11
Energy	1 118 kJ	335 kJ	Chives (0,2%)	Specially packed for: ABC Retailers ABC Office Park 22 Second Ave Covent Gardens 1000
Protein	8,8 g	2,6 g	Onion Powder (0,2%)	
Total fat	25,1 g	7,5 g	Garlic salt	
of which saturated fat	17,5 g	5,3 g	Starter cultures	
trans fat	0,3 g	0,1 g		
mono-unsaturated fat	6,2 g	1,9 g		
polyunsaturated fat	1,0 g	0,3 g		
Dietary fibre	0,6 g	0,2 g		
Total Sodium	435 mg	131 mg		

- 2.3.1 Identify the misleading description on this food label. (1)
- 2.3.2 Give TWO reasons for your answer to QUESTION 2.3.1. (2)
- 2.3.3 State THREE channels for consumer complaints that Mrs Simpson could contact regarding the misleading description. (3)
- 2.3.4 Evaluate the nutritional suitability of the spring onion and chives cream cheese for Mrs Simpson. (9)

TOTAL SECTION B: 40

SECTION C: CLOTHING**QUESTION 3**

- 3.1 Explain the following terms:
- 3.1.1 Fashion trends (2)
 - 3.1.2 Fashion fads (2)
 - 3.1.3 Fashion (2)
 - 3.1.4 Style (2)
- 3.2 3.2.1 Explain the purpose of brand labels for clothing manufacturers. (2)
- 3.2.2 Discuss why brand labels are regarded as 'must haves' by many young adults. (5)
- 3.3 Describe consumer behaviour at the peak of the fashion cycle. (2)
- 3.4 Read the scenario below and answer the questions that follow.

The prescribed dress code for workers of a well known company consists of the following:

- Tie/Scarf
- Jacket and waistcoat
- White shirt/White blouse
- Navy blue trousers/pants
- Black shoes

- 3.4.1 State FOUR ways in which an employee, who has three identical white shirts/blouses, can mix and match to look different at work for four days. (4)
- 3.4.2 Recommend FOUR ways in which the employees can express their personal style within the constraints/limits of the company dress code. (4)

- 3.5 Read the extract below, study the pictures, and answer the questions that follow.

Thomas Burberry designed a military coat which was later used as the heavy siege coats worn by the British and French soldiers during World War I. It has since become known as the trench coat. It is a timeless fashion item that has been featured in popular movies/films. Celebrities like Daniel Radcliff and Emma Watson of Harry Potter fame are often seen out in their Burberry trench coats.



[Source: Adapted from *Edgars Club Magazine*, April 2011]

- 3.5.1 (a) Which clothing item inspired the trench coat design trend? (1)
- (b) The way in which the trench coats are worn in the picture creates an informal look. Suggest TWO changes that can be made when wearing a trench coat to create a more professional look. (2)
- 3.5.2 Identify the statement in the extract which shows that the trench coat is a classic style. (1)
- 3.5.3 Refer to the picture and name FOUR features which make the trench coat a classic style. (4)
- 3.5.4 Name the brand name of the trench coat mentioned in the extract. (1)
- 3.5.5 Clothing worn by celebrities has an impact on fashion change. Comment on this statement. (6)

TOTAL SECTION C: 40

SECTION D: HOUSING AND SOFT FURNISHINGS**QUESTION 4**

- 4.1 Explain the following terms:
- 4.1.1 Conveyance fees (2)
 - 4.1.2 Title deed (2)
 - 4.1.3 Deeds Office fee (2)
- 4.2 Name FOUR requirements that must be met before a bank will consider granting a mortgage bond. (4)
- 4.3 Read the scenario below and answer the questions that follow.

John and Melissa are getting married soon. John is permanently employed at a bank and may be transferred to another town within a year. Melissa has a temporary job as an interior designer. She likes to paint walls to create a certain atmosphere in a home. Both of them are still paying back study loans and have to budget very carefully to meet all their financial responsibilities.

- 4.3.1 Explain the following in detail:
- (a) THREE advantages of John and Melissa renting a house (3 x 2) (6)
 - (b) THREE advantages of John and Melissa buying a house (3 x 2) (6)
- 4.3.2 Would it be better for John and Melissa to buy or to rent a house after their wedding? Give a reason for your answer. (2)
- 4.4 Consumers often pay for costly household appliances using instalment sale transactions. Name THREE advantages of this type of purchasing transaction. (3)

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

A consumer participating in a radio talk show, had the following concern:

'My washing machine broke and I called a well known repair company who sent a technician. He found that he had to take my machine to his workshop for the repairs. I approved the quote he gave me, however, when I went to pay for the repairs the invoice was double the original quote. The company refused to return my washing machine unless I paid the full amount. My question is: "Is there a law that protects me in this case?" '

- 4.5.1 Answer the question asked by this consumer. (2)
- 4.5.2 What should the technician have done when he realised that fixing the washing machine was going to cost more than the quoted amount? (1)
- 4.5.3 Explain why it is beneficial to use the radio to address concerns regarding consumer issues. (2)

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

A family is building a new house and the following features are part of the plan:

Corrugated iron roof
Solar panels on the roof
Insulation on the ceiling
Large windows
Aluminium window frames
Carpeted floors
Alarm system
Remote controlled garage doors
Grey water system
Rain-water tank
Swimming pool

Identify, with reasons, from the list above, TWO features that will help the family to save on the following:

- 4.6.1 Electricity (2 x 2) (4)
- 4.6.2 Water (2 x 2) (4)

TOTAL SECTION D: 40

SECTION E: THEORY OF PRODUCTION AND ENTREPRENEURSHIP**QUESTION 5**

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

Ruth Peters, a confident hardworking lady, worked in a clothing factory for many years. The management team often asked her to provide take-away meals on Fridays and she catered for their corporate functions too. She was well-liked by colleagues and management. However, three years ago she lost her job due to the recession.

Ruth started a business from home and now concentrates on supplying meals to factory workers. She sells take-away meals in the tuck shop at the clinic near her house. She also produces soft furnishing articles which she sells at the flea market over weekends.

Since her home business is expanding, she is now employing three ladies who work three days a week. She pays her son to work as a driver, but she has not signed an employment contract with him.

5.1.1 Name FIVE characteristics from the case study that indicate that Ruth is a successful entrepreneur. (5)

5.1.2 Name TWO target markets for each of the following businesses: (2)

(a) Meals supplied to the factory (2)

(b) Meals for the tuck shop (2)

5.2 Why is it important for her and each of her employees to sign employment contracts? (2)

5.3 In terms of labour law, Ruth has responsibilities towards her employees. Advise her on EACH of the following to ensure that she complies with the labour law:

5.3.1 Maternity leave (3)

5.3.2 Family responsibility leave (4)

5.4 Record-keeping is a key aspect of any successful business. Explain the importance of proper financial record-keeping. (4)

5.5 A customer at the flea market ordered 20 units of a specific product. The cost of materials for one product is R18,00. A 40% mark-up is added to cover overhead expenditure. Calculate the production cost of 20 units of the product, using the following formula:

Production cost = cost of materials + overheads

Show ALL the calculations. (6)

- 5.6 The table below shows Ruth's income for the period September 2010 to March 2011. Analyse the information in the table and answer the questions that follow.

MONTH	INCOME FROM FOOD SALES AT THE FACTORY	INCOME FROM SOFT FURNISHING SALES AT THE FLEA MARKET
September	R14 000	R4 500
October	R15 000	R4 300
November	R14 000	R5 000
December	R7 500	R9 500
January	R9 000	R3 000
February	R10 000	R4 000
March	R11 000	R4 500

- 5.6.1 Identify the months in which the income peaked for:
- (a) Food sales (1)
- (b) Soft furnishing sales (1)
- 5.6.2 Study the changes in the income that occurred from November to January and give TWO reasons for the possible differences in the income of the following:
- (a) Food sales (2 x 2) (4)
- (b) Soft furnishing sales (2 x 2) (4)
- 5.6.3 Suggest how Ruth can sustain her food sales in the December to January period. (2)

TOTAL SECTION E: 40
GRAND TOTAL: 200

ANSWER SHEET

SECTION A

CENTRE NUMBER:

EXAMINATION NUMBER:

40

QUESTION 1.1					
1.1.1	A	B	C	D	(1)
1.1.2	A	B	C	D	(1)
1.1.3	A	B	C	D	(1)
1.1.4	A	B	C	D	(2)
1.1.5	A	B	C	D	(1)
1.1.6	A	B	C	D	(2)
1.1.7	A	B	C	D	(2)
1.1.8	A	B	C	D	(1)
1.1.9	A	B	C	D	(1)
1.1.10	A	B	C	D	(2)
1.1.11	A	B	C	D	(2)
1.1.12	A	B	C	D	(1)
1.1.13	A	B	C	D	(2)

(19)	
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QUESTION 1.2							
1.2.1	A	B	C	D	E		(1)
	i	ii	iii	iv	v	vi	(1)
1.2.2	A	B	C	D	E		(1)
	i	ii	iii	iv	v	vi	(1)
1.2.3	A	B	C	D	E		(1)
	i	ii	iii	iv	v	vi	(1)

(6)	
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CENTRE NUMBER:

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EXAMINATION NUMBER:

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QUESTION 1.3							
A	B	C	D	E	F	(3)	

QUESTION 1.4											
A	B	C	D	E	F	G	H	I	J	(4)	

QUESTION 1.5		
1.5.1		
1.5.2		
1.5.3		
1.5.4		
1.5.5		
1.5.6		
1.5.7		
1.5.8		
		(8)

TOTAL SECTION A: 40