



# basic education

Department:  
Basic Education  
**REPUBLIC OF SOUTH AFRICA**

## **NATIONAL SENIOR CERTIFICATE**

**GRADE 12**

**CONSUMER STUDIES**

**NOVEMBER 2012**

**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.

<b>SECTION</b>	<b>MARKS</b>	<b>TIME (MINUTES)</b>
A Short questions	40	20
B Food and Nutrition	40	40
C Clothing	40	40
D Housing and Household Equipment	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. In this question paper, ONE fact counts ONE mark.
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 (1.1.1–1.1.24) on the attached ANSWER SHEET. NO marks will be awarded if more than one cross (X) appears for an answer.

EXAMPLE: 

A	<input checked="" type="checkbox"/>	C	D
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- 1.1.1 In order not to mislead consumers the following information should NOT appear on food labels:
- A Low fat
  - B Sugar free
  - C Reduced fat
  - D High in fibre
- (1)
- 1.1.2 An advantage of organic foods:
- A Grown with chemical fertilisers
  - B Bigger seasonal harvests
  - C Contains growth stimulants
  - D Causes fewer allergies
- (1)
- 1.1.3 One of the most common triggers of allergic reactions:
- A Peanuts
  - B Oranges
  - C Red meat
  - D Sugar
- (1)
- 1.1.4 A lack of these nutrients may cause anaemia:
- A Folic acid, iron and vitamin D
  - B Iron, vitamin A and vitamin B<sub>12</sub>
  - C Vitamin B<sub>12</sub>, iron and folic acid
  - D Calcium, vitamin B<sub>12</sub> and vitamin C
- (1)
- 1.1.5 Which of the following vitamins play a role in strengthening the immune system?
- A Vitamin C, vitamin B<sub>12</sub> and vitamin E
  - B Vitamin A, vitamin B<sub>12</sub> and vitamin D
  - C Vitamin B<sub>6</sub>, vitamin C and vitamin E
  - D Vitamin A, vitamin B<sub>6</sub> and vitamin C
- (1)

- 1.1.6 A long-term consequence of anorexia nervosa:
- A Infertility and stunted growth
  - B Dehydration and bloating
  - C Low blood pressure and jaundice
  - D Bone fractures and paleness (1)
- 1.1.7 A possible characteristic of an individual suffering from anorexia nervosa:
- A Allergic to dairy products
  - B Low self-esteem
  - C Inability to digest carbohydrates
  - D Not concerned with weight gain (1)
- 1.1.8 Which ONE of the following food-based dietary guidelines plays a role in reducing the risk of hypertension?
- A Drink lots of clean, safe water
  - B Use food and drinks containing sugar sparingly
  - C Eat fats sparingly
  - D Use salt sparingly (1)
- 1.1.9 Rakesh is a vegetarian and recently started feeling tired. Which dietary-related health condition is he most likely suffering from?
- A Anaemia
  - B Coronary heart disease
  - C Diabetes
  - D Osteoporosis (1)
- 1.1.10 Which ONE of the following should be approached first when a consumer complains about poor service?
- A Dealer
  - B South African Bureau of Standards
  - C National Consumer Forum
  - D South African National Consumer Union (1)
- 1.1.11 A function of the National Consumer Forum:
- A Gives the consumer an opportunity to use the media to complain
  - B Handles complaints on behalf of consumers
  - C Promotes a competitive environment in South Africa
  - D Protects consumer rights (1)
- 1.1.12 The period of assessment of income tax for individuals:
- A 6 months
  - B 12 months
  - C 18 months
  - D 24 months (1)

1.1.13 In clothing, individuality refers to ...

- A a sense of belonging.
- B personal style.
- C wearing corporate clothing.
- D buying the same clothes as the group. (1)

1.1.14 Haute couture refers to fashion ...

- A that is extreme and popular for a long period of time.
- B styles that are elegant and remain popular for a long time.
- C that is generally accepted by everybody.
- D styles that are unique and worn by a small group of people. (1)

1.1.15 Which non-verbal message is conveyed by the following picture?



- A Religion
- B Marital status
- C Culture
- D Occupation (1)

1.1.16 An important process to standardise products:

- A Product specifications
- B Drawing flow charts
- C Production schedules
- D Adapting processes (1)

1.1.17 The following aspect must be considered when planning production schedules:

- A Labelling of products
- B Available money
- C Division of work
- D The target market (1)

- 1.1.18 The following principle is important in stock control and storage procedures:
- A Adhere to specifications
  - B Place new stock at the back
  - C Use human resources economically
  - D Invest in quality packaging (1)
- 1.1.19 Packaging which will sustain the environment must always be ...
- A cheap and colourful.
  - B expensive and durable.
  - C strong and well designed.
  - D made from recycled materials. (1)
- 1.1.20 Working conditions of employees are determined by the ...
- A Employment Equity Act, 1998 (Act 55 of 1998)
  - B Labour Relations Act, 1995 (Act 66 of 1995)
  - C Skills Development Act, 1998 (Act 97 of 1998)
  - D Occupational Health and Safety Act, 1993 (Act 85 of 1993) (1)
- 1.1.21 The following is included in an employment contract:
- A Emergency contact numbers
  - B Names of dependants
  - C Conditions of employment
  - D Previous employers (1)
- 1.1.22 A good record-keeping system must ...
- A monitor the financial performance on an ongoing basis.
  - B use professional accountants.
  - C use a computerised program.
  - D revise the system at least once a year. (1)
- 1.1.23 A successful entrepreneur must have ...
- A a business qualification.
  - B a good sense of humour.
  - C good management skills.
  - D the latest technology. (1)
- 1.1.24 An effect of poor waste management on the environment:
- A A reduced carbon footprint
  - B Evidence of thermal warming
  - C Increased global warming
  - D All the above-mentioned (1)

- 1.2 Give ONE word/term for each of the following descriptions. Write only the word/term next to the question number (1.2.1–1.2.7) on the attached ANSWER SHEET.
- 1.2.1 The payment made to the estate agent by the seller and/or buyer (1)
- 1.2.2 The type of bond registered as security on a property and paid back with interest in monthly instalments (1)
- 1.2.3 Tax paid when property is bought and change of ownership is finalised (1)
- 1.2.4 The document that proves home ownership (1)
- 1.2.5 Money paid to the seller if the buyer stays in the house before the house has been registered in the buyer's name (1)
- 1.2.6 The type of interest that stays unchanged when the interest rate fluctuates (1)
- 1.2.7 The fee that is paid to the attorney who oversees the transfer and registration process (1)
- 1.3 Select FOUR social factors from the list below which will influence fashion trends. Make a cross (X) in the block (A–H) next to the question number (1.3) on the attached ANSWER SHEET.
- A New trade regulations
- B Increased consumer income
- C Media and electronic communication
- D Higher level of education
- E Old methods of distribution
- F Changing of people's values
- G Increased mobility of consumers
- H Changing role of consumers (4)

1.4 Choose a description from COLUMN B that matches a term in COLUMN A. Make a cross (X) in the block (A–H) next to the question number (1.4.1–1.4.5) on the attached ANSWER SHEET.

<b>COLUMN A TERMS</b>		<b>COLUMN B DESCRIPTIONS</b>	
1.4.1	Capital Gains Tax	A	Tax paid on luxury items such as tobacco
1.4.2	Property tax	B	Paying estimated amounts of tax more than once a year
1.4.3	Pay as you earn	C	Tax added to a product's value at each stage of its manufacturing
1.4.4	Provisional tax	D	Tax paid to the local municipality by people who own land
1.4.5	Excise duty	E	Tax deducted from someone's salary on a monthly basis
		F	A levy paid on all goods entering the country from abroad
		G	Paying tax on the profit earned when selling a holiday house
		H	Tax paid to SARS by people who own property

(5)

**TOTAL SECTION A: 40**



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

- 2.1 Describe what *Type 1 diabetes* is. (3)
- 2.2 Explain TWO differences between a *milk allergy* and *lactose intolerance*. (4)
- 2.3 Study the contents of the two lunch packs below and answer the questions that follow.

LUNCH PACK A	LUNCH PACK B
Low-fat sweetened yoghurt Watermelon pieces Cherry tomatoes and cucumber Rye bread with Cheddar cheese	Low-fat milk Grapes Cucumber and carrot sticks Provitas (wholewheat biscuits) with low-fat cottage cheese

Select, with reasons, the lunch pack which would be the most suitable choice for a person with:

- 2.3.1 Type 1 diabetes (8)
- 2.3.2 A lactose intolerance. (4)
- 2.4 Answer the following questions about cholesterol:
- 2.4.1 Define *cholesterol*. (2)
- 2.4.2 Explain the dangers of high blood cholesterol levels. (5)

2.5 Study the list of ingredients for the two muffin recipes below and answer the questions that follow.

<b>MUFFIN RECIPE A</b> (Yields 12 muffins)	<b>MUFFIN RECIPE B</b> (Yields 12 muffins)
500 ml cake flour 20 ml baking powder 2,5 ml salt 30 ml sugar 250 ml milk 1 egg, well beaten 60 ml melted butter 250 ml grated Cheddar cheese	250 ml cake flour 20 ml baking powder 2,5 ml ground mixed spice 5 ml ground cinnamon 2,5 ml salt 250 ml wholewheat flour 60 ml brown sugar 100 ml seedless raisins 1 egg 250 ml milk 90 ml melted medium-fat margarine

2.5.1 Redraw the following table in your ANSWER BOOK. Compare the TWO muffin recipes with regard to their nutrient content:

	<b>RECIPE A</b>	<b>RECIPE B</b>
<b>Fat content</b>	(2)	(2)
<b>Sugar content</b>	(1)	(1)

(6)

2.5.2 Which recipe would be more suitable for a person with high blood cholesterol and obesity? Motivate your choice.

(8)

**TOTAL SECTION B: 40**

**SECTION C: CLOTHING**

**QUESTION 3**

3.1 Discuss why a person should be appropriately dressed for work in the corporate world. (5)

3.2 Study the following outfits for men and answer the questions that follow.

<b>OUTFIT A</b>	<b>OUTFIT B</b>	<b>OUTFIT C</b>
<ul style="list-style-type: none"> <li>• Slim-fit, stretch, long-sleeved shirt with leopard print</li> <li>• Black linen waistcoat</li> <li>• Black lace tie</li> <li>• Designer denim jeans</li> <li>• Black shoes</li> </ul>	<ul style="list-style-type: none"> <li>• Brown Madiba silk shirt with long sleeves</li> <li>• Black trousers</li> <li>• Black shoes</li> </ul>	<ul style="list-style-type: none"> <li>• White long-sleeved shirt</li> <li>• Black pinstripe suit</li> <li>• Floral tie</li> <li>• Black shoes</li> </ul>

3.2.1 Identify the outfit which is an example of a fashion fad. Give a reason for your answer. (2)

3.2.2 Identify the clothing item which is an example of a fashion trend. Give a reason for your answer. (2)

3.2.3 Compare the differences between the fashion cycle for outfit A and outfit C. Tabulate your answer as follows:

<b>FASHION CYCLE FOR OUTFIT A</b>	<b>FASHION CYCLE FOR OUTFIT C</b>

3.3 Give guidelines on how to complain about the poor attitude of a salesperson at a local clothing store. (5)

3.4 State SIX guidelines to consider when planning a basic wardrobe for the world of work. (6)

3.5 Read the following scenario, analyse the pictures and then answer the questions that follow.

Gloria, who is 20 years old, is appointed as an office assistant at a fashion wholesaler. She assists in the sales department on Mondays and Fridays. Her contract indicates that she should wear the company uniform on Mondays and Fridays when working with the public. The company uniform consists of a pencil skirt, white shirt and formal jacket. The rest of the week she should dress professionally. No informal clothes, shorts, jeans, tackies (sneakers) or brand labels are allowed. Below are the outfits she selected for a week.



Monday

Tuesday

Wednesday

Thursday

Friday

- 3.5.1 Explain why brand labels are not part of this company's professional dress code. (2)
- 3.5.2 'Gloria has better self-esteem when wearing the company uniform.' Discuss this statement. (5)
- 3.5.3 Discuss whether her selected outfits comply with the company's dress code and the requirements of her contract. (7)

**TOTAL SECTION C: 40**

**SECTION D: HOUSING AND HOUSEHOLD EQUIPMENT****QUESTION 4**

4.1 A housing complex comes with duties and rules. Arm yourself with information about the body corporate when you consider buying property in a housing complex.  
[Adapted from *Business Times*, 21 August 2011]

4.1.1 Which type of housing ownership is referred to in the extract? (1)

4.1.2 Give a brief description of what a *body corporate* is. (2)

4.1.3 Explain the responsibilities of the following parties regarding maintenance at a housing complex:

(a) The body corporate (2)

(b) The owners (2)

4.2 'When I left the house I was renting, my landlord pocketed most of my deposit by running through a list of things which were broken or missing before I moved in. He crossed off a shower which I had replaced at my own expense. He clearly cheats all his tenants with the same checklist.'  
  
'How does one defend oneself against crooked landlords?'  
  
[Letter in *Business Times*, 2 October 2011]

4.2.1 Respond to the writer's question. (6)

4.2.2 State FIVE advantages of renting accommodation. (5)

4.3 State SIX problems created by poor waste management. (6)

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

Lucky and Nelly have recently started a life together and enjoy entertaining their friends. They are currently saving to buy a home in three years' time. They live in a rented apartment with a small fitted kitchen with specific measurements of 2 000 mm height x 620 mm width for the refrigerator. Nelly would like to buy a refrigerator as one of their short-term goals.

The two refrigerators/freezer combinations below were advertised in a flyer of a long established dealership and they were all from the same well-trusted manufacturer.

<b>MODEL A</b> Combi-fridge/freezer	<b>MODEL B</b> Combi-fridge/freezer
A energy rating 346 litres Auto-defrost Adjustable thermostat 24-month guarantee Size: 1 740 mm height x 600 mm width x 618 mm depth Price: R3 989,00 SABS approved	A energy rating 430 litres Manual defrost Electronic control 24-month guarantee Size: 1 881 mm height x 595 mm width x 646 mm depth Price: R4 989,00 SABS approved

- 4.4.1 State SIX ways how one can save electricity at home when using a refrigerator. (6)
- 4.4.2 Select the combi-fridge/freezer which is the more suitable choice for Nelly according to the following FIVE criteria:
- (a) Space available in the house
  - (b) Environmental impact
  - (c) Features/Functions
  - (d) Affordability
  - (e) Quality
- Motivate your choice. (10)

**TOTAL SECTION D: 40**

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

Study the flyer below and answer the questions that follow.

**Tired of being cold in winter?**

**Imagine ...**  
warm ears, neck and hands  
and steaming hot soup ...

What and where?



- Beanies in a variety of colours @ R45,00 each
- Chunky scarves in a variety of colours @ R60,00 each
  - Warm gloves @ R50,00 per pair
- Variety of home-made soups from R15,00 per serving



These products can be bought from  
**Winter Warmers**  
at the market every Saturday  
on the Village Square from 09:00–15:00

Buy NOW! Don't let another week pass without being  
geared for the cold! You deserve to be warm!

Products can also be ordered from Dudu  
083 706 5434

- 5.1 List FOUR different types of material/non-human resources that this enterprise will need in order to produce the products in the flyer. (4)
- 5.2 State what this enterprise could do to ensure good customer relationships with regard to:
- 5.2.1 The product (3)
- 5.2.2 Customer interaction (3)
- 5.3 Explain why the name 'Winter Warmers' is suitable for this enterprise. (3)
- 5.4 Promotion is one of the P's that forms part of the marketing mix. Explain how the other THREE P's of the marketing mix are used in this flyer. (6)

- 5.5 The production cost of one chunky scarf is R35,00. The chunky scarves are sold at R60,00 each. Show ALL calculations when answering the following questions.
- 5.5.1 Calculate the profit on ONE chunky scarf. (3)
- 5.5.2 'Winter Warmers' produced 250 scarves during May. Calculate how many scarves must be sold before the enterprise breaks even. (5)
- 5.6 The AIDA principles of advertising are:
- Attention
  - Interest
  - Desire
  - Action
- Explain how this enterprise used all FOUR AIDA principles when they designed their flyer. (8)
- 5.7 'This enterprise runs the risk of not being able to sustain profitability.'
- 5.7.1 Explain why this statement is TRUE. (2)
- 5.7.2 Suggest THREE solutions to ensure the sustainability of the enterprise. (3)
- TOTAL SECTION E: 40**  
**GRAND TOTAL: 200**



**ANSWER SHEET**

**CENTRE NUMBER:**

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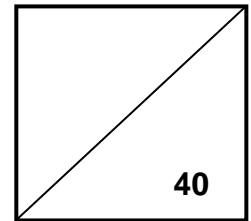
**EXAMINATION NUMBER:**

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**SECTION A**

**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	(1)
1.1.5	A	B	C	D	(1)
1.1.6	A	B	C	D	(1)
1.1.7	A	B	C	D	(1)
1.1.8	A	B	C	D	(1)
1.1.9	A	B	C	D	(1)
1.1.10	A	B	C	D	(1)
1.1.11	A	B	C	D	(1)
1.1.12	A	B	C	D	(1)
1.1.13	A	B	C	D	(1)
1.1.14	A	B	C	D	(1)
1.1.15	A	B	C	D	(1)
1.1.16	A	B	C	D	(1)
1.1.17	A	B	C	D	(1)
1.1.18	A	B	C	D	(1)
1.1.19	A	B	C	D	(1)
1.1.20	A	B	C	D	(1)
1.1.21	A	B	C	D	(1)
1.1.22	A	B	C	D	(1)
1.1.23	A	B	C	D	(1)
1.1.24	A	B	C	D	(1)



<b>24</b>	
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**QUESTION 1.2**

1.2.1		(1)
1.2.2		(1)
1.2.3		(1)
1.2.4		(1)
1.2.5		(1)
1.2.6		(1)
1.2.7		(1)
		<b>7</b>

**QUESTION 1.3**

1.3	A	B	C	D	E	F	G	H	(4)
									<b>4</b>

**QUESTION 1.4**

1.4.1	A	B	C	D	E	F	G	H	(1)
1.4.2	A	B	C	D	E	F	G	H	(1)
1.4.3	A	B	C	D	E	F	G	H	(1)
1.4.4	A	B	C	D	E	F	G	H	(1)
1.4.5	A	B	C	D	E	F	G	H	(1)
									<b>5</b>

**TOTAL SECTION A: 40**



# basic education

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Department:  
Basic Education  
**REPUBLIC OF SOUTH AFRICA**

**NATIONAL  
SENIOR CERTIFICATE**

**GRADE 12**

**CONSUMER STUDIES**

**NOVEMBER 2012**

**MEMORANDUM**

**MARKS: 200**

**This memorandum consists of 15 pages.**

**SECTION A****1.1 MULTIPLE-CHOICE QUESTIONS**

1.1.1	A	B	<b>X</b>	D	(1)	Understanding LO12: 1.1
1.1.2	A	B	C	<b>X</b>	(1)	Understanding LO12: 3.1
1.1.3	<b>X</b>	B	C	D	(1)	Remembering LO12: 2.1
1.1.4	A	B	<b>X</b>	D	(1)	Understanding LO12: 2.1
1.1.5	A	B	X	<b>X</b>	(1)	Understanding LO12: 2.1
1.1.6	<b>X</b>	B	C	D	(1)	Understanding LO12: 2.1
1.1.7	A	<b>X</b>	C	D	(1)	Remembering LO12: 2.1
1.1.8	A	B	C	<b>X</b>	(1)	Remembering LO12: 2.1
1.1.9	<b>X</b>	B	C	D	(1)	Applying LO12: 2.1
1.1.10	<b>X</b>	B	C	D	(1)	Understanding LO12: 1.1
1.1.11	A	B	C	<b>X</b>	(1)	Remembering LO12: 1.1
1.1.12	A	<b>X</b>	C	D	(1)	Remembering LO12: 1.2
1.1.13	A	<b>X</b>	C	D	(1)	Understanding LO12: 2.3
1.1.14	A	B	C	<b>X</b>	(1)	Remembering LO12: 2.4
1.1.15	A	B	C	<b>X</b>	(1)	Understanding LO12: 2.3
1.1.16	<b>X</b>	B	C	D	(1)	Understanding LO12: 4.1
1.1.17	A	B	<b>X</b>	D	(1)	Understanding LO12: 4.1
1.1.18	A	<b>X</b>	C	D	(1)	Remembering LO12: 4.1
1.1.19	A	B	C	<b>X</b>	(1)	Understanding LO12: 4.1
1.1.20	A	<b>X</b>	C	D	(1)	Understanding LO12: 4.2
1.1.21	A	B	<b>X</b>	D	(1)	Remembering LO12: 4.2
1.1.22	<b>X</b>	B	C	D	(1)	Remembering LO12: 4.1
1.1.23	A	B	<b>X</b>	D	(1)	Remembering LO12: 4.2
1.1.24	A	B	<b>X</b>	D	(1)	Understanding LO12:2.7
					<b>24</b>	

1.2 **ONE-WORD ITEMS**

1.2.1	Agent's <u>commission</u>	(1)	Remembering LO12: 2.5
1.2.2	<u>Mortgage</u> bond/Home loan	(1)	Understanding LO12: 2.5
1.2.3	Transfer duty	(1)	Remembering LO12: 2.5
1.2.4	Title deed/deed	(1)	Remembering LO12: 2.5
1.2.5	<u>Occupational</u> rent	(1)	Remembering LO12: 2.5
1.2.6	<u>Fixed</u> interest	(1)	Remembering LO12: 1.2
1.2.7	Conveyance fees	(1)	Remembering LO12: 2.5
		<b>7</b>	

1.3 **CHOOSE FROM THE LIST**

A	B	<b>X</b>	<b>X</b>	E	<b>X</b>	<b>X</b>	<b>X</b>	(4)	Remembering LO12: 2.4
								<b>4</b>	

1.4 **MATCHING ITEMS**

1.4.1	A	B	C	D	E	F	<b>X</b>	H	(1)	Remembering LO12: 1.2
1.4.2	A	B	C	<b>X</b>	E	F	G	H	(1)	Remembering LO12: 1.2
1.4.3	A	B	C	D	<b>X</b>	F	G	H	(1)	Remembering LO12: 1.2
1.4.4	A	<b>X</b>	C	D	E	F	G	H	(1)	Remembering LO12: 1.2
1.4.5	<b>X</b>	B	C	D	E	F	G	H	(1)	Remembering LO12: 1.2
									<b>5</b>	

**TOTAL SECTION A: 40**

**SECTION B****QUESTION 2**

- 2.1
- It is a disease in which the pancreas ✓ produces no insulin/little insulin ✓
  - As a result there is excess glucose / the body cannot control glucose / there are high glucose levels / hyper glycaemia ✓ in the blood as the glucose cannot be carried / transported into the cells ✓ to be converted into energy ✓
  - Insulin injections are needed to control blood glucose levels / Insulin-dependent diabetes ✓. (Any 3) (3)
- Remembering* LO 12.2.1

- 2.2
- Milk allergy
- The body's immune system reacts / there is an immunological response ✓ to (usually a harmless) protein ✓ in milk
  - The digestive system and other systems in the body can be affected, e.g. respiratory tract / skin/asthma ✓
  - Can be life threatening /one can outgrow it ✓ (Any 2)
- Lactose intolerance
- The immune system is not involved ✓
  - The body is deficient of/ lacks the enzyme lactase ✓ which is needed to digest lactose / body cannot digest the milk sugar lactose ✓
  - Usually only the digestive system is affected, e.g. diarrhoea, cramps, bloatedness, nausea, halitosis/bad breath, weight loss, malnutrition ✓ (4)
  - Is usually not life threatening/takes a while to develop ✓ (Any 2)

*Remembering* LO 12.2.1

Learners could answer this question in table format

- 2.3      2.3.1
- Lunch pack B would be the most suitable choice ✓
  - Low fat milk contains no added sugar ✓ while the sweetened yoghurt contains added sugar /it won't spike the blood sugar✓
  - Low fat milk ✓ / Low fat cottage cheese✓which is important as people with diabetes have a higher risk for the development of coronary heart disease✓
  - Grapes have a low GI to intermediate / Glyceamic Index ✓ while watermelon has a high GI / Glyceamic index ✓
  - Cucumbers and carrots have a low GI to intermediate / Glyceamic Index/carrots have Vit A people with diabetes are prone to blindness✓
  - Provitas (whole wheat biscuits) have a low GI/Glyceamic Index ✓ while rye bread has an intermediate GI/Glyceamic Index ✓. Provitas (whole wheat biscuits)/grapes/carrots/cucumber are higher in fibre ✓ than rye bread, high fibre foods help with the control of blood glucose levels ✓.
- Foods with a low GI/Glyceamic Index release glucose slowly and steadily ✓ into the bloodstream which helps with the control of blood glucose levels ✓ (8)
- Applying* LO 12.2.1 (Any 8) Any relevant reason.

The learners may indicate the choice at the bottom of the answer

- 2.3.2
- Lunch pack A ✓ would be the most suitable choice for a person with a lactose intolerance
  - Lunch pack A contains yoghurt that can be eaten by a person with a lactose intolerance ✓ because the lactose has been converted to lactic acid ✓
  - Lunch pack A contains Cheddar cheese which can be eaten by a person with a lactose intolerance ✓ because the lactose has been converted to lactic acid ✓ (Any 4) (4)
- Applying* LO 12.2.1

If learners combine yoghurt and cheese in one sentence and give one reason – allocate 4 marks

- 2.4      2.4.1
- Cholesterol is a white/soft / waxy / fatlike substance ✓ that occurs in human bodies / liver / body cells / hormones / blood/arteries✓ (2)
  - Low density lipoprotein (LDL) is the bad cholesterol which clogs the arteries✓ and high density lipoprotein (HDL) is the good cholesterol. ✓ (Any 2)
- Remembering* LO 12.2.1

- 2.4.2
- High levels of cholesterol cause the clogging / narrowing of arteries ✓ due to the accumulation of cholesterol over the years, this limits blood flow ✓
  - When excess cholesterol circulates in the blood, ✓ the cholesterol forms a substance called plaque in the artery walls ✓ that can limit the flow of blood ✓ and contributes to the stiffening of the arteries – a condition called arteriosclerosis ✓
- This may lead to
- heart attack/high blood pressure ✓ as the blood supply to the heart is decreased or cut off ✓.
  - Stroke ✓ as the blood supply to the brain is cut off ✓
  - Gangrene ✓ as the blood supply to the limbs are cut off ✓

(Any 5) (5)

*Remembering* LO 12.2.1

The qualifiers for heart attack, stroke and gangrene must be correct.

2.5 2.5.1

	<b>Recipe A</b>	<b>Recipe B</b>
<b>Fat content</b>	High saturated fat content ✓ because of the cheese/butter/milk/egg ✓ (2)	Lower saturated/poly unsaturated fat content ✓ because it contains medium fat margarine/milk/egg/no cheese ✓ (2)
<b>Sugar content</b>	Contains less sugar (30 ml) ✓ (1)	Contains more sugar (60 ml brown sugar, raisins) ✓ (1)

(6)

*Understanding (3) and Evaluating (3)* LO 12.2.1

Do not accept: *much fat or low fat*

- 2.5.2 Conclusion: recipe B ✓ is the most suitable to manage high blood cholesterol and obesity.
- The saturated fat/ cheese/butter/milk ✓ in recipe A contributes to high blood cholesterol levels ✓ and obesity ✓ / lower saturated fat/poly unsaturated fat content/medium fat margarine/no cheese ✓ will lower blood cholesterol levels ✓ and obesity ✓
  - The high fibre content in raisins ✓ in recipe B helps to lower blood cholesterol levels ✓
  - The high fibre content in whole wheat flour will fill a person up for longer, ✓ thus helps to manage obesity as well. ✓ (Any7)

(8)

*Remembering (4) and Evaluating (4)* LO 12.2.1

**TOTAL SECTION B: 40**



**SECTION C****QUESTION 3**

- 3.1
- A person who is dressed appropriately and smartly for work will give the impression that he/she is confident/attracts clients✓projects the image of the company✓ ready to learn✓ and shows competency and professionalism at the company✓ and will show loyalty/respect to the company✓recognition and identification by clients✓
  - If you are dressed appropriately ✓you will gain trust of the boss and colleagues/clients✓ (5)
  - If you are not dressed appropriately✓ it will take a long time before your colleagues and boss realize that you are capable of doing the work that you have been employed to do✓ (Any 5)
- Remembering* LO 12.2.3

- 3.2      3.2.1
- A✓
  - The fashion is marked by outrageous/ extravagant/ too flashy/excessive / extreme design✓
  - The leopard print is not popular with all men✓
  - Slim fit, stretch shirt is not popular with all men✓
  - The black lace tie is not popular with all men✓
  - The mixture of textures is not common for men. (2)
- (One mark for choice and one mark for reason)
- Remembering and Understanding* LO 12.2.4

The key word is *outfit*. Not clothing item

- 3.2.2
- The Madiba shirt / black linen waist coat / black lace tie / floral tie / leopard print shirt ✓
- Possible reasons:
- The fashion is made popular/ endorsed/ used by celebrities like Nelson Mandela wearing certain items / trends can be passed on by celebrities or icons/African or ethnic ✓
  - Black linen waist coats become fashionable for a while✓
  - Black lace tie because lace becomes fashionable for a while / lace has become fashionable for men✓
  - Floral tie because floral prints become fashionable for a while / the contrast between floral and white becomes a fashion trend✓
  - Leopard print shirt is worn by many people at a given time✓
- (Any 1 choice plus relevant reason ) (2)
- Remembering and Understanding* LO 12.2.4

3.2.3

<b>Fashion cycle for outfit A</b>	<b>Fashion cycle for outfit C</b>
A fashion fad declines quickly ✓	Classic style is popular for a longer time, usually for many years ✓
It becomes popular quickly ✓	It climbs slowly/ takes time to become popular ✓
Usually one season or a few weeks/out dated quickly ✓	Stays at peak for a long time ✓
Fewer people will wear it ✓	More people will wear it/timeless ✓

(6)

(3x2)

*Applying* LO 12.2.4

- 3.3
- Your facts should be correct/identify the specific problem/concern ✓
  - You should complain immediately/ promptly/as soon as possible ✓
  - Complain to the right person – manager or owner, not the salesperson ✓
  - Keep a record of whom you complained to ✓
  - Be polite/friendly/courteous/not sarcastic/not angry ✓
  - Be fair/reasonable/calm ✓
  - Be persistent/stand firm ✓
  - Complain in writing and add as much relevant information as possible ✓
  - Be willing to compromise if you contributed to the situation ✓
  - If you fail to resolve the problem you can complain to the head office or contact the National Consumer Forum ✓

(5)

(Any 5)

*Understanding* LO 12.1.1 The learners need not give the above in the correct sequence.

- 3.4
- It should fit your personality/ individuality/ figure type/ work activities/responsibilities ✓
  - Ideal would be to have one outfit for each day of the week ✓
  - It should reflect the image of the company /appropriate corporate/company outfits ✓
  - Clothing/accessories should be comfortable and flattering/easy to care for ✓
  - Use the best quality/not quantity you can afford ✓
  - The core of the wardrobe is basic, classic styles ✓
  - Use more neutral colours and add lighter and darker colours ✓
  - Clothes should co-ordinate/ mix-and-match in terms of style, colour and texture ✓
  - Buy more tops than bottoms ✓
  - The wardrobe should include clothes and accessories ✓
  - Use 70-80%/more plain and 20-30%/less print designs ✓
  - Consider usability of existing clothing items ✓

(6)

(Any 6)

*Remembering* LO 12.2.3

- 3.5 3.5.1
- The company wants a specific dress code to reflect the company's image/brand labels do not reflect the image of the company when people are working in the public eye ✓
  - The Company doesn't want their employees to advertise or reflect the image of other companies/wouldn't want to promote one brand name ✓
  - Brand labels reflect the image of the manufacturer ✓ of the specific brand. (Any 2) (2)
- Applying* LO 12.2.3 and 12.2.4
- 3.5.2
- She will feel part of the company/have a sense of belonging when wearing the company's uniform ✓
  - She will portray a professional, competent and efficient appearance when wearing the company uniform which has a businesslike, conservative/professional look ✓
  - Wearing the company uniform makes her feel secure/confident/no discrimination amongst employees ✓
  - She feels she represents the values of the company ✓
  - The clients will respond in a positive manner because she is appropriately dressed and this will boost her self-esteem ✓ (5)
- Analysing* LO 12.2.3
- 3.5.3
- Monday: complying because she is wearing the uniform as she will be working with the clients ✓
  - Tuesday: not complying because the dress is too informal ✓/ not professional enough ✓/ strappy dress can be too revealing, ✓ she doesn't work with the public on Tuesday to Thursday. ✓
  - Wednesday: not complying because the outfit is informal not professional ✓ wearing jeans ✓/ revealing top ✓
  - Thursday: complying because the outfit is professional ✓
  - Friday: not complying because she is not wearing the company uniform, ✓ she will be working with the clients.
  - Conclusion: She only complies ✓ 2 out of the 5 days ✓/ does not comply ✓ for 3 out of 5 days ✓ (Any 7) (7)
- Analysing* LO 12.2.3

To standardize marking: 1 mark for each day, 2 marks for conclusion

**TOTAL SECTION C: 40**

**SECTION D: HOUSING AND HOUSEHOLD EQUIPMENT****QUESTION 4**

- 4.1 4.1.1 Sectional Title/Full Title✓ (1)  
*Remembering* LO12.2.5
- 4.1.2 • It is a body that controls/administers/and manages the complex ✓  
• It is a group of people/trustees elected by the owners of the units in the complex ✓  
OR  
A professional managing agent✓ appointed by the owners ✓ (2)  
*Remembering* LO12.2.5
- 4.1.3 a) The body corporate of sectional title maintains the exterior/outside of the units (walls, windows, roofs, lighting, pathways, road ways, gardens, security, electrical faults, geyser)✓ and common areas (passages, lifts, stairways)✓/ to receive and manage levies paid✓  
  
OR  
The owner of the full title maintains the exterior/outside walls of complex (lighting, pathways, road ways, gardens, security)✓ and common areas✓/ to receive and manage levies paid✓ (2)  
  
b) The owner of sectional title maintains the inside/interior of his/her unit✓ and own private garden✓/pays levies for maintenance✓  
  
OR  
The owner of full title maintains the entire house✓ and own private garden✓/pays levies for maintenance✓ (2)  
*Remembering* LO12.2.5
- 4.2 4.2.1 • Get a written lease agreement ✓ signed by both the landlord ✓ and the tenant ✓  
• Ensure that the lease agreement includes all the details of the rental agreement ✓  
• Ensure that both the landlord and tenant's rights and responsibilities are in the lease agreement ✓  
• Inspect the property before you move in ✓ in the presence of the landlord / landlord representative/third party ✓ and ensure that a record / photographs/receipts✓ are kept (Any 6) (6)  
*Applying (3) and Creating (3)* LO 12.2.5

- 4.2.2
- Do not have to maintain the structure of the rented accommodation as the landlord is responsible for that✓
  - You do not have to pay insurance or property tax✓
  - You can give notice when you want to move out and if the landlord agrees/you do not have to find someone to take over your rental payments✓
  - The conditions of rental agreements are known from the beginning of the landlord-lessee relationship/a fixed amount for a limited period✓
  - Your freedom of movement is much less restricted than if you were responsible for a property for a long time✓
  - Renting eases possible complications for your estate, such as estate duty or capital gains tax✓
  - If you go bankrupt you do not have a property to lose✓
  - You may run a business from your rented accommodation if you have the permission of the landlord to do so✓
  - It could be a more affordable option/costs less/cheaper than building or buying/✓ (Any 5)

/(5)

*Understanding LO 12.2.5*

- 4.3
- An unsightly/ugly environment/ loss of tourism potential✓
  - Pollutes the air/atmosphere, water/rivers, ground/soil✓
  - Creates health hazards when left to build up/not cleaned up/can cause accidents to children✓
  - Creates toxic/poisonous fumes/global warming ✓
  - Creates landfills of non biodegradable waste✓
  - Landfills are expensive and difficult to maintain✓
  - Landfills use up valuable land/ less land for other purposes✓
  - Potentially harmful to humans/animals ✓
  - Depletes natural resources✓
  - Loss of potential revenue/materials if not recycled✓

(6)

(Any 6)

*Remembering (3) and Applying (3) LO12: 2.7*

- 4.4
- 4.4.1
- Not to overload it or under-load the refrigerator✓
  - Not to unnecessarily/needlessly open the doors / keep the insulation belt/rubber/door seal in good condition ✓
  - Defrost regularly/not to let frost accumulate ✓
  - To correctly set/keep the temperature between 3-5 °C ✓
  - Adjust the temperature/ according to seasons✓
  - Let hot food cool down before placing it in the refrigerator ✓
  - Read the instruction booklet as it indicates how to efficiently use the refrigerator✓
  - Repair faulty appliances as soon as possible, as it wastes more electricity✓

(Any 6)

(6)

*Remembering LO12.3.4*

4.4.2

<b>Criteria</b>	<b>Model B</b> ✓
Space available in home	Fits into the kitchen space/ (1881mmH x 595mmW x 646mmD) ✓
Environmental impact	A rating ✓ energy efficient ✓ low environmental impact✓
Features/functions	Some extra useful features ✓, e.g. electronic control ✓
Affordable price	Although it is more expensive than A (R4 989,00) it is larger and would be ideal as she wants to entertain guests ✓ R4 989,00 is affordable✓
Quality	SABS approved therefore good quality ✓ Reputable / well-trusted manufacturer/long established dealerships ✓

(10)

NOTE: ONE mark for choice of Model B and any other 9 marks  
*Evaluating* LO12. 2.6

OR

4.4.2

<b>Criteria</b>	<b>Model A</b> ✓
Space available in home	Fits into the kitchen space/ (1740mmH x 600mmW x 618mmD) ✓
Environmental impact	A rating ✓ energy efficient ✓ low environmental impact✓
Features/functions	Some extra useful features ✓, e.g. auto –defrost, adjustable thermostat✓
Affordable price	It is cheaper than B✓ R3 989,00 is affordable as they have recently started life together✓
Quality	SABS approved therefore good quality ✓ Reputable / well-trusted manufacturer/long established dealerships ✓

(10)

NOTE: ONE mark for choice of Model A and any other 9 marks  
*Evaluating* LO12. 2.6 At least ONE mark for each criterion

**TOTAL SECTION D: 40**

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

- 5.1
- Premises ✓ building / place to produce the products
  - Equipment ✓ to produce the products / knitting machines / knitting needles / kitchen equipment/electricity or gas
  - Money ✓ to pay staff / buying equipment / wool / ingredients for soup
  - (Raw) materials ✓ for production / wool / ingredients for soups
- Remembering* LO 12.4.1 (4)
- 5.2
- 5.2.1
- Produce good quality products ✓
  - Give customers all the information they need on the product(s) ✓
  - Meeting the needs of the consumer e.g. packaging ✓
  - Competitive pricing ✓
  - Quality of raw materials used ✓
  - If a customer is not happy with the product, apologise and ask him/her how it can be corrected ✓ (Any 3) (3)
- Remembering (2) and Understanding (1)* LO 12.4.2
- 5.2.2
- Train employees to provide good customer service / customer service must be part of the employee training program ✓
  - Give customers personal attention ✓
  - Treat /respect /each customer as if he /she is the most important person in the world ✓
  - Staff should be friendly at all times ✓
  - Listen to suggestions / criticism from customers ✓
  - Be courteous and listen to complaints without interrupting ✓
  - Record inquiries or complaints for future reference ✓
  - Always return calls ✓
  - Fulfill promises (from advert)/flyers, promotions and advertisements should not be misleading ✓
  - Acknowledge and reward most loyal customers ✓ (Any 3) (3)
- Remembering (2) and Understanding (1)* LO 12.4.2
- 5.3
- No family or first names were used ✓
  - The name gives an indication of the nature of the products ✓ / products are suitable for winter ✓ / products will make you warm ✓ / name relates to the products ✓
  - The name is not connected to a specific cultural group / not culturally biased / name is neutral ✓
  - The name is not age-group specific/reach a wide target market ✓
  - The name is short/easy to pronounce/easy to remember (Any 3) ✓ (3)
- Understanding* LO 12.4.2

- 5.4
- Product: ✓ The products that are for sale are listed, namely beanies, scarves, gloves and soups ✓
  - Place: ✓ The place where the products can be bought is indicated (can be bought at the market on the Village Square every Saturday) ✓
  - Price: ✓ Prices are indicated on the flyer for each product ✓
  - People ✓ Buy Now! /Don't let another week pass without being geared for the cold!/You deserve to be warm! ( Any 3)

*Remembering 3, Understanding 3* LO 12.4.2

- 5.5
- 5.5.1 Profit = Selling price ✓ – production cost ✓ = R25,00 ✓  
OR  
= R60,00 ✓ – R35,00 ✓  
= R25,00 ✓

*Applying* LO 12.4.3

- 5.5.2 Breaking even =
- $$\frac{\text{No of products} \times \text{production cost}}{\text{Selling price of one product}} = \frac{250 \times R35,00}{R60,00} = 145,83$$
- OR  $\frac{R8750}{R60} = 146$
- = 146 ✓ scarves must be sold before the business breaks even
- Applying* LO 12.4.3

- 5.6 Attention:
- It attracts attention through the pictures ✓, bold print ✓, easy to read Text/Buy NOW! ✓
  - It attracts attention through the question “Tired of being cold in winter?” ✓

Interest:

- The flyer arouses interest by asking the questions “Tired of being cold in winter?” ✓ and “what and where?” ✓
- And by using the words “imagine....” ✓, “winter warmers” ✓ at times when people are cold/ in the cold season

Desire:

- The flyer creates desire by using the words: “imagine... warm ears, neck and hands, and enjoying steaming hot soup” ✓
- The flyer fills the consumer with the immediate desire to buy the product by using the word “NOW!” ✓

Action:

- The flyer inspires the customer to action as it describes where the products can be bought ✓ and states “you deserve to be warm” ✓
- “Buy NOW!” ✓ creates the desire to buy now so that you don't miss out
- “Don't let another week pass without being geared for the cold” ✓ also creates desire to buy the product

NOTE: At least one mark must be allocated for explaining each principle and one mark for reference to flyer.

*Applying (4) and Creating (4)* LO 12.4.2 and 10.1.2



- 5.7      5.7.1      • Most sales will be during the winter months ✓ as all the products are only suitable for cold weather ✓ OR  
• These products will not sell well during summer ✓ / the enterprise will thus have very little income during the summer months ✓      (2)
- 5.7.2      • Sell/create a website for overseas markets where it is winter when South Africa has summer ✓  
• Sell at another venue/on other days as well/from home ✓  
• Constantly sell good quality products ✓  
• Produce bulk orders in summer time for schools/clubs ✓  
• Produce alternative products for summer e.g. chilled soup / sorbet/hair bands/cotton beanies/silk/light summer scarves ✓      (3)
- Evaluating and Creating LO 12.4.3*

**TOTAL SECTION E:      40**  
**GRAND TOTAL:      200**