



Province of the
EASTERN CAPE
EDUCATION

**NATIONAL
SENIOR CERTIFICATE**

GRADE 11

**CONSUMER STUDIES
MEMORANDUM
NOVEMBER 2009**

This memorandum consists of 12 pages.

ANSWER SHEET/ANTWOORDBLAD

NAME/NAAM:

MEMORANDUM

SECTION A/AFDELING A

QUESTION 1/VRAAG 1:

1.1	1.1.1	A	B	C	D	
	1.1.2	A	B	C	D	
	1.1.3	A	B	C	D	
	1.1.4	A	B	C	D	
	1.1.5	A	B	C	D	
	1.1.6	A	B	C	D	
	1.1.7	A	B	C	D	
	1.1.8	A	B	C	D	
	1.1.9	A	B	C	D	
	1.1.10	A	B	C	D	
10 x 2						20

1.2	1.2.1	C	
	1.2.2	E	
	1.2.3	D	
	1.2.4	A	
	1.2.5	B	
5 x 2			10

1.3	1.3.1	B	
	1.3.2	A	
	1.3.3	C	
	1.3.4	F	
	1.3.5	D	
5 x 2			10

TOTAL/TOTAAL:

40

SECTION B

QUESTION 2: FOOD AND NUTRITION

- 2.1 2.1.1 Pathogenic organism
Staphylococcus aureus ✓✓ (2)
- 2.1.2 Bacteria contaminate food
 - Streptococcus
 - Staphylococcus aureus
 - Pathogenic organisms (any two) (2)
- 2.1.3 Symptoms of food poisoning
 - Vomiting
 - Diarrhoea
 - Stomach ache
 - Headache
 - Cold sweat (any two) (2)
- 2.1.4 Hygiene in the kitchen
 - Do not smoke while preparing food
 - Wash hands before handling/cutting food
 - Health inspectors' rules must be applied in accordance to hygiene
 - No pets in kitchen
 - Overalls must be clean
 - Extra caution when handling chicken (6)
- 2.2 Health situations
- 2.2.1 Calcium/Salt ✓
- 2.2.2 Vitamin K ✓
- 2.2.3 Vitamin C or A ✓
- 2.2.4 Vitamin A ✓
- 2.2.5 Protein ✓ (5 x 1) (5)
- 2.3 Poor eating habits of teenagers
 - Skipping meals especially breakfast
 - Consuming fast foods
 - Snacking between meals
 - Startling food choices related to the time of the day
 - Obsession with thinness
 - Peer pressure
 - Social activities
 - Financial problems
 - Family problems (any five) (5)
- 2.4 Selecting food distribution store
 - Safety ✓
 - Quality ✓
 - Price ✓
 - Location ✓ (4)

2.5	Supermarket	Speciality Store	
	• Near neighbourhood	• Specialise in one item	
	• Variety of choices	• Exclusive	
	• Specialise more in food	• Give advice e.g. butcher, boutique, etc	
	• Own bakery, butchery, wine section	• Quality is high.	
	(any two)	(any two)	

(2 x 2) (4)

- 2.6 2.6.1 Energy requirements
- Basal metabolic rate is higher ✓
 - Body type determine energy ✓
- (2)
- 2.6.2 Functions of fibre
- Fills you up
 - Removes toxins from colon
 - Lower colon cancer
 - Lower glucose in blood
 - Lower cholesterol level
 -
- (any four) (4)
- 2.6.3 Food containing fibre
- Lettuce
 - Spinach
 - Apples
 - Brown rice
 - Brown bread
- (any four) (4)
- [40]**

SECTION C

QUESTION 3: CLOTHING

3.1 Factors influence choice of colour

- | | |
|----------------------|-------------|
| * Skin tone | * Lightning |
| * Hair | * Texture |
| * Eyes | * Occasion |
| * Personality | * Size |
| * Climate and season | |

(any six) (6)

3.2 Create rhythm

- | | | |
|---------------------|---|-------------|
| ▪ Repetition: | Repeated use of lines, textures, shapes, colours, e.g. buttons, pleats, dots | |
| ▪ Progression: | Gradual change in size, line, colour, or texture, e.g. thick band of colour at hem changing to narrow band at waist | |
| ▪ Continuous lines: | Consist of flowing curved lines | |
| ▪ Alteration: | Colour, shape, sizes alternate, e.g. a large and small design on fabric | |
| ▪ Radiation: | Lines, radiate from one point to another | (4 x 2) (8) |

3.3 3.3.1 Wide shoulders**Choose:**

- Vertical stripes on bodice
- Waistcoats
- Centre front opening
- Sleeves/armholes with diagonal lines, running towards neck
- V-necks, halter necks, narrow pointed collars

Keep away:

- Horizontal necklines an boat necklines
- Off the shoulder pads
- Sleeves that are cut as part of the bodice
- Sleeves with fullness at the shoulders (any four) (4)

3.3.2 Protruding tummy**Choose:**

- Garments with detail in areas at tummy
- Flared skirts
- Styles with broad lines at shoulder

Keep away:

- Tight fitting skirts
- Styles that accentuate the centre front line
- Sloping shoulder lines (any four) (4)

3.3.3 Short and stout**Choose:**

- Vertical lines
- Waistcoats with prints
- Light to medium weight textiles
- No bright detail
- A-line skirts

Keep away:

- Horizontal lines
- Big shoes
- Clothes that are fitted
- Clothes that are too loose
- Big frills

(any four) (4)

3.4 Information on label

- | | | |
|-------------------------|---------------------------------------|-----|
| ▪ Moderate warm water✓: | Garment may be washed using water✓ | (2) |
| ▪ Do not bleach✓: | Garment may not be bleached ✓ | (2) |
| ▪ Cool iron✓: | Garment may be ironed, use cool iron✓ | (2) |
| ▪ May be dry cleaned ✓: | Dry cleaned using specific solvent ✓ | (2) |

3.5 Describe and evaluate a boutique

*Boutique = Small shop that sells a brand or style of clothing.

*Fashion designers often have a boutique where their clothes are sold.

*Clothing is expensive,

*Few copies of each are made,

*Fabric used is high quality,

*Construction excellent,

*Performed by highly skilled seamstress

*Garments can be altered,

*Store appear as upmarket,

*High income customers,

*Change room,

*Atmosphere extravagant and modern

(any six) (6)

[40]

SECTION D

QUESTION 4: HOUSING AND SOFT FURNISHING

4.1 4.1.1 Importance of budget

- See exactly how much money you have available ✓
- Decide how much you can afford to spend on different things ✓
- Plan how to spend your money in the future ✓
- Ensure that you live within your means by spending less than you earn ✓

(4)

4.1.2 Principles of budgeting

- Assess your needs and set goals ✓
- List your income ✓
- Estimate your expenditure ✓
- Calculate the differences ✓
- Evaluate your budget ✓

(5)

4.2 4.2.1

Types of balance	Example
Radial ✓	Round carpet/rug ✓
Formal ✓	Pillows, lampshades ✓
Informal ✓	Wall pictures/pot plants ✓

(3 x 2)

(6)

4.2.2 Monochromatic colour scheme

- Red – pink – maroon

(2)

4.2.3 Types of lines

Types of line	Effect
• Diagonal/slaunting	Rug, pot plants, armchairs
• Vertical	Stem of pot plants, pleats of bedspread
• Horizontal	Blinds, pictures

(any two x 2)

(4)

4.3 Correct way to complain

- Complain immediately
- Be polite and good mannered
- Keep all evidence, send copies
- Keep record of conversations and with whom
- No response, take it further
- Decide on claim: repair, money back, exchange

(any five)

(5)

4.4 Upholstered sofa

- Put a throw over
 - Cover with plastic
 - Can apply scotch guard
- (any two) (2)

4.5 Plastic for outdoor furniture

- Can be shaped into any form
 - Can be in any colour
 - Is lightweight
 - Is very cheap
 - Is easily cleaned
- (any four) (4)

4.6 Wheelchair friendly house

- Sloping areas, no steps : to get access to house
 - Wide corridors and openings : to turn easily
 - Make space next to the toilet : to move in and slide over
 - Hand bars in bathroom : to help to move body
 - No high cupboards under work surface : to get close to work surface
 - Put everything within reach : to get used
 - Good lightning : avoid accidents
- (any 4 x 2) (8)
- [40]**

SECTION E PRACTICAL COMPONENT

QUESTION 5: FOOD OPTION

- 5.1 5.1.1 Running consistency Batter ✓✓ (2)
- 5.1.2 Raising agent Yeast ✓✓ (2)
- 5.1.3 Knead dough
- Yeast evenly distributed
 - Gluten develops
 - Makes dough elastic
 - Keep carbon dioxide inside
 - Bread rises and becomes light
 - Dough becomes less sticky, smooth, silky (any four) (4)
- 5.1.4 Resting period
- It is the first rising period
 - Makes dough light
 - Fermentation process (3)
- 5.1.5 “Knock down”
- To break up large bubbles of carbon dioxide
 - To redistribute the ingredients (2)
- 5.1.6 (a) Margarine
- Brown crust
 - Tender product
 - Flaky texture/improves texture (3)
- (b) Sugar
- Food for yeast cells
 - Retard gluten development
 - Adds flavour
 - Brown crust (any three) (3)
- (c) Salt
- Improves flavour
 - Slows down production of carbon dioxide
 - Firming effect on gluten structure (3)
- (d) Water
- Develop gluten
 - Dissolves salt and sugar and disperse yeast
 - Transporting food to yeast cells (any two) (2)
- 5.1.7 Milk
- Increases food value
 - Keeps fresh for longer
 - Browning effect (3)

5.1.8 Water lukewarm

- For yeast cells to grow
 - Too hot - yeast cells die
- (2)

5.2 Suitable conditions

- Oxygen
 - Moisture
 - Temperature (26 – 30 °C)/warmth
 - Acid medium
 - Food (sugars)
- (any four) (4)

5.3 5.3.1 Small volume bread

- Dough not risen enough before baking
 - Risen too much, sagged back
 - Dough was too stiff, gluten too stiff to stretch
- (3)

5.3.2 Big holes and coarse texture

- Dough not kneaded enough
 - Oven too cold
 - Dough rose too quickly
 - Dough too soft
- (4)

[40]**QUESTION 6: CLOTHING OPTION**

6.1	Knife	Box	Inverted	
	One fold line	Two fold lines	Two fold line	
	Lies in same direction	Turned away from each other on the common placement line	Which are turned towards each other, where they meet on the common placement line	
	(2)	(2)	(2)	(6)

6.2 6.2.1 Stay stitching and motivate

- At crotch seam ✓
 - **Motivation:** curved seam ✓, and prevent seam from stretching ✓
- (3)

6.2.2 Interfacing and motivate

- At waistband ✓
- **Motivation:** will stiffen waistband ✓, and reinforce waistband for the buttonhole. ✓

6.2.3 Construction process (order)

Lay out trousers	Cut out trousers
Transfer pattern markings	Stitch stay stitches
Make pleats or darts	Stitch the crotch seam
Insert zip	Insert pockets
Stitch side seam	Make side opening
Stitch back seam	Attach waistband
Make buttonholes	Attach buttons
	Hem

Any(14) (14)

6.2.4 Checklist

- Are pockets cut out correctly?
- Are pockets attached correctly at front and back?
- Did notches and circles match?
- Were seams correctly stitched?
- Were seam edges neatened and pressed?
- Were pockets pressed towards front of trousers?

(6)

6.3 Economic viability

- Selling product to make profit✓
- Adjust price of product✓ according to cost of fabric and decorations✓
- Product is difficult to make, need to pay for special labour✓
- All these factors lead to price of product✓
- Goal is to offer best product at attractive price and still make profit✓
- If not possible, reduce decorations✓ and use less expensive material✓

(8)

[40]

QUESTION 7:

SOFT FURNISHING OPTION

7.1 Measurements for a loose cover

- Use old cover as a pattern✓
- Make sure you add seam allowances if you use this method ✓
- Use calico to make a test cover and use calico as a pattern. ✓
- 3 Key measurements:
 1. back and front measurement ✓
 2. side and arms measurement ✓
 3. a cushion measurement ✓
(take length, width and height)

(6)

7.2 Batting

- Lay backing fabric with right side down and smooth it out
- Lay batting on top of the backing fabric. Smooth it out
- Lay the top layer, right side up, on top of the batting
- Ensure that edges are parallel with edges of batting and backing fabric
- Pin and tack in place from centre to out across the article
- NB: Tacking must done well to secure every part of the article (6)

7.3 Unlined curtains (in order)

- Take measurements
- Determine amount of fabric needed
- Cut out curtains
- Sew inside seams
- Measure and cut curtain tape
- Sew curtain tape
- Sew the hem on top
- Hang curtains for a few days before stitching the hem
- Make square corners
- Complete the hem
- Insert weights
- Iron curtains before hanging (12)

7.4 Mitred corners of tray cloth

- Is hem neat and mitred corners correctly?
- Was hem seam allowance correctly measured?
- Was inner fold correct?
- Was hem refolded correctly?
- Were slip stitches correctly worked across diagonal line? (5)

7.5 Economic viability would influence changes in pattern and workflow

- Selling product to make a profit✓
- Adjust price of product✓ according to fabric and decorations✓
- Product is difficult to make, pay for special labour✓
- All these factors will add to price of product✓
- Ultimate goal is to offer product at attractive price, and still make a profit✓
- Calculations show it is not possible, reduce on decorations✓ and use cheaper fabric✓ (8)

7.6 Window treatments

- Curtains
- Blinds
- Valances (3)

[40]**GRAND TOTAL: 200**