



Province of the
EASTERN CAPE
EDUCATION

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REPUBLIC OF SOUTH AFRICA

CHIEF DIRECTORATE – CURRICULUM MANAGEMENT

**GRADE 12 LEARNER SUPPORT
PROGRAMME**

**REVISION AND REMEDIAL TEACHING
INSTRUMENT:
ANSWERS**

SUBJECT: CONSUMER STUDIES

June 2009

This document consists of 10 pages.

Strictly not for test/examination purposes

VERBRUIKERSTUDIES GR 12 CONSUMER STUDIES GR 12

NAAM: NAME:	JUNIE 2009 JUNE 2009
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AFDELING A / SECTION A
VRAAG 1 / QUESTION 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	B
1.2.2	C
1.2.3	D
1.2.4	A
1.2.5	E

(5 x 2)

10

1.3

1.3.1	E
1.3.2	D
1.3.3	A
1.3.4	C
1.3.5	B

(5 x 2)

10

TOTAAL / TOTAL

40

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

- 2.1 2.1.1 Obesity: Is a state in which weight exceeds a standard based on height. Condition of excessive fatness. (2)
- 2.1.2 Reasons for obesity by children:
* Buy cheap, fatty foods at *takeaways*
* Not knowledge about nutrition
* Healthy meals not prepared at home
* Eat what parents eat
* Poor families buy cheaper foods; spend less on fruit and vegetables (Any 4 x 1) (4)
- 2.2 Characteristics of organic foods:
* It is genetically modified content free
* Free of harmful chemicals and pesticides
* Free of unnatural hormones and growth stimulants
* Higher in vitamin and mineral content than non-organic food
* More flavour than other fruit and vegetables (Any 4 x 1) (4)
- 2.3 2.3.1 Reasons for developing diabetes:
* Genetic
* Diet
* Age
* Pregnancy (4)
- 2.3.2 Symptoms associated with this condition:
* Increased appetite
* Excessive thirst
* Increased inaction
* Blurry vision
* Sores that are slow to heal
* Itchy dry skin
* Loss of feeling in feet
* Sometimes weight loss (Any 4 x 1) (4)
- 2.3.3 Avoid following foods:
* Reduce protein
* Reduce fat
* Reduce sugar (3)

2.4 Improving nutritional status of HIV/Aids:

- * Start early, (become aware of status) choose own food
- * Eat from all the food groups, everyday
- * Starchy food basis of each meal
- * Lots of fruit and vegetables (vitamins and minerals)
- * Eat meat and dairy products daily (strength and boost immune system)
- * Eat dried beans, peas, etc. Supply combination of protein and fibre
- * Include sugars and fats for energy
- * Use salt sparingly
- * Be as active as can, to keep muscle strong
- * Drink clean water
- * No alcohol, causes body to lose vitamins
- * Eat small meals through the day

(Any 4 x 1) (4)

2.5 2.5.1 Osteoporosis:

- * Low calcium intake
- * Low bone density or bone mass
- * Bones become fragile
- * Osteoporosis is a condition in which gradual loss of bone density occurs

(2)

2.5.2 Prevent Osteoporosis:

- * Ensure sufficient of calcium
- * Need vitamin D
- * Get vitamin D from sun exposure
- * Need vitamin C for the production of collagen
- * Need to exercise
- * Health lifestyle – avoid smoking and excessive alcohol

(5)

2.6 2.6.1 Examples of high cholesterol foods:

- * Liver
- * Offal
- * Pâté
- * Egg yolk
- * Mayonnaise
- * Shellfish
- * Animal fat

(Any acceptable answer)

(4)

2.6.2 Improve eating patterns:

- * Eat small amounts of red meat (3 – 4 times a week)
- * Eat fish at least 2 times per week
- * Eat less high fat dairy products
- * Be aware of hidden fats in your diet, e.g. soft drinks and cookies
- * Eat plant food – do not contain cholesterol
- * Increase the intake of Omega 3 fatty acids
- * Increase the intake of water-soluble dietary fibre
- * Include more food rich in antioxidants
- * Eat a variety of foods
- * Eat less salty foods

(4)

TOTAL SECTION A: 40

SECTION C: CLOTHING**QUESTION 3****3.1 Stages of the fashion cycle:**

- * Emerging/introduction
- * Emulation/growth
- * Economic/popular/maturity
- * Decline

OR

- * Innovation
- * Rise
- * Acceleration/peak
- * Decline
- * Out datedness/obsolescence

(4)

3.2 The importance of appearance in a new position at work:

- * Must have a professional✓ and competent✓ and efficient appearance. ✓
- * It affects the way in which others in the same working environment, clients regard you. ✓
- * First impressions are lasting. ✓
- * Appearance will determine how clients will regard the company. ✓

(Any 5 x 1)

(5)

3.3 Dressing code for a business/an executive worker:

- * Classic formal
- * Avoid heavy jewellery and accessories
- * Discreet cufflinks and belt details
- * Wear long socks
- * Wear a good pair of shoes

(And any acceptable answer)

(5)

3.4 Clothing imports:

- * Clothes that are imported from China are cheaper ✓ as the production costs and labour are cheaper than in South Africa. ✓
- * The South African clothing industry is losing sales and market share as South African clothing manufacturers cannot compete with the cheaper prices. ✓
- * Many have closed down, leaving workers unemployed. ✓

(4)

3.5 Designing clothes for disabled people:

- * Use zip-tie, it's an easy-on, easy-off tie with a realistic four-in-hand knot.
- * Men's long-sleeve button-down shirt with Velcro as Velcro closures help those who have difficulty buttoning.
- * Hi-waist pants have a fully elastic waist and cut higher in the back for those in a wheelchair.
- * Women Capri Pyjamas Jumpsuit is Capri pyjamas made into a jumpsuit – this is suitable for someone who tends to undress at night and needs coverage that stays on until morning.
- * Soft-shoe is a sock that is soled.

(Any 4 x 1)

(4)

3.6 Brand labels:

- * Due to peer pressure, more teenagers buy brand names.
- * They want a sense of belonging—no one wants to be seen as out of fashion.
- * Loyalty – it encourages brand loyalty.
- * Ensures value for money.
- * Teenagers develop a distorted value system.

(Any 4 x 1) (4)

3.7 Working wardrobe planned:

- * Choose clothes in which you feel comfortable.
- * 50% of your clothing should be classic.
- * Include accessories that reflect the current fashion.
- * Should reflect quality and not quantity.
- * Choose easy to care fabrics.
- * Must be able to mix-and-match outfits.
- * Before buying, consider if the item is smart, fashionable, serviceable, etc.
- * Never buy clothes on impulse.
- * Analyse clothes, discard sold or do not fit.

(Any 8 x 1) (8)

3.8 3.8.1 Fashion:

- * Some fashions and fashion accessories are inappropriate for the working environment. ✓
- * The clothes a person wears to work affect how others perceive his or her confidence and professionalism. ✓
- * At the same time, dressing in old-fashioned clothes will give the impression of a lack of interest in appearance. ✓
- * The wearer needs to behave and walk in a confident manner to make the most of his or her appearance. ✓

(Any 2 x 1) (2)

3.8.2 Type of work and lifestyle:

- * The selection of clothing for work must suit the type of work being done. ✓
- * For example, high heels would be inappropriate for a female engineer who needs to go to building sites. ✓
- * Casual slacks and trainers would be inappropriate for a secretary or personal assistant. ✓
- * If a person has an outdoor lifestyle, his or her clothing will reflect this with more trousers and slacks than skirts and dresses. ✓

(Any 2 x 1) (2)

3.8.3 Tradition and beliefs:

- * Tradition and religious beliefs will affect the type of clothing worn to work. ✓
- * For example, some women will wear headscarves and others will not wear trousers or short skirts. ✓
- * Provision should be made for these differences in the dress code of business. ✓

(Any 2 x 1) (2)

TOTAL SECTION C: 40

SECTION D: PRACTICAL COMPONENT**QUESTION 4: FOOD OPTION**

- 4.1 Target market:
The group of people you intend selling the product to, they have similar needs and wants. (2)
- 4.2 Mrs Naidoo's target market:
Mining community, community members who love Indian cuisine. (2)
- 4.3 TWO methods Mrs Naidoo could use to collect market research:
Survey and questionnaires (2)
- 4.4 Adapt the recipe in order to produce FOUR times the volume of atchar:
36 green mangoes
16 red peppers
16 onions
1 000 ml (1 l) vinegar
2 kg brown sugar
100 g salt
Zest of 8 lemons (7)
- 4.5 Suggestions for Mrs Naidoo's marketing campaign regarding:
- 4.5.1 Place: Local supermarket – the whole community buys at the supermarket and will see the products. The owner is her neighbour and would be prepared to stock it in her shop. (3)
- 4.5.2 Promotions: Give a sample to the neighbour to taste, sample in the shop, flyers at the mines, advert in the local newspaper. (3)
- 4.6 FOUR production resources at Mrs Naidoo's disposal:
Free mangos in her garden, daughters that will help her, stove and electricity, knowledge, family traditional recipe. (4)
- 4.7 A suitable packaging for this product:
Glass or plastic bottle/container that seals properly – transparent, the atchar is visible, must be leak proof, easy to transport, safe and hygienic. (4)
- 4.8 Guidelines to ensure that the packaging has maximum appeal:
*Clean and not cracked or chipped containers
*The lid must be sealed properly
*The label should be colourful and accurate
*Clear picture of a serving suggestion
*Packaging is re-usable (5)

- 4.9 A label for Mrs Naidoo's atchar:
The following information is important:
Trade name, product name, mass, list of ingredients, name of manufacturer, contact details, serving suggestion, nutritional value, best before date, sell-by date. (4)
- 4.10 Reasons why Mrs Naidoo's venture might fail:
Poor planning, no money to buy ingredients, no fruit or damaged mangos, health problems, no time to complete. (4)
- [40]**

QUESTION 5: CLOTHING OPTION

- 5.1 Target market:
The group of people you intend selling the product to, they have similar needs and wants. (2)
- 5.2 Mrs Nnatsi's target market:
Ladies who wants to buy unique clothes, from exclusive boutiques, they like to travel and the linen are heat conductors and people who like handmade clothes. (4)
- 5.3 TWO methods Mrs Nnatsi could use to collect market research:
Surveys and questionnaires (2)
- 5.4 Why is Mrs Nnatsi's product suitable for the target market?
Unique clothes that are available at exclusive boutiques, handmade and the linen is ideal for the summer temperatures. (3)
- 5.5 Suggestions for Mrs Nnatsi's marketing campaign regarding:
- 5.5.1 Place:
Boutiques because they sell exclusive clothing ✓, have many boutiques – large town, can sell from her home. ✓ (3)
- 5.5.2 Promotions:
Advert in the local newspaper, flyers, and plan a fashion parade or exhibition. She can wear the clothes. (3)
- 5.6 List FOUR production resources at Mrs Nnatsi's disposal:
Large room, needlework, expertise, electricity, time, motivated. (4)
- 5.7 A suitable packaging for this product:
Plastic – see through bag visible, sealed to keep it from becoming dirty, easy to transport.
Exclusive hangers in the boutiques. (4)

- 5.8 Guidelines to ensure that the packaging has maximum appeal:
*Should not be creased
*Should not be torn
*Should seal properly
*The label should be colourful and accurate
*Packaging should be transparent (5)
- 5.9 A label for Mrs Nnatsi's blouse:
The following information:
Trade name, product name, size, fibre content, name of manufacturer, contact details, warning, e.g. not tumble-dry, care label including washing – hot temperatures, can be bleached, hot iron, dry hang in the sun, tumble dry. (Any 6 x 1) (6)
- 5.10 TWO reasons why Mrs Nnatsi's venture might fail:
Poor planning, no money to buy materials, unavailability of materials, health problems, no time to complete. (4)
[40]

QUESTION 6: SOFT FURNISHING OPTION

- 6.1 Target market:
The group of people you intend selling the product to, they have similar needs and wants. (2)
- 6.2 Mrs Niemand's target market:
*People who buy from home industries.
*People who want to buy scatter cushions;
*People who want to make their homes attractive;
*People who like handmade scatter cushions. (4)
- 6.3 TWO methods Mrs Niemand could use to collect market research:
Survey and questionnaires (2)
- 6.4 Why is Mrs Niemand's product suitable for the target market?
Unique scatter cushions; handmade; available in rural areas. (3)
- 6.5 Suggestions for Mrs Niemand's marketing campaign regarding:
- 6.5.1 Place:
Home industries, because they sell homemade products; can sell from home to home; whole community goes there and will see the scatter cushions. (3)
- 6.5.2 Promotions:
Advert in the local newspaper, flyers, and plan an exhibition, she can display it in her home. (3)

- 6.6 FOUR production resources at Mrs Niemand's disposal:
Large room (space), needlework, expertise, electricity, time, motivated. (4)
- 6.7 A suitable packaging for this product:
Plastic – see through bag visible, sealed to keep it from becoming dirty, easy to transport. (4)
- 6.8 Guidelines to ensure that the packaging has maximum appeal:
Should not be creased
Should not be torn
Should seal properly
The label should be colourful and accurate
Packaging should be transparent (5)
- 6.9 A label for Mrs Niemand:
The following information:
Trade name, product name, fibre content, name of manufacturer, contact details, warning, e.g. not tumble dry, care label including washing – hot temperatures, can be bleached, hot iron, dry hang in the sun, tumble-dry.
One mark if it is a clear label and not only a list of the information. (6)
- 6.10 TWO reasons why Mrs Niemand's venture might fail:
Poor planning, no money to buy materials, unavailability of materials, health problems, no time to complete. (4)

[40]**TOTAL SECTION D: 40****GRAND TOTAL: 160**