



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:
QUESTIONS AND ANSWERS**

SUBJECT: CONSUMER STUDIES

June 2009

This document consists of 11 pages.

Strictly not for test/examination purposes

INSTRUCTIONS AND INFORMATION

1. Answer ALL the questions.
2. SECTION A must be answered on the attached ANSWER SHEET which should be placed in the back of the ANSWER BOOK.
3. Number the answers correctly according to the numbering system used in this question paper.
4. Start EACH question on a NEW page.
5. A calculator may be used.
6. Write in black or blue ink only.
7. Write neatly and legibly.

SECTION A**QUESTION 1****1.1 MULTIPLE-CHOICE QUESTIONS**

Various possible options are provided as 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 – 1.1.10) on the attached ANSWER SHEET. No marks will be awarded if more than one cross (x) appears for an answer.

1.1.1 A fashion leader is a person who ...

- A only wears high fashion clothing.
- B individualises classic styles.
- C has enough confidence to wear a new fashion before most other people do.
- D rejects unflattering styles immediately. (2)

1.1.2 Which item of clothing is a classic style?

- A White shirt
- B Jersey
- C Corduroy jacket
- D Floral outfit (2)

1.1.3 Fashion is ...

- A dictated by fashion designers.
- B a style of clothing that the majority of people in a specific age group wear.
- C wearing the latest brand-label item of clothing.
- D the clothes worn by a fashion designer. (2)

1.1.4 If you are allergic to dairy products, the following component in food should be avoided:

- A Lacto globulin
- B Amino acids
- C Soya
- D Butein (2)

- 1.1.5 When the total energy supply and intake of essential nutrients is less than body requirements, it is referred to as ...
- A under-nutrition.
 - B over-nutrition.
 - C malnutrition.
 - D balanced diet. (2)
- 1.1.6 Females need more ... than men.
- A calcium
 - B magnesium
 - C zinc
 - D iron (2)
- 1.1.7 A T-shirt with the emblem proudly South African, shows that ...
- A the T-shirt was made in South Africa.
 - B the T-shirt is sold at the lowest price.
 - C the T-shirt satisfies a certain companies standards.
 - D the T-shirt manufacturer commits to healthy environment practices. (2)
- 1.1.8 A person who selects clothes that will make them look and feel a part of a specific group is influenced by the ... environment.
- A socio-political
 - B socio-economic
 - C socio-psychiatric
 - D socio-psychological (2)
- 1.1.9 This dish will provide the nutrient iodine, which is needed for the normal functioning of the thyroid gland.
- A Bacon and eggs
 - B Mushroom and cheese omelette
 - C Beef stews and vegetables
 - D Fish and mashed potatoes (2)
- 1.1.10 Prepare a meal that is rich in vitamins A, C, E and selenium would be beneficial for a person suffering from ...
- A high blood pressure.
 - B anaemia.
 - C diabetes.
 - D HIV/Aids. (2)

(10 x 2) (20)

1.2 MATCHING ITEMS

Match the explanation in COLUMN B with the fashion term in COLUMN A. Write the letter (A – G) next to the number (1.2.1 – 1.2.5) on your answer sheet.

	COLUMN A FASHION TERM	COLUMN B EXPLANATION	
1.2.1	Style	A	It is the outline of your body or of a garment
1.2.2	Fashion fad	B	Describes the lines that distinguish one form from another
1.2.3	Haute couture	C	It is a fashion that is short-lived
1.2.4	Silhouette	D	New styles or designs that are worn and accepted by a limited group
1.2.5	Mass fashion	E	A style produced in volume and adopted by mass markets
		F	They are timeless, simply designed and suitable for most people
		G	Refers to a new garment styles that are worn by a few fashion leaders

(5 x 2) (10)

- 1.3 Choose from COLUMN B the cause that match the health problem in COLUMN A. Write the letter (A – G) next to the number (1.3.1 – 1.3.5) on your answer sheet.

	COLUMN A HEALTH PROBLEMS	COLUMN B CAUSES
1.3.1	Anaemia	A Not having enough calcium, phosphorus and vitamin B
1.3.2	Overweight/obese	B Too much saturated fats
1.3.3	Osteoporosis	C Taking too much salt
1.3.4	High blood pressure	D Overeating
1.3.5	High cholesterol	E Not having enough iron in the diet
		F Lack of vitamin A and C
		G Excess of glucose intake

(5 x 2) (10)

TOTAL SECTION A: 40

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

2.1 Answer the following questions with regard to OBESITY.

2.1.1 Explain the term OBESITY. (2)

2.1.2 More and more young children are becoming obese. Give possible reasons for this occurrence. (4)

2.2 Give FOUR characteristics of organic foods. (4)

2.3 Answer the following questions on diabetics:

2.3.1 List FOUR possible reasons why people become diabetic. (4)

2.3.2 Mention FOUR symptoms associated with this condition. (4)

2.3.3 Suggest THREE foods that must be limited in their diet. (3)

2.4 Suggest FOUR guidelines for improving the nutritional status of a person suffering from HIV/Aids. (4)

2.5 Answer the following questions on OSTEOPOROSIS.

2.5.1 Explain this condition. (2)

2.5.2 Describe how you can prevent this condition. (5)

2.6 2.6.1 List FOUR examples of high cholesterol foods. (4)

2.6.2 Suggest FOUR ways to a high cholesterol sufferer to improve his/her eating patterns. (4)

TOTAL SECTION B: 40

SECTION C: CLOTHING**QUESTION 3**

- 3.1 Name the phases of the fashion cycle in the correct order. (4)
- 3.2 Describe the importance of appearance in a new position at work. (5)
- 3.3 Suggest FIVE ways of how a businesswomen- or man should dress when going to work. (5)
- 3.4 If clothes had been imported from China, how would this affect the price and the South African clothing industry? Explain your answer. (4)
- 3.5 Disabled people are people who are very often ignored. Advise a fashion designer about guidelines to bear in mind when designing clothes for them. (4)
- 3.6 Brand label has become more popular amongst teenagers lately. Discuss the impact that it has on teenagers' choice of clothing. (4)
- 3.7 Explain how a working wardrobe should be planned? (8)
- 3.8 Explain how the following socio-psychological factors affect the choice of clothing for working people:
- 3.8.1 fashion (2)
 - 3.8.2 type of work and lifestyle (2)
 - 3.8.3 tradition and beliefs (2)

TOTAL SECTION C: 40

SECTION D**PRACTICAL COMPONENT**

Choose the question that suits the practical option your school offers and only answer the one question namely:

- QUESTION 4: FOOD
 OR
QUESTION 5: CLOTHING
 OR
QUESTION 6: SOFT FURNISHING

QUESTION 4: FOOD OPTION

Read the case study below and answer the questions that follow:

CASE STUDY**MANGO GLADNESS**

After Mrs Naidoo's husband was transferred, they moved to a small mining town. The new house has a big kitchen and three big mango trees in the back yard. The mining community is small and the local supermarket belongs to Mrs Naidoo's neighbour and they supply the community with their daily needs.

To contribute towards the family's budget, Mrs. Naidoo and her two teenage daughters decide to sell their well-known family's atchar to the community. The recipe is a family favourite and she is convinced that the community would like her recipe.

RECIPE:

9 green mangos
4 red peppers
4 onions
250 ml vinegar
500 g brown sugar
25 g salt
Peel of 2 lemons

Peel and chop the mangos into small pieces. Pour over the vinegar. Chop the onions and red peppers and add it to the mangos. Add the rest of the ingredients and simmer everything together till the onions and red peppers are soft and the mixture thickens. Bottle it while still warm and seal immediately.

- 4.1 Define the term target market. (2)
- 4.2 Identify Mrs Naidoo's target market. (2)
- 4.3 Name TWO methods Mrs Naidoo could use to collect market research. (2)
- 4.4 Adapt the recipe in order to produce FOUR times the volume of atchar. (7)

- 4.5 Formulate suggestions for Mrs Naidoo's marketing campaign regarding:
- 4.5.1 Place (3)
 - 4.5.2 Promotions (3)
- 4.6 List FOUR production resources at Mrs Naidoo's disposal. (4)
- 4.7 Describe suitable packaging for this product. (4)
- 4.8 Suggest guidelines to ensure that the packaging has maximum appeal. (5)
- 4.9 Draw a label for Mrs Naidoo's atchar. Ensure that all the necessary information is provided on the label. (4)
- 4.10 Give TWO reasons why Mrs Naidoo's venture might fail. (4)
- [40]**

QUESTION 5: CLOTHING OPTION

Read the case study below and answer the questions:

CASE STUDY

EXCLUSIVE CLOTHES

Mrs Nnatsi's husband is transferred. They are moving to a big town where the climate is very uncertain, very warm in the summer and cold in the winter. The women of the area often buy unique clothes at exclusive clothing outlets and travel often.

The new house has a big room suitable for Mrs Nnatsi's needlework. To contribute towards the family income, Mrs Nnatsi decides to market her hand embroidered 100% white linen blouses.

MATERIAL:

100% linen material

- 5.1 Define the term target market. (2)
- 5.2 Identify Mrs Nnatsi's target market. (4)
- 5.3 List TWO methods Mrs Nnatsi could use to collect market research. (2)
- 5.4 Why is Mrs Nnatsi's product suitable for the target market? (3)
- 5.5 Formulate suggestions for Mrs Nnatsi's marketing campaign regarding:
- 5.5.1 Place (3)
 - 5.5.2 Promotions (3)
- 5.6 Name FOUR production resources at Mrs Nnatsi's disposal. (4)

- 5.7 Describe suitable packaging for this product. (4)
- 5.8 Suggest guidelines to ensure that the packaging has maximum appeal. (5)
- 5.9 Draw a label for Mrs Nnatsi's blouse. Ensure that all the necessary information is provided on the label. (6)
- 5.10 Give TWO reasons why Mrs Nnatsi's venture might fail. (4)
- [40]**

QUESTION 6: SOFT FURNISHING OPTION

Read the case study below and answer the questions:

CASE STUDY

Mrs Niemand's husband is transferred. They are moving to a small rural town where interior shops are scarce.

To live out her love and to contribute towards their income, Mrs Niemand decides to make her many beautiful scatter cushions and to sell it at the local home-industry.

- 6.1 Define the term target market. (2)
- 6.2 Identify Mrs Niemand's target market. (4)
- 6.3 Name TWO methods Mrs Niemand could use to collect market research. (2)
- 6.4 Why is Mrs Niemand's product suitable for the target market? (3)
- 6.5 Formulate suggestions for Mrs Niemand's marketing campaign regarding:
- 6.5.1 Place (3)
- 6.5.2 Promotions (3)
- 6.6 Name FOUR production resources at Mrs. Niemand's disposal. (4)
- 6.7 Describe suitable packaging for this product. (4)
- 6.8 Suggest guidelines to ensure that the packaging has maximum appeal. (5)
- 6.9 Draw a label for Mrs Niemand. Ensure that all the necessary information is provided on the label. (6)
- 6.10 Give TWO reasons why Mrs Niemand's venture might fail. (4)
- [40]**

TOTAL SECTION D: 40

GRAND TOTAL: 160

ANTWOORDBLAD
ANSWER SHEET
VERBRUIKERSTUDIES GR 12
CONSUMER STUDIES GR 12

NAAM:	JUNIE 2009
NAME:	JUNE 2009

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

1.2.2

1.2.3

1.2.4

1.2.5

(5 x 2)

10

1.3

1.3.1

1.3.2

1.3.3

1.3.4

1.3.5

(5 x 2)

10

TOTAAL / TOTAL

40