



education

Department:
Education
REPUBLIC OF SOUTH AFRICA

**NATIONAL
SENIOR CERTIFICATE**

GRADE 12

CONSUMER STUDIES

FEBRUARY/MARCH 2009

MARKS: 200

TIME: 3 hours

This question paper consists of 12 pages and 1 answer sheet.



INSTRUCTIONS AND INFORMATION

1. This question paper consists of FIVE sections, namely:

SECTION A: Short questions	(40)
SECTION B: Food and nutrition	(40)
SECTION C: Clothing	(40)
SECTION D: Housing and furnishings	(40)
SECTION E: Theory	(40)
2. ALL the SECTIONS are COMPULSORY.
3. Answer SECTION A on the ANSWER SHEET provided and place it in the BACK of the 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 pocket calculator may be used.
7. Write only in black or blue ink.
8. 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 – 1.1.16) on the ANSWER SHEET provided. NO marks will be awarded if more than one cross (X) appears for an answer.
- 1.1.1 Tools used by business owners to manage finances and to ensure profitability:
- A Mark-up plan and market research
 - B Market research and cash budget
 - C Price structures and budgeting
 - D Flow chart and price lists
- (2)
- 1.1.2 Which organisation aims to build up awareness of consumer rights, responsibilities and bargaining powers through education, information and promotion?
- A National Consumer Forum
 - B Advertising Standards Authority
 - C South African Broadcasting Corporation
 - D South African National Consumer Union
- (2)
- 1.1.3 Select from the list below an advantage of building one's own house:
- A The building loan covers unforeseen escalating costs.
 - B Inflation may contribute to a decline in costs.
 - C The building loan stipulates specific time frames for completion.
 - D Customising the design to individual needs guarantees a profit on resale.
- (2)
- 1.1.4 An important role of an estate agent is to ...
- A be a link between the buyer and the seller.
 - B facilitate conflict resolutions.
 - C manage land for housing development.
 - D provide maintenance support services for homeowners.
- (2)
- 1.1.5 Transfer duty is a governmental tax imposed ...
- A on property when the ownership is transferred.
 - B on employees being transferred from one job to another.
 - C on furniture transfer companies.
 - D when a lease agreement is transferred from one tenant to another.
- (2)



- 1.1.6 Some foods are labelled with terms such as *low fat*, *low cholesterol*, *low sodium* and *lite*. These labels ...
- A carry misleading information.
 - B encourage consumers to buy healthy foods.
 - C provide consumers with a false sense of security.
 - D None of the above-mentioned. (2)
- 1.1.7 A high blood-cholesterol level may be lowered by eating the following foods:
- A Sheep liver, canned apples, peas
 - B Cornflakes, watermelon, kidney beans
 - C Buttermilk rusks, peaches, green beans
 - D Oats porridge, avocado pears, lentils (2)
- 1.1.8 A young adult with a gluten intolerance will be allergic to ...
- A a peanut butter snack bar.
 - B curried bean salad.
 - C bread-and-butter pudding.
 - D a vanilla milkshake. (2)
- 1.1.9 It is very important that young adults consume enough ... to ensure prevention of osteoporosis later in life.
- A dried fruits and nuts
 - B low fat milk and low fat yoghurt
 - C sugar-coated cereals and toasted bread
 - D fruit salads and raw vegetables (2)
- 1.1.10 The logo found on recyclable goods is ...



1.1.11 Susan prefers well designed clothes made from beautiful fabrics. Her choice reflects a/an ... value.

- A social
- B aesthetic
- C economic
- D religious

(2)

1.1.12 The style below illustrates a ...



- A casual design.
- B classic design.
- C fashion fad.
- D high fashion.

(2)

1.1.13 A fashion leader is a person who ...

- A wears imported fashions only.
- B has confidence in wearing new fashion styles.
- C doesn't wear fashion fads.
- D rejects local fashion styles.

(2)

1.1.14 A clip-on tie is a clothing accessory suitable for a ...

- A personal fitness trainer.
- B game ranger.
- C medical assistant.
- D physically disabled person.

(2)

1.1.15 The basic conditions stated in the Basic Conditions of Employment Act (Act No. 75 of 1997) are designed to benefit and protect ...

- A unpaid volunteers.
- B employees earning less than R100 000 per annum.
- C employees earning R120 000 per annum.
- D senior managers.

(2)



1.1.16 A product that costs R185,99 this year will cost ... in 2009 at a 5% inflation rate.

- A R195,29
- B R196,99
- C R209,29
- D R209,99

(2)

1.2 Choose the types of taxes from COLUMN B that match the tax descriptions in COLUMN A. Choose the answer and make a cross (X) in the block (A – F) next to the question number (1.2.1 – 1.2.4) on the ANSWER SHEET provided. NO marks will be awarded if more than one cross (X) appears for an answer.

COLUMN A (TAX DESCRIPTIONS)		COLUMN B (TYPES OF TAXES)	
1.2.1	The tax deducted from an employee's salary	A	SITE
1.2.2	The tax payable after someone's death	B	VAT
1.2.3	The tax levied on all goods and services entering the country	C	excise duty
1.2.4	The tax payable on all consumer purchases	D	income tax
		E	import tax
		F	estate duty

(4 x 1)

(4)



- 1.3 Choose the stages in the fashion cycle from COLUMN B that match the statements in COLUMN A. Choose the answer and make a cross (X) in the block (A – F) next to the question number (1.3.1 –1.3.4) on the ANSWER SHEET provided. NO marks will be awarded if more than one cross (X) appears for an answer.

COLUMN A (STATEMENTS)		COLUMN B (STAGES IN THE FASHION CYCLE)	
1.3.1	A television presenter is the first to wear a new style.	A	maturity
1.3.2	Some young adults buy clothes when prices are marked down.	B	growth
		C	innovation
1.3.3	Young adults begin to copy and wear the styles of the television presenters.	D	decline
		E	obsolete
1.3.4	A large number of young adults wear the new styles on sale.	F	fad

(4 x 1) (4)

TOTAL SECTION A: 40**SECTION B: FOOD AND NUTRITION****QUESTION 2**

- 2.1 Obese people are often inactive and have a higher risk of health problems.
- 2.1.1 Name FOUR possible causes of obesity. (4)
- 2.1.2 Name TWO heart-related health risks that may occur due to obesity. (2)
- 2.2 Explain how each of the following can assist in the management of diabetes mellitus:
- 2.2.1 Carbohydrates (2)
- 2.2.2 Fibre (2)
- 2.2.3 Frequent meals (2)



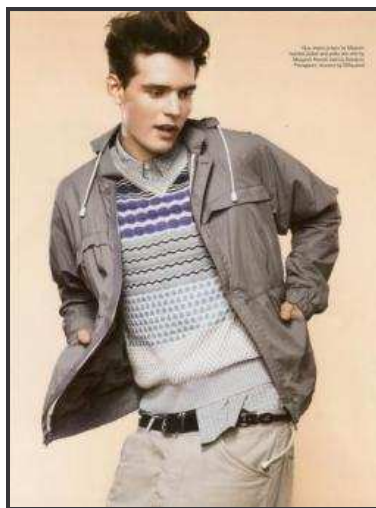
- 2.3 A young adult is allergic to peanuts.
- 2.3.1 Explain why some young adults are more vulnerable to peanuts than others. (2)
- 2.3.2 Suggest FOUR precautions young adults must take to manage their allergy to peanuts. (4)
- 2.4 Identify from the list of ingredients from a chewing gum wrapper TWO additives which could be harmful to human health:
- gum base; gum arabic; glazing agent – calcium carbonate; aspartame; lecithin; phenylamine*
- (2)
- 2.5 Give THREE reasons for including foods rich in antioxidants in the diet for an HIV positive patient. (6)
- 2.6 Read the scenario below and answer the questions that follow.
- Sam is the CEO of a large company. Due to his busy schedule, he eats a lot of ready-made meals, consisting of meat and fried food. He likes adding more salt to his food, drinks an excessive amount of alcohol and does not exercise regularly. As a result he suffers from high blood pressure.
- 2.6.1 Describe *high blood pressure*. (2)
- 2.6.2 Explain the causes of Sam's health condition. (4)
- 2.6.3 Suggest and explain FOUR dietary changes Sam could adopt to reduce the risk of high blood pressure. (8)

TOTAL SECTION B: 40



SECTION C: CLOTHING**QUESTION 3**

- 3.1 List FIVE messages communicated by the clothes that young adults wear. (5)
- 3.2 Identify FOUR characteristics of clothing that would ensure comfort for a wheel-chair dependent call-centre employee. (8)
- 3.3 Explain how the factors below can accelerate the availability of South African Summer 2009 fashion trends.
- 3.3.1 Increased mobility (3)
- 3.3.2 Methods of distribution (3)
- 3.3.3 Communication (3)
- 3.4 Motivate the suitability of this young adult's attire/clothes for his work environment. He works at the enquiry centre of a cellphone outlet. (5)



- 3.5 Young adults often conform to the clothing styles set by their peers. Support your opinion of this statement with well-founded reasons. (5)
- 3.6 Suggest strategies to address the impact of clothing imports on the local clothing industry. (8)

TOTAL SECTION C: 40


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

- 4.1 List FOUR expenses South African homeowners must pay each month. (4)
- 4.2 Explain the following in relation to homeownership:
- 4.2.1 Property taxes (2)
 - 4.2.2 Bond registration (2)
 - 4.2.3 Insurance (2)
- 4.3 When the Jones family was evicted from the flat they rented, they opted for court action. The magistrate required their lease agreement in order to proceed with their case.
- 4.3.1 Explain what a *lease agreement* is. (2)
 - 4.3.2 Recommend THREE reasons why the Jones family should have read the lease carefully before signing the contract. (6)
- 4.4 Buying a home and registering a mortgage bond can be stressful and time consuming.
- 4.4.1 Explain a *mortgage bond*. (2)
 - 4.4.2 Name the requirements for securing a mortgage loan from the bank. (4)



4.5 Credit options can be problematic for consumers.

- 4.5.1 Compare the two advertisements below to determine which appliance would offer the best credit option for a discerning consumer.



CASH
R2 999

DEPOSIT R300 TERM 24 MONTHS

MONTHLY INSTALMENT FINAL INSTALMENT

R199,59 R152,77

ANNUAL INTEREST RATE: 28%

TOTAL REPAYABLE: R4 300,65

DEFY
4 SOLID PLATES

- * Bake and grill function
- * Lower heat setting
- * 2 chrome plated shelves
- * Warmer drawer
- * Oven light for good vision
- * 24 month guarantee

Also available in black
R2 999 * Available on credit



DEFY

4 BURNER GAS STOVE

- 4 burner cooking surface
- Stainless steel hob
- Tempered glass lid
- Gas oven
- 67ℓ oven capacity
- Temperature range 160°C to 280 °C
- Full glass oven door

R 2 499,95
R156,00 X 30

Deposit R250,00
*Credit price R4 663,00
Interest rate 26% p.a.

GREAT BUY

(8)

- 4.5.2 Discuss the environmental impact of gas usage in a household. (3)

- 4.6 Suggest FIVE innovative methods of reducing water consumption when using household equipment. (5)

TOTAL SECTION D: 40

**SECTION E: THEORY OF THE PRODUCTION AND MARKETING OF FOOD,
CLOTHING AND SOFT FURNISHING PRODUCTS****QUESTION 5**

- 5.1 Explain how quality control can be implemented during the following THREE stages when producing good quality food, clothing or soft furnishing products:
- 5.1.1 Input (3)
- 5.1.2 Process (3)
- 5.1.3 Output (3)
- 5.2 Suggest how an entrepreneur can use packaging to influence consumer purchasing behaviour. (5)
- 5.3 Explain, with examples, why it is important for an employee to understand labour laws. (6)
- 5.4 List and explain the criteria required for creating a business plan. (10)
- 5.5 Discuss how the interaction of resources, labour, capital and entrepreneurship contributes towards the production of good quality marketable products. (10)

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

ANSWER SHEET**SECTION A**

EXAMINATION NUMBER													
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CENTRE NUMBER													
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QUESTION 1.1					
1.1.1	A	B	C	D	(2)
1.1.2	A	B	C	D	(2)
1.1.3	A	B	C	D	(2)
1.1.4	A	B	C	D	(2)
1.1.5	A	B	C	D	(2)
1.1.6	A	B	C	D	(2)
1.1.7	A	B	C	D	(2)
1.1.8	A	B	C	D	(2)
1.1.9	A	B	C	D	(2)
1.1.10	A	B	C	D	(2)
1.1.11	A	B	C	D	(2)
1.1.12	A	B	C	D	(2)
1.1.13	A	B	C	D	(2)
1.1.14	A	B	C	D	(2)
1.1.15	A	B	C	D	(2)
1.1.16	A	B	C	D	(2)

(16 x 2) (32)

QUESTION 1.2							
1.2.1	A	B	C	D	E	F	(1)
1.2.2	A	B	C	D	E	F	(1)
1.2.3	A	B	C	D	E	F	(1)
1.2.4	A	B	C	D	E	F	(1)

(4 x 1) (4)

QUESTION 1.3							
1.3.1	A	B	C	D	E	F	(1)
1.3.2	A	B	C	D	E	F	(1)
1.3.3	A	B	C	D	E	F	(1)
1.3.4	A	B	C	D	E	F	(1)

(4 x 1) (4)

TOTAL SECTION A: 40