



basic education

Department:
Basic Education
REPUBLIC OF SOUTH AFRICA

**NATIONAL
SENIOR CERTIFICATE**

GRADE 12

**CONSUMER STUDIES
FEBRUARY/MARCH 2017**

MARKS: 200

TIME: 3 hours

This question paper consists of 17 pages.

INSTRUCTIONS AND INFORMATION

1. This question paper consists of SIX questions.

QUESTION	CONTENT	MARKS	TIME (minutes)
1	Short Questions (All topics)	40	20
2	The Consumer	20	20
3	Food and Nutrition	40	40
4	Clothing	20	20
5	Housing	40	40
6	Entrepreneurship	40	40
TOTAL:		200	180

2. ALL the questions are **COMPULSORY** and must be answered in 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. You may use a calculator.
6. Write in black or blue ink only.
7. Pay attention to spelling and sentence construction.
8. Write neatly and legibly.

QUESTION 1: SHORT QUESTIONS

- 1.1 Various options are provided as possible answers to the following questions. Write down the question number (1.1.1–1.1.20), choose the answer and make a cross (X) over the letter (A–D) of your choice in the ANSWER BOOK.

EXAMPLE:

1.1.21

 A B C D

- 1.1.1 A disadvantage of organic farming:

- A Crops cannot be grown in winter.
- B Less land is required for growing.
- C Weeds are difficult to control.
- D Yields of crops are higher.

(1)

- 1.1.2 One is advised to eat more fatty ... to limit the risk of coronary heart disease.

- A beef
- B chicken
- C mutton
- D fish

(1)

- 1.1.3 This drink may be taken with a meal to prevent osteoporosis:

- A Black tea
- B Energy drink
- C Flavoured milk
- D Grape juice

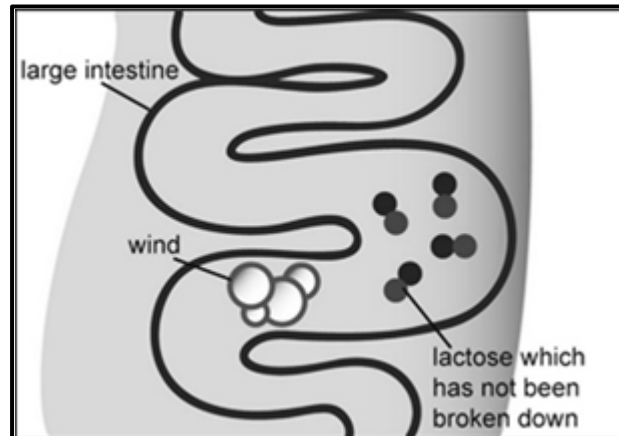
(1)

- 1.1.4 To manage anaemia, this drink should be AVOIDED when eating a meal:

- A Coffee
- B Milk shake
- C Orange juice
- D Sparkling water

(1)

1.1.5 Which nutrition-related condition is depicted in the diagram below?



- A Dairy intolerance
 - B Hyperglycaemia
 - C Hypertension
 - D Gluten allergy
- (1)

1.1.6 Many people wore Springbok jerseys or T-shirts during the 2015 Rugby World Cup. This shows the influence of ... factors on fashion.

- A economic
 - B political
 - C social
 - D technological
- (1)

1.1.7 Eco-fashion implies that ...

- A chemical dyes were used to colour fabrics for garments.
 - B inorganically grown cotton is environmentally friendly.
 - C only synthetic fibres are used to manufacture garments.
 - D the manufacturing process does not harm the environment.
- (1)

1.1.8 A lease is a contract between a ...

- A tenant and a property owner.
 - B builder and a land owner.
 - C property owner and the municipality.
 - D bank and a property buyer.
- (1)

1.1.9 The monthly fee that a homeowner must pay:

- A Interim rates
 - B Property rates
 - C Registration fee
 - D Transfer fee
- (1)

- 1.1.10 The body corporate in a sectional title complex ...
- A has the final say about who occupies the units.
 - B may consist of some people who do not own the units.
 - C is not involved in the day-to-day running of the complex.
 - D must consist of at least two lawyers. (1)
- 1.1.11 The payment method that gives a consumer the best chance of getting a discount when he/she buys household appliances:
- A Cash
 - B Credit account
 - C Credit card
 - D Layby (1)
- 1.1.12 A washing machine with an A rating is desirable because it ...
- A is a water-saving appliance.
 - B is an electricity-saving appliance.
 - C saves human energy.
 - D shows good universal design. (1)
- 1.1.13 A factor that is a requirement for high-quality products:
- A Interesting selling place
 - B Creative advertising
 - C Meticulous control of finances
 - D Careful storing of products (1)
- 1.1.14 Negative effect of brand piracy:
- A Creates competition in the market
 - B The image of brand holders is improved
 - C Registered trademarks increase their profits
 - D Registered trademarked goods do not enter the market (1)
- 1.1.15 A cash flow projection ...
- A shows the movement of money in a future period.
 - B identifies the sales targets for the next few weeks.
 - C is a detailed description of a marketing plan.
 - D is a list of all the expenses incurred. (1)
- 1.1.16 Which entrepreneur made a bad choice with regard to the availability of raw materials?
- A Bonita buys all her raw materials in a nearby town.
 - B Lindiwe's raw materials are delivered monthly from the city.
 - C Sihle's raw materials are produced locally.
 - D Pete imports high-quality raw materials from Somalia. (1)

- 1.1.17 The factor that clearly influences the efficient production of the products of an entrepreneur who moves to larger premises to be more organised:
- A Consumer appeal
 - B Hygiene of workers
 - C Tidy workspace
 - D Efficient use of time
- (1)

- 1.1.18 ... is the consequence of an increase in the cost of electricity.
- A A decrease in the consumer price index
 - B An increase in the inflation rate
 - C An increase in income tax
 - D A rise in interest rates
- (1)

Read the information below and answer QUESTIONS 1.1.19 and 1.1.20.

JOHANNESBURG – The Monetary Policy Committee has hiked interest rates by 25 basis points.

The rate at which the Reserve Bank lends money to commercial banks now sits at 6,25 per cent. The market has factored in a 25-basis-point hike.

[Source: eNCA, 20 August 2015]

- 1.1.19 The definition for *interest rate*:
- A A form of tax paid by banks for lending money to consumers when they do not pay money back on time.
 - B It is the inflation caused by borrowing money from investors who put their money in the banks.
 - C The amount of money that financial institutions or credit providers charge for the use of money.
 - D The licence to use someone else's deposited money and return it to the bank with profit.
- (1)

- 1.1.20 The meaning of 'the market has factored in the 25-basis-point hike':
- A Businesses have not increased the prices of goods and services for the consumer.
 - B The business sector has increased prices for goods and services.
 - C The consumer price index has been calculated by the Reserve Bank to become 6,25%.
 - D The Reserve Bank has raised the inflation rate in South Africa to 6,25 basis points.
- (1)

1.2 Indicate the type of food additive that is used in each of the descriptions below. Write down only the word/term next to the question number (1.2.1–1.2.3) in the ANSWER BOOK.

1.2.1 Additives added to margarine to mix oil and water permanently (1)

1.2.2 Additives used in frozen yoghurt to prevent large crystals (1)

1.2.3 Additives added to freshly milled flour to change the yellowish tint (1)

1.3 Identify FOUR characteristics of universal design in dishwashers. Write only the letters (A–H) next to the question number (1.3) in the ANSWER BOOK.

A Low water consumption

B Easy to repair

C Have a low carbon footprint

D Flexible and adaptable racks

E Energy-saving switch

F Different wash programmes

G Not noisy when operated

H Auto open when programme is complete (4)

1.4 Choose the description from COLUMN B that matches the term in COLUMN A. Write only the letter (A–G) next to the question number (1.4.1–1.4.4) in the ANSWER BOOK, for example 1.4.5 H.

COLUMN A TERM	COLUMN B DESCRIPTION
1.4.1 Capital	A costs such as wages, electricity, water, administration and cleaning
1.4.2 Overheads	B money or assets used to start a business
1.4.3 Production costs	C surplus after expenses have been deducted
1.4.4 Profit	D the cost of the product is covered by the sales
	E the flow of money into and out of the business
	F the price displayed on the product that includes all costs
	G the total amount paid for materials, labour and overheads


(4 x 1) (4)

- 1.5 Choose the description from COLUMN B that matches the term in COLUMN A. Write only the letter (A–F) next to the question number (1.5.1–1.5.4) in the ANSWER BOOK, for example 1.5.5 G.

COLUMN A TERM	COLUMN B DESCRIPTION
1.5.1 Illegal stokvel	A a supplier tries to influence or harass a consumer to do business with him/her
1.5.2 Phishing	B a type of scam where personal and financial information is obtained from an unsuspecting consumer
1.5.3 Pyramid scheme	C compensation is received from recruiting other members rather than from selling any goods or services
1.5.4 Legal stokvel	D this type of scheme offers unusually high returns on investments
	E people join together and pledge regular contributions to a common fund
	F the consumer is offered a higher interest rate than the repo rate

(4 x 1) (4)

- 1.6 Select FIVE CORRECT statements regarding the photograph below. Write only the letters (A–J) next to the question number (1.6) in the ANSWER BOOK.

	<p>The woman is wearing a sleeveless shift dress with three different colours. The dress is dark blue from the shoulders to the middle of the thigh with a 5 cm white strip below the dark blue and a 20 cm blue-green strip which ends just above the knee.</p> <p>The man is wearing blue jeans with a white and blue check shirt and a light blue blazer.</p> <p>[Source: www.truworths.co.za]</p>
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- A The blazer is a classic fashion item.
- B The blazer is a good example of retrospective fashion.
- C The colour of the blazer creates the illusion that the man's figure is more slender.
- D The colour of the dress creates the illusion that the woman's figure is slender.
- E The dress is a fashion fad.
- F The dress draws attention to the woman's legs.
- G The dress is suitable for a professional job.
- H The dress shows harmony of colour.
- I The man's whole outfit is suitable for a professional job.
- J The man's jeans are suitable for formal occasions.

(5)
[40]

QUESTION 2: THE CONSUMER

2.1 Read the information below and answer the questions that follow.

TAX REMINDER
<p>If you are a non-provisional taxpayer, you must file your tax return (or ITR12) on eFiling (using the eFiling platform or electronically with the assistance of an official at a SARS branch) by Friday 27 November 2015. Provisional taxpayers have until Friday 29 January 2016 to submit their tax returns.</p> <p style="text-align: right;">[Source: <i>Weekend Argus</i>, 31 October 2015]</p>

2.1.1 State to whom tax returns must be submitted. (1)

2.1.2 Give another term for *non-provisional tax*. (1)

2.1.3 Copy the table below into the ANSWER BOOK and compare *non-provisional tax* and *provisional tax*.

	NON-PROVISIONAL TAX	PROVISIONAL TAX
Regularity/Type of income earned	(1)	(1)
How often is the tax paid?	(1)	(1)

(4)

2.2 Explain the term *exemption clause*. (2)

2.3 Read the information below and answer the questions that follow.

<p>The government provides free electricity of 50 kWh per household, for basic needs.</p>

2.3.1 State TWO basic uses that this electricity is sufficient for. (2)

2.3.2 Explain how households could save on electricity, with specific reference to geysers. (2)

2.4 Read the extract below and answer the question that follows.

GASPING AT THE TILL AS GROCERY BILL BALLOONS

South African consumers are constantly facing increasing food prices. The reasons are:

- Inflation
- Rising petrol prices
- Food bought on credit
- Depreciation of the rand

[Adapted from *Sunday Times*, 11 May 2014]

Explain how the factors above contribute to consumers digging deeper into their pockets.

(4)

2.5 Study the e-mail below that a consumer received and answer the question that follows.

Elite Loans is currently offering loans at a 4,00% interest rate in the End-of-Year Special Loan Offer. To be a part of this limited offer, you are required to forward the following details via e-mail to eliteloans@safrica.com: your ID number, full names, occupation, monthly income, type of loan, telephone number and e-mail address.

Analyse the e-mail and explain, with good reasons, how a consumer should respond to this opportunity.

(4)
[20]

QUESTION 3: FOOD AND NUTRITION

- 3.1 Give THREE reasons why antioxidants are used as food additives. (3)
- 3.2 Give TWO guidelines to reduce the risk of dysentery being transmitted through water. (2)
- 3.3 Discuss TWO reasons for food irradiation of fruit and vegetables. (2 x 2) (4)
- 3.4 Answer the following questions about diabetes.
 - 3.4.1 Give a brief description of the condition *diabetes*. (3)
 - 3.4.2 Explain what the consumer can do to prevent type 2 diabetes. (5)
- 3.5 Discuss how a high intake of fruit and vegetables will contribute to the management of anaemia. (2)
- 3.6 Read the scenario below and answer the questions that follow.

Saul is a 36-year-old bachelor who very seldomly cooks and regularly eats a lot of junk food. He always sprinkles extra salt on his food.

- 3.6.1 Give a brief description of the cause of *hypertension*. (2)
- 3.6.2 Explain how Saul could reduce the amount of salt in his diet to prevent hypertension. (5)
- 3.7 Copy the table about the management of obesity below into the ANSWER BOOK and complete it.

CRITERIA	GUIDELINE TO PREVENT OBESITY	HEALTHIER ALTERNATIVE
Cooking methods used	(1)	(1)
Carbohydrate intake	(1)	(1)

- 3.8 A business runs a food and beverage canteen for employees. A popular light snack is sandwiches with a choice of fillings.

From the list below select a suitable combination for an employee suffering from coronary heart disease and motivate your choice.

ONE TYPE OF BREAD	ONE SPREAD	ONE PROTEIN FILLING	TWO ACCOMPANIMENTS
<ul style="list-style-type: none"> • White • Brown • Wholewheat 	<ul style="list-style-type: none"> • Butter • Margarine • 'Lite' margarine 	<ul style="list-style-type: none"> • Garlic polony • Smoked chicken • Tuna mayonnaise 	<ul style="list-style-type: none"> • Tomato • Cucumber • Low-fat cheese • Lettuce

(5 x 2)

(10)
[40]

QUESTION 4: CLOTHING

- 4.1 List the qualifying criteria for manufacturers to place the fairtrade logo below on their clothes.



- (3)
- 4.2 Name TWO technological factors that influence fashion change. (2)
- 4.3 Write a paragraph to explain how a young adult's choice of clothing contributes to first impressions when he/she goes for a job interview. (3)
- 4.4 Read the statement below and answer the questions that follow.

Consumers always look for new fashion trends.

- 4.4.1 Explain the effect that the constant consumer demand for new fashion trends will have on fashion cycles. (2)
- 4.4.2 Write a paragraph to explain the negative impact that the constant consumer demand for new fashion trends may have on the natural environment. (4)
- 4.5 Suraya is short and stout. She has to select TWO items in the list below to wear to a business presentation. Give TWO reasons for EACH choice.

- Grey blazer
- Blue denim jeans
- Grey trousers
- Pink, floral long-sleeved T-shirt
- Red, chunky, knitted jersey
- White long-sleeved shirt

(2 x 3) (6)
[20]

QUESTION 5: HOUSING

- 5.1 Name TWO costs that are included in monthly bond repayments. (2)
- 5.2 Define the term *title deed*. (2)
- 5.3 Municipalities require new homeowners to pay service-connection fees. Explain what these fees are used for. (2)
- 5.4 State the information that should be in a contract signed by the builder and the property owner. (4)
- 5.5 Answer the following questions about homeowner's insurance.
- 5.5.1 Explain what is covered by homeowner's insurance. (2)
- 5.5.2 Name and describe another type of insurance, NOT mentioned in QUESTION 5.5.1, that a homeowner should take out. (2)
- 5.6 Study the scenario below and answer the questions that follow.


Lindiwe, a South African citizen, is a young, single woman who has a well-paid corporate job that often requires her to work in other cities. She enjoys a beautiful garden and swimming, but finds it difficult to care for a garden and swimming pool as a result of her travelling. She has been sharing accommodation with a friend. She has now saved enough money for a deposit and wants to buy property.

There are two properties that she likes. One is a full-title, two-bedroom house with a garden and swimming pool. The other is a sectional-title, two-bedroom townhouse in a complex with a communal garden and swimming pool. Both have easy access to the highway.

- 5.6.1 Explain whether Lindiwe would qualify for a government housing subsidy. (3)
- 5.6.2 Discuss which property would best meet Lindiwe's needs and circumstances. (5)
- 5.7 Discuss why buying is not always better financially than renting. (4 x 2) (8)

5.8 Study the information below and answer the questions that follow.

A student is renting a small flat that does not have a stove. The student sees the cooking appliance shown below in a store.

<p>Oven with two plates</p> <p>R1 149,00</p> <p>Dimensions: 39 cm (L) x 53 cm (W) x 36 cm (H) Mass: 11 kg</p> <ul style="list-style-type: none"> • Large and small solid plates • Independent temperature control switches for oven and plates • 1 500 watt oven • 30 litre oven capacity • Functional heat selector switch (Bake/Grill/Both) • Neon power indicator lamp • Accessories: Rotisserie, grill and drip tray with easy-to-use handle <p>1 year guarantee</p>	 <p>[Source: www.makro.co.za]</p>
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Evaluate the suitability of this cooking appliance for the student in terms of:

- | | | |
|-------|-------------------------------------|-------------|
| 5.8.1 | Functionality | (2) |
| 5.8.2 | The consumption of human energy | (2) |
| 5.8.3 | The consumption of non-human energy | (5) |
| 5.8.4 | Conclusion | (1) |
| | | [40] |

QUESTION 6: ENTREPRENEURSHIP

- 6.1 List the information that should appear on a product label. (4)
- 6.2 List THREE objectives of advertisements. (3)
- 6.3 Explain the term *sustainable production*. (3)
- 6.4 Explain the *demand-based pricing strategy* OR the *premium pricing strategy*. (2)
- 6.5 Read the scenario below and answer the questions that follow.

Anati started studying at a tertiary institution after school. During the first few months on campus she noticed that the students often ate sweet treats.

Having learnt how to make fudge and meringues at school, she decided to use a section of her mother's kitchen to make fudge and meringues. She used the kitchen and equipment free of charge, but had to pay a fee for electricity. Anati used money from her savings account to buy a sugar thermometer and ingredients to start producing fudge and meringues. Her father installed more shelves in their storeroom at home to create space for ingredients and finished products. She had to buy the materials he needed for the shelves. The ingredients were available at the local supermarket and she bought sugar in bulk at a discounted price. During weekends there was a flea market near the local supermarket.

Anati sold her products on campus. The students liked her products and asked for a wider variety of sweets, such as nougat and toffees. She attended a course in sweet making and that helped her to perfect her nougat and toffee recipes.

In order to allow herself enough time to study, she produced most of her products during holidays. After a year Anati found it problematic that there was such a difference in her income and expenditure during some months. In December, January, April and July her expenses were much more than her income and she did not always have enough money to buy ingredients. In February, March, May, August, September and October she had a high income and few expenses.

- 6.5.1 Identify THREE start-up needs for Anati's business in the scenario above. (3)
- 6.5.2 Give THREE guidelines to ensure that Anati's new storage space will be managed effectively. (3)
- 6.5.3 Give THREE requirements that the packaging for Anati's meringues should adhere to. (3)

- 6.5.4 Discuss the following factors that Anati considered in her choice of products for her small-scale production business:
- (a) Human skills (2)
 - (b) Consumer appeal (2)
- 6.5.5 Anati sells two blocks of fudge per packet. Use the information below to calculate the selling price of ONE packet of fudge. Round off the selling price to the nearest rand. Show ALL calculations.
- INFORMATION:**

Cost of ingredients to make one batch of 36 blocks of fudge: R31,00
Cost of paper packets: R18,00 for 100
Cost of electricity: R4,00 per batch of fudge

Anati wants to make 120% profit.
- 6.5.6 Explain why there is a difference between Anati's income and expenditure in the months mentioned in the scenario. (4)
- 6.5.7 Advise Anati on how to solve her income and expenditure problem. (4)

[40]**GRAND TOTAL: 200**