



Province of the
EASTERN CAPE
EDUCATION

**NATIONAL
SENIOR CERTIFICATE**

GRADE 12

SEPTEMBER 2017

CONSUMER STUDIES

MARKS: 200

TIME: 3 hours



This question paper consists of 13 pages.

INSTRUCTIONS AND INFORMATION

1. This question paper consists of SIX questions.

SECTION	MARKS	TIME (MINS)
QUESTION 1: Short questions – (All topics)	40	20
QUESTION 2: The consumer	20	20
QUESTION 3: Food and Nutrition	40	40
QUESTION 4: Clothing	20	20
QUESTION 5: Housing	40	40
QUESTION 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. Choose the answer and write the letter (A–D) next to the question number (1.1.1–1.1.20) in the ANSWER BOOK.

- 1.1.1 The measure used to determine the increase in price as well as to calculate the inflation rate:
- A Inflation rate
 - B Interest rate
 - C Consumer Price Index
 - D Repo rate
- (1)
- 1.1.2 A false and fraudulent business practice is called:
- A Stokvel
 - B Scam
 - C Pyramid scheme
 - D Grey goods
- (1)
- 1.1.3 Tax paid from selling a house is known as ...
- A estate tax.
 - B capital gains tax.
 - C property tax.
 - D property evaluation tax.
- (1)
- 1.1.4 The condition in which the blood glucose level drops abnormally low:
- A Hypertension
 - B Hypoglycaemia
 - C Diabetes
 - D Hyperglycaemia
- (1)
- 1.1.5 Lactose intolerance develops when the body cannot digest the ... in the milk.
- A calcium
 - B fat
 - C carbohydrates
 - D protein
- (1)
- 1.1.6 ... would be the best boost for the immune system for a person who is HIV positive.
- A Guava juice
 - B Tea
 - C Coffee
 - D Water
- (1)

- 1.1.7 The combination of food that will contribute to high cholesterol levels:
- A Butter and lamb chops
 - B Low fat milk and 'lite' margarine
 - C Skimmed milk and low fat yoghurt
 - D Sunflower oil and soya beans
- (1)
- 1.1.8 The food borne disease that affects the liver:
- A Dysentery
 - B E-coli
 - C Gastroenteritis
 - D Hepatitis A
- (1)
- 1.1.9 Brand piracy is ...
- A unauthorised use of protected trade names.
 - B use of poor quality products that are not sustainable.
 - C copying of counterfeit trade names.
 - D importing goods into a country.
- (1)
- 1.1.10 'Sportswear has become street wear'. This statement refers to a ...
- A decline in fashion.
 - B fashion trend.
 - C fashion cycle.
 - D classic fashion.
- (1)
- 1.1.11 A signed sales agreement is a contract between a ...
- A buyer and home owner.
 - B buyer and an estate agent.
 - C home owner and an attorney.
 - D home owner and a tenant.
- (1)
- 1.1.12 The money you borrow from a bank to buy a home is ...
- A loan.
 - B collateral security.
 - C bond registration.
 - D mortgage bond.
- (1)
- 1.1.13 The monthly bond repayment should be between ... of the homeowner's monthly income.
- A 20% - 30%
 - B 25% - 30%
 - C 25% - 35%
 - D 20% - 25%
- (1)

- 1.1.14 Mr Hermanus was in an accident and is now permanently wheel-chaired bound. The following insurance will cover his home loan outstanding balance:
- A Bond insurance
 - B Long-term insurance
 - C Household insurance
 - D Homeowner's insurance
- (1)
- 1.1.15 The ... is the document that proves legal ownership of a property.
- A Title Deed
 - B Deed of Sale
 - C Full title property
 - D Sectional Title
- (1)
- 1.1.16 The following endorsement shows that a household appliance meets specific criteria:
- A SANF
 - B SABC
 - C SABS
 - D SANCU
- (1)
- 1.1.17 The amount added to the cost price to cover all expenses and still make a profit is called the ...
- A selling price.
 - B start-up.
 - C production cost.
 - D operational cost.
- (1)
- 1.1.18 Identify the business that has the most sustainable profitability.
- A Suzanne does not always have enough money to buy raw materials.
 - B Ringani sells more products each month and she opened another branch.
 - C Thandi had to dismiss two employees as she no longer had work for them.
 - D Dorothy spends too much of her business income on clothes.
- (1)
- 1.1.19 Quality control is ...
- A the demand for a specialised service.
 - B the process of inspecting products.
 - C the evaluation of the proposed project.
 - D a method used to price products.
- (1)

1.1.20 The selling price for 5 products is R750.00 and the production cost is R530,00. Indicate how much profit is made per product.

- A R44,00
- B R56,00
- C R163,00
- D R220,00

(1)
(20 × 1) (20)

1.2 Choose the description from COLUMN B that matches a term in COLUMN A. Write the letter (A–I) next to the question number (1.2.1–1.2.5) in the ANSWER BOOK.

COLUMN A Term		COLUMN B Description	
1.2.1	Contract	A	A one-sided business practice
1.2.2	Cooling-off period	B	Forms the automatic renewal of contracts
1.2.3	Exemption clauses	C	Goods sold by a business without the authorisation of the manufacturer
1.2.4	Stokvel	D	Liability for personal injuries is excluded
1.2.5	Insurance contract	E	Allows a direct marketing contract to be cancelled within five working days
		F	An agreement with legal implications between two people
		G	Saving club where people pledge regular contributions
		H	A party is cleared from its liabilities if he/she fails to deliver goods honoured by agreement
		I	The agreement between the party and the insurance

(5 × 1) (5)

- 1.3 Choose the term in COLUMN B that matches the description in COLUMN A. Write the letter (A–H) next to the question number (1.3.1–1.3.5) in the ANSWER BOOK.

COLUMN A Description		COLUMN B Term	
1.3.1	A new fashion worn by fashion leaders	A	Fads
1.3.2	An illegal copy of a product	B	Trade mark
1.3.3	The direction in which the fashion moves	C	Style
1.3.4	The specific characteristics that make one product or item different from another	D	Classic fashion
1.3.5	Fashion that is always considered tasteful	E	Trend
		F	Brand piracy
		G	Counterfeit
		H	High fashion

(5 × 1) (5)

- 1.4 Give the correct word/term for each of the description. Write only the words/terms next to the question number (1.4.1–1.4.5) in your ANSWER BOOK.

- 1.4.1 When all people have access at all times to sufficient safe and nutritious food
- 1.4.2 Natural or chemical substances added to food during processing to perform a specific function
- 1.4.3 Food grown without artificial fertilisers, growth regulators or pesticides
- 1.4.4 Food technology that reduces or eliminates micro-organisms to improve the shelf life of food
- 1.4.5 Food which a gene of another food is implanted to introduce characteristics of the other food

(5 × 1) (5)

- 1.5 From the list below, identify FIVE examples of the application of universal design in household appliances. Write only the letter (A–I) next to the question number (1.5) in the ANSWER BOOK.

- A A child safety lock is attached
- B Dialogue display is easy to read with large text
- C Twin-tubs can take two loads at the same time
- D Some washing machines use less water
- E The door can open with an 180° angle
- F The racks are adjustable and can be removed
- G An alarm indicates the end of the programme
- H Front loaders need attention during the washing process
- I The HEPA filters are hypoallergenic

(5 × 1) (5)

[40]

QUESTION 2 THE CONSUMER

2.1 Define the following terms:

2.1.1 Guarantee (2)

2.1.2 Inflation (2)

2.2 2.2.1 Explain the meaning of *phishing*. (2)

2.2.2 Give THREE ways to protect yourself against phishing. (3)

2.3 Read the following scenario and answer the questions that follow:

Shaun buys imported cigarettes from a foreigner's shop. The cigarettes are very cheap compared to other well-known cigarette brands.

2.3.1 Describe the type of goods referred to in the scenario. (3)

2.3.2 Identify the type of tax Shaun pays when he purchases cigarettes. (1)

2.3.3 Explain the reasons why this type of tax is paid by consumers such as Shaun. (2)

2.4 Read the scenario below and answer the questions that follow:

1. South Africa was hit with severe drought at the end of 2015, beginning 2016.
2. Economist warned consumers of possible food shortage, especially maize meal, maize rice and samp.
3. The value of the rand also plunged.

2.4.1 Name TWO items from the scenario that is exempted from value added tax (VAT). (2)

2.4.2 Discuss how the information in the scenario will affect consumers' household budget. (3)

[20]

QUESTION 3 FOOD AND NUTRITION

- 3.1 Name TWO foods that cause allergies. (2)
- 3.2 State THREE benefits that organically grown food may have for the natural environment. (3)
- 3.3 “Food irradiation is a technology used to improve the safety of food products such as herbs”. Discuss FOUR reasons why this statement is true. (4)
- 3.4 Compare milk allergy with lactose intolerance. Tabulate your answer as follows:

Milk allergy	Lactose intolerance
(2)	(2)

 (4)

- 3.5 Explain why coronary heart disease is referred to as lifestyle disease. (3)
- 3.6 Answer the following questions on cholesterol.
 - 3.6.1 Describe *high cholesterol*. (3)
 - 3.6.2 Describe how regular checking of blood cholesterol levels can benefit a person suffering from high cholesterol. (3)
 - 3.6.3 State FOUR dietary guidelines to manage high cholesterol. (4)

- 3.7 Differentiate between Type 1 and Type 2 diabetes. Tabulate your answer as follows:

Type 1	Type 2
(2)	(2)

 (4)

- 3.8 Read the scenario below and answer the questions that follow:

Tammy is living with her grandparents in a one-bedroom house. The grandparents receive a small pension that is too little to provide them with daily balanced meals.

They keep a small garden, where they grow spinach, onions, tomatoes, carrots and cabbage for household use. They also have an orange tree in the yard that yields oranges during the winter season.

Two months ago, Tammy’s uncle visited them for two weeks. The uncle is not well, he coughs a lot, is very thin and permanently tired. Tammy recently started feeling sick. She developed a severe cough, so much so that she noticed blood droplets in her sputum. She furthermore, developed chest pains and lost a lot of weight.

- 3.8.1 Explain how the disease could have been transmitted. (2)
- 3.8.2 Analyse the impact of the vegetable and fruit on Tammy’s health. (8)

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QUESTION 4 CLOTHING

- 4.1 Define the following terms:
- 4.1.1 Retrospective fashion (2)
 - 4.1.2 Organic textiles (2)
- 4.2 Explain how fashion is influenced by technological developments. (3)
- 4.3 Describe what a basic working wardrobe is. (2)
- 4.4 Discuss why fashion cycles overlap. (3)
- 4.5 Explain why it is important to buy quality clothes when you choose clothes for work. (2)
- 4.6 Read the following information and give your opinion that the role appearances play in the world of work.

Corporate clothing should be simple, but classic. Dressing in a corporate uniform ensures a basic standard of appearance. In this way, clients will listen to what you have to say.

(6)
[20]

QUESTION 5 HOUSING

5.1 Explain the following terms:

5.1.1 Transfer duty (2)

5.1.2 Transfer fees (2)

5.2 Name THREE cost items that must be included in a mortgage bond repayment. (3)

5.3 Give the information that must appear on a contract for a builder and owner to sign. (4)

5.4 Read the scenario below and answer the questions that follow:

The Buys family has a son age eight and a daughter fifteen. They bought a flat in a secured complex. They often used the swimming pool. They spent a lot of their money on transport to work and school. Mr Buys was transferred to another town and the family decided to relocate. They rented a small apartment for a few months until they found a three bedroom house that has an alarm and safety doors. The house is near a school, library and shopping centre. The family decided to buy the property.

Identify and explain the type of ownership of the Buys family:

5.4.1 When they bought the house in the new town (3)

5.4.2 When they bought the flat (3)

5.5 Discuss FOUR advantages of renting the apartment. (4)

5.6 Name FOUR advantages of owning a flat in a secured complex. (4)

5.7 Explain why this house is ideal for this family. (3)

5.8 The Buys family intend buying a vacuum cleaner.

- Dust retention – 1,5 litres dust capacity
- Use less energy
- Washable filter
- Antibacterial protection
- Extends to reach into awkward corners
- Smooth running wheels are designed to prevent damaging of delicate surfaces



5.8.1 Explain why this vacuum cleaner is considered to be environmentally friendly. (4)

5.8.2 Evaluate the suitability of this vacuum cleaner to clean a three bedroom house with tile floors as well as carpeted floors. (8)

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QUESTION 6 ENTREPRENEURSHIP

- 6.1 Name FOUR reasons for packaging products. (4)
- 6.2 Explain *mark-up* with regard to small business practices. (2)
- 6.3 State THREE benefits of training unskilled workers. (3)
- 6.4 Read the case study below and answer the questions that follow:

Wendy Smith who has a passion for baking, began a small business from home. She decided on making healthy breakfast biscuits. She adapted her aunt's choc-chip biscuit recipe using raisins instead chocolate and instead of butter use margarine. She started with basic equipment and an electric beater. Soon with many orders the business outgrew her home and she had to move to bigger premises. Today she supplies many shops and her business is advertised on a commerce website.

"I am passionate about the design for each biscuit, the way we packed our product and the way our production process is executed. My number one priority with leading team's vision is listening and carrying out ideas and suggestions from our customers. They have shaped the growth of the company."

Her business in figures:

Start-up costs: R3 000,00

Selling price of one biscuit: R23,80

- 6.4.1 Wendy came up with an idea and recognised the need for a product in a given target market. Describe the target market that her product would appeal to. (2)
- 6.4.2 What is the importance of keeping to the product specification? (2)
- 6.4.3 Wendy drew up a business plan before launching her business. People is one of the 5P's to be combined for successful marketing. Name the other 4P's of a marketing plan and explain how Wendy fulfilled each of these. (8)
- 6.4.4 "They have shaped the growth of the company". Elaborate on the importance of good customer relations. (3)
- 6.4.5 Name the information that should be on the label of the breakfast biscuits. (4)

6.5 Use the following information with regard to calculating costs in order to answer the question that follow:

Jamé's Florists	
Cost per bouquet	
Raw materials	R120,00
Operating Costs	R80,00
Profit mark-up	75%

- 6.5.1 Calculate the selling price of a bouquet. Show ALL calculations. (3)
- 6.5.2 Calculate the profit on this specific product for this month if she sold 40 bouquets during this period. (2)
- 6.5.3 Analyse how a financial feasibility study will assist Jamé to determine the sustainable profitability of her business. (7)

[40]

TOTAL: 200