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**NATIONAL
SENIOR CERTIFICATE**

GRADE 12

SEPTEMBER 2016

CONSUMER STUDIES

MARKS: 200

TIME: 3 hours



This question paper consists of 14 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 Inflation results in ...

- A an increase in consumer disposable income.
- B increase in the petrol price.
- C decrease in prices of goods and service.
- D decrease of consumers' disposable income. (1)

1.1.2 These food items are exempted from VAT:

- A Chicken
- B Samp
- C Cake flour
- D Canned fish (1)

1.1.3 A scheme in which members are compensated for the amount of new members they recruit is ...

- A illegal stokvel.
- B pyramid.
- C scam.
- D legal stokvel. (1)

1.1.4 The disease that reduces the iron levels in blood:

- A Hypoglycaemia
- B Hypertension
- C Osteoporosis
- D Anaemia (1)

1.1.5 The disease that can be spread through breathing in the air when an infected person sneeze, cough or spit:

- A Dysentery
- B Hepatitis A
- C E.coli infection
- D Tuberculosis (1)

- 1.1.6 Typical behaviour of a person suffering from anorexia is ...
- A self-induced vomiting.
 - B losing excessive weight.
 - C starvation out of choice.
 - D binge eating, followed by exercise. (1)
- 1.1.7 The following food should be avoided by a diabetic person:
- A Fudge, chocolate
 - B Whole-wheat roll, butter beans
 - C Low fat milk, vegetables
 - D Brown rice, fatty meats (1)
- 1.1.8 A clothing style that indicates clothing from a previous era:
- A Classic style
 - B Standard trend
 - C Retrospective fashion
 - D Contemporary fashion (1)
- 1.1.9 Eco-friendly textiles ...
- A are grown to improve soil conditions.
 - B are grown without pesticides and are dyed with natural dyes.
 - C produce crops over a few seasons.
 - D are grown without herbicides and made into beautiful fabrics by using chemical dyes. (1)
- 1.1.10 In a sectional flat complex the ... is responsible for fixing lights on stairs, gardens and waste disposal.
- A tenant
 - B builders' council
 - C landlord
 - D body corporate (1)
- 1.1.11 ... is taken out to cover the structure of the home.
- A Life insurance
 - B Bond protection insurance
 - C Household contents
 - D Home owners insurance (1)

1.1.12 Select the person that will best qualify for a government housing subsidy:

- A Jamie's wife received a government subsidy eleven years ago.
- B Beulah immigrated from Somalia two months ago and started a spaza shop.
- C Elton earns R3500 per month.
- D Caren wants to buy her second home.

(1)

1.1.13 Wendy lives in a flat that has under counter space for a washing machine. She wants to save on her water consumption even if she uses a washing machine. Choose the washing machine that would be most suitable:

- A Front loader
- B Twin-tub
- C Top loader
- D Automatic

(1)

1.1.14 The document in which a home buyer promises to repay a home loan is called a ...

- A lease.
- B contract.
- C mortgage bond.
- D home bond.

(1)

1.1.15 Sammy is renting a property. Identify his financial responsibility while renting:

- A Pay for water and electricity consumption
- B Pay the levy and rates of the property
- C Pay for any maintenance required
- D Pay for any changes he makes in the structure

(1)

1.1.16 The cooling off period for a direct marketing transaction is ... workdays.

- A two
- B three
- C four
- D five

(1)

1.1.17 Good quality control refers to ...

- A monitoring the quality of raw material.
- B controlling the amount of stock at hand.
- C inspecting products to ensure that it meets the required standard set.
- D ensuring that workers maintain a tidy workplace.

(1)

1.1.18 Good financial control in a business will ...

- A increase sales.
- B ensure that there is enough money for raw material.
- C ensure that there is enough stock in the storeroom.
- D ensure that enough profit is generated for the owner to get a good salary.

(1)

1.1.19 Identify the packaging that will have the biggest customer appeal.

The product is wrapped in ...

- A brown paper.
- B colourful see-through plastic.
- C newspaper.
- D white paper.

(1)

1.1.20 The document that shows the movement of money over a future period is called ...

- A cash flow projection.
- B best sales scenario.
- C financial feasibility.
- D worst sales scenario.

(1)

1.2 Give the name of each of the following taxes described below. Write the type of tax next to the question number (1.2.1–1.2.5) in the ANSWER BOOK.

1.2.1 Tax paid by South African passengers to fly to a foreign country.

(1)

1.2.2 Tax that some basic food items such as brown bread are exempted from.

(1)

1.2.3 Tax paid by employees as soon as their income is earned.

(1)

1.2.4 Tax charged on any proceeds obtained from selling an asset.

(1)

1.2.5 Tax charged on the value of all property owned by a South African citizen at the date of his or her death.

(1)

1.3 Choose the correct word(s) in brackets to complete each statement. Write the word(s) next to the question number (1.3.1–1.3.5) in the ANSWER BOOK.

1.3.1 (Brand name/brand pirated) clothes are often sold at organised flea markets. (1)

1.3.2 Fashion that is timeless is (fads/classic) styles. (1)

1.3.3 Computerised pattern design methods, improved knitting and sewing machines are (economical/technological) factors influencing fashion change. (1)

1.3.4 Current fashion trends are called (contemporary/vintage). (1)

1.3.5 Fashion with a very short life cycle is (fads/standard trends). (1)

1.4 Match the description in Column B that suits the entrepreneurial term in Column A. Write the letter (A–G) next to the question number (1.4.1–1.4.5) in the ANSWER BOOK.

COLUMN A Entrepreneurial Term		COLUMN B Description	
1.4.1	Cash flow projection	A	Predicting number of products for future sales
1.4.2	Financial feasibility	B	Maintain a steady level of production and sales
1.4.3	Sustainable profitability	C	Profit margin
1.4.4	Sales scenario	D	Ability to maintain a steady level of production and sales without exhausting available cash
1.4.5	Start-up cost	E	Possibility of success
		F	Predicting future available cash
		G	Operating costs

(5 x 1) (5)

1.5 From the list below, identify FIVE requirements for a bank to grant a home loan. Write only the letter (A–H) next to the question number (1.5) in the ANSWER BOOK.

- A Marriage certificate
- B Proof of income
- C Proof of property rates and taxes
- D Copy of the offer to purchase
- E Evaluation of spending and payment habit
- F Proof of South African Identity Document
- G Moving and travelling expenses
- H A credit check

(5)
[40]

QUESTION 2: THE CONSUMER

2.1 Explain the following terms:

2.1.1 A contract (2)

2.1.2 Cooling off period (2)

2.1.3 Exemption clauses (2)

2.2 Explain how South African families can use water more responsibly in the garden. (2)

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

Heather a teacher and nine of her colleagues started a club whereby every member contributes R1 000,00 per month. This money is saved in a bank with compound interest. They decided that all members will receive their contributions plus the interest only at the end of October.

Heather had long wanted to take her family on holiday, but could never save enough money. The tax deducted from her salary was high and she had to spend more on transport to work due to constant increase in the petrol price. Inflation further contributed to her reduced disposable income.

2.3.1 Identity the type of club referred to in this case study. (1)

2.3.2 Explain how this club operates. (3)

2.4 Describe how the club members will benefit more from compound interest than simple interest. (4)

2.5 Discuss how inflation has a negative impact on Heather's disposable income. (4)
[20]

QUESTION 3: FOOD AND NUTRITION

3.1 Study the scenario below and answer the questions that follow:

Elton bought a burger from a caravan which sells takeaway foods. He specifically asked for the beef patty to be underdone. The chef put lettuce and a slice of tomato on the roll after rinsing it in a bucket of water. He also spread mayonnaise over the patty, packaged the burger and gave it to Elton. Elton started feeling sick a few days thereafter.

3.1.1 Identify the foodborne disease that Elton was suffering of. (1)

3.1.2 Explain how this disease was transmitted to Elton. (2)

3.1.3 Name THREE symptoms that Elton could have had. (3)

3.2 Organic food is very popular and local farmers cannot supply enough to supermarkets abroad.

3.2.1 Explain FOUR reasons why South African farmers may not be economically eager to produce organic fruit. (4)

3.2.2 Describe the negative impact that organically-grown foods have on the natural environment. (4)

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

Bruce suffers from hypertension and coronary heart disease. Bruce ate some of the cheesecake and started having gastroenteritis symptoms.

3.3.1 Explain how gastroenteritis was transmitted to Bruce. (3)

3.3.2 Suggest ways to treat Bruce's condition. (3)

3.4 Study the light meal menu below and answer the questions that follow:

MENU LIGHT MEAL Starter Spicy liver on Lettuce served with toasted whole-wheat bread Dessert: Cheesecake Ingredients for the cheese cake: Tennis biscuits, melted margarine, condensed milk, lemon juice, cream cheese, cream, gelatine and water
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3.4.1 Differentiate between milk allergy and lactose intolerance. Tabulate your answer as follows:

Milk allergy (2)	Lactose intolerance (2)
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(4)

3.4.2 Explain why the starter will be suitable for a person suffering from anaemia. (3)

3.4.3 Discuss the suitability of the cheese cake for a person with diabetes in paragraph form. (5)

3.4.4 Analyse the cheese cake for a person suffering from osteoporosis. (8)

[40]

QUESTION 4: CLOTHING

4.1 Explain the following terms:

4.1.1 Style (2)

4.1.2 Fashion trends (2)

4.2 Explain how inflation influences clothing purchasing patterns. (4)

4.3 Brand piracy has a definitive impact on the sales of legally protected brand names. Justify this statement. (4)

4.4 Cotton is a very popular fabric for clothing, but it is not a eco-friendly. Discuss the impact that cotton production have on the natural environment. (4)

4.5 Study the outfit below and answer the question that follows:



Evaluate the suitability of this outfit for a formal occasion.

(4)
[20]

QUESTION 5: HOUSING

5.1 Explain the following terms:

5.1.1 Initiation fee (2)

5.1.2 Occupational rent (2)

5.2 Differentiate between full-title and sectional-title ownership. Tabulate your answer as follows:

Full-title ownership (2)	Sectional-title ownership (2)
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(4)

5.3 Read the advertisement below and answer the questions that follow:

Three bedrooms, separate bathroom and toilet, open-plan kitchen. Swimming pool, built-in braai area, big backyard.
 Enclosed double garage, electric fencing, alarm system.
 Renting period: 12 months
 Option to buy after renting contract ends.

5.3.1 Name the type of ownership for this house. (1)

5.3.2 Describe the advantages of this type of ownership. (5)

5.4 An insurance that the homeowner had to take out when receiving a home loan from the bank.

Explain this type of insurance. (2)

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

Ralton, a young taxi owner decides to rent this property. He enjoys entertaining his friends and family over weekends. He wants to buy an upright freezer using an instalment sale.

5.5.1 Identify the contract that Ralton should sign before he moves into the house. (2)

5.5.2 Explain the contract in QUESTION 5.5.1. (2)

5.6 Select from the list below, freezer features that will assist Ralton in each of the following cases:

- Height adjustable racks
- Automatic door close function
- Self-defrost
- Energy rating A
- Optional temperature control
- No frost option
- Sound warning when the door is open
- Even distribution of air and electricity

5.6.1 Make it easier to clean (2)

5.6.2 Saves electricity (5)

5.6.3 Store more food and reach food easily (1)

5.7 Describe what advantages an instalment sale would have for Ralton. (4)

5.8 Evaluate the benefits of this property that Ralton is renting. (8)

[40]

QUESTION 6: ENTREPRENEURSHIP

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

Zelda lives in a community with many married couples that has teenage children. She recognised a need for a place where people can have their clothes repaired. She then decided to start a clothing repair business, putting in new zips, mending hems and seams and adjusting clothing items. Customers did not always collect their clothes in time and Zelda needed the money.

She has a vegetable garden and started producing vegetable atchar. Zelda handed out flyers about her business and the business grew quickly thereafter. She employed an unskilled worker and trained her on both products.

She only uses coloured recycled paper for the flyers, peanut bottles that she collects from family and friends to package the atchar and her old shopping bags for the collection of altered clothes.

6.1.1 Explain the term *target market*. (2)

6.1.2 Identify Zelda's target market when her business was established. (2)

6.2 Zelda has good control of her raw materials. Describe the main purpose of proper stock control of the atchar ingredients. (4)

- 6.3 Explain the importance of product specifications. (4)
- 6.4 How does training of the worker benefitted Zelda's business? (2)
- 6.5 Describe how Zelda's effective storage procedures benefitted her business. (2)
- 6.6 Marketing contributed to the success of this business.
- 6.6.1 Name TWO ways that Zelda use to market her products. (2)
- 6.6.2 Discuss how Zelda keeps creating sustainable customer relations. (4)
- 6.7 Analyse how Zelda uses FOUR of the marketing strategies to sell her products. (8)
- 6.8

Zelda sells 15 bottles of atchar on her worst business day. The raw material per bottle is R12,40 and overheads are R7,36. She adds 65% for profit.

- 6.8.1 Calculate the selling price per bottle. Round off the selling price to the nearest rand. Show all calculations. (4)
- 6.8.2 Calculate Zelda's profit on her worst business day. Show ALL calculations. (6)
- [40]**

TOTAL: 200

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