



education

Department:
Education
REPUBLIC OF SOUTH AFRICA

**NATIONAL
SENIOR CERTIFICATE**

GRADE 12

**CONSUMER STUDIES
FEBRUARY/MARCH 2009
MEMORANDUM**

MARKS: 200

This memorandum consists of 15 pages.

SECTION A

ANSWER SHEET

QUESTION 1.1						
1.1.1	A	B	C	D	(2)	LO 4 AS 4.3
1.1.2	A	B	C	D	(2)	LO 1 AS 1
1.1.3	A	B	C	D	(2)	LO 2 AS5
1.1.4	A	B	C	D	(2)	LO 2 AS 5
1.1.5	A	B	C	D	(2)	LO 2 AS5
1.1.6	A	B	C	D	(2)	LO1 AS1
1.1.7	A	B	C	D	(2)	LO2 AS1
1.1.8	A	B	C	D	(2)	LO 2 AS 1
1.1.9	A	B	C	D	(2)	LO2 AS1
1.1.10	A	B	C	D	(2)	LO 2,3 AS7 2,3
1.1.11	A	B	C	D	(2)	LO 2 AS 3
1.1.12	A	B	C	D	(2)	LO 2 AS 4
1.1.13	A	B	C	D	(2)	LO 2 AS 4
1.1.14	A	B	C	D	(2)	LO 2 AS 7
1.1.15	A	B	C	D	(2)	LO 4 AS1
1.1.16	A	B	C	D	(2)	LO 4 AS 3
Marks					(32)	

QUESTION 1.2 (LO 1 AS 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)
Marks						(4)	

QUESTION 1.3 (LO 2 AS 4)							
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)
Marks						(4)	

TOTAL SECTION A: 40

SECTION B: FOOD AND NUTRITION**QUESTION 2****2.1 Obesity**

2.1.1

Causes of obesity

- Diet and poor nutrition. ✓
- Metabolic factors (levels of insulin in the body). ✓
- Behavioural conditions (insufficient exercise). ✓
- Heredity (family history). ✓
- Increasing sedentary lifestyles. ✓

LO 2
AS 1

(Any 4) (4)

(Knowledge)

2.1.2

Heart related health risks

- Hypertension ✓
- Diabetes ✓
- High blood cholesterol levels ✓

LO 2
AS 1

(Any 2) (2)

(Knowledge)**2.2 Management of Diabetes Mellitus**

2.2.1

Carbohydrates:

- Include complex carbohydrates in the diet, as they take longer to break down into simple sugars. ✓
- This can reduce the risk of high blood sugar levels. ✓

LO2
AS1

(2)

Fibre:

2.2.2

- Fibre has low cholesterol levels and helps improve carbohydrate metabolism. ✓
- Fibre reduces the body's insulin need and helps to control the blood-glucose levels. ✓

LO2
AS1

(2)

2.2.3

Frequency of meals:

- Regular healthy meals should be more or less of the same size ✓ and evenly spaced to maintain stable blood sugar levels. ✓

LO2
AS1

(2)

(Knowledge)**2.3 Why some young adults are more vulnerable to peanuts**

2.3.1

- Some have inherited this allergy to peanuts.
- Some have an intolerance to a certain substance present in peanuts.
- In some young adults their immune system responds negatively to a food substance/fails to produce antibodies to fight the allergen.

LO2
AS1

(2)

(Knowledge)

2.3.2 **FOUR precautions young adults must take to manage their allergy to peanuts**

- Avoid eating peanuts – substitute with other nuts.
- Enquire the contents of menu's and labels.
- Wear identification indicating the condition.
- Carry medication at all times.

LO 2
AS 1

(4)

(Application)

2.4 **TWO additives from the list of chewing gum ingredients which could be harmful to human health**

- Aspartame
- Phenylamine

(2)

(Application)

2.5 **Reasons for including foods rich in anti-oxidants in HIV patients' diet**

LO 2
AS 1

- An anti-oxidant is a dietary substance that can prevent damage to body cells ✓ or repair damage that has been done. ✓
- Anti-oxidants improve ✓ the immune function and lower the risk of infection. ✓
- It helps improve digestion: ✓ HIV patients suffer from diarrhoea and mal-absorption, which leads to dehydration and loss of appetite. ✓
- It has anti-tumor potential: ✓ HIV patients are vulnerable to a number of cancers. ✓ It protects the brain cells from damage by toxins. ✓

(6)

Any other relevant answer

(Application)

2.6 **High Blood Pressure**

- 2.6.1
- **High Blood Pressure** is a condition when the heart is pumping blood into the vessels at a pressure higher than the normal (*120 systolic / 180 diastolic*). ✓ The higher the pressure, the higher the chances of developing heart diseases. ✓

LO2
AS1

(2)

Any other sound explanation

(Knowledge)

2.6.2 **Causes of Sam's condition:**

- Excessive intake of alcohol: ✓ People with alcohol problems tend to have high blood pressure and heavy drinking together high blood pressure damage the heart and can lead to heart disease. ✓
- Inactive lifestyle (sedentary): ✓ Sam lacks body exercise. ✓
- Exercise reduces blood pressure or makes high blood pressure easy to manage. ✓
- High salt intake: ✓ excessive salt consumption leads to high blood pressure. ✓

LO2
AS1

Any 4

- Ready-made food: ✓ always rich in salt, fats and oil, ✓ which clog the arteries.
- Gender: ✓ men run a greater risk for developing high blood pressure than women. ✓
- Busy or stressful environment: ✓ does not have time to sit for a good meal. ✓

(4)

(Comprehension)**2.6.3 Dietary changes**

- Reduce the intake of salt, ✓ this leads to high blood pressure ✓
- Eat less fried food ✓ contains a lot of fat which clog the arteries ✓
- Limit the intake of alcohol: ✓ People who drink alcohol moderately (1 – 2 drinks per day) tend to have lower blood pressure and less heart disease. ✓
- Eat less meat ✓ it contains saturated fats which clog the arteries. ✓
- Eat more fresh fruit and vegetables ✓ - contain no saturated fats but lots of minerals and vitamins. ✓
- Eat more fish ✓ which contain polyunsaturated fats. ✓

LO2
AS1

Any 4

(4 x 2)
(8)**(Evaluation)****TOTAL SECTION B: 40**

SECTION C: CLOTHING**QUESTION 3****3.1 Messages communicated by clothes**

- Religion✓
- Culture✓
- Personality✓
- Activity✓
- Occupation✓
- Emotion✓
- Socio-economic status✓

LO2 AS
3

Any 5

(5)

(Knowledge)**3.2 FOUR characteristics of clothing to ensure comfort for a wheel chair dependent call-centre employee**

- Quality seamless pants if the problem is with the lower abdomen so as to allow free movements✓
- Clothes with special features discreetly hidden in the back closing garment (attractive Velcro) to make dressing on and off easier ✓
- Snap back garments are easy to wear. ✓
- Back openings assist caregivers to avoid dragging clothing across the back of a person with a spinal cord injury. ✓
- Adjustable easy touch (Velcro or brand straps on shoes) ✓
- Fabrics must be soft and wrinkle resistant, absorbent, good conductors ✓
- Long, side zippers on trousers would make it easy to put on. ✓
- The fit and style should have comfort as a major priority. ✓

LO2
AS 3

(8)

(Knowledge)**3.3 Factors that accelerate the availability of fashion trends****3.3.1 Increased mobility:**

People, who travel more, ✓ are exposed to more cultures, trends, ✓ so have a need for different clothing items. ✓

LO 2
AS 3

(3)

3.3.2 Methods of distribution:

- Easy transportation of fashion from overseas to city, to rural areas (courier services available) provides wide choice✓
- Easy access: can have it as soon as possible✓
- Retailers can contact or order from other branches if certain clothes are out of stock. ✓

(3)

3.3.3 Communication

- Media, e.g. TV, internet makes it possible to see latest trends to communicate via e-mail, cell phone (any other acceptable answer)✓
- Advertising ensures one stays up to date with latest information ✓
- Verbal communication about latest trends among peers widens the choice of clothes. ✓

(3)

(Comprehension)

3.4 Suitable outfit for everyday wear

Yes ✓ (a No will only be accepted if justified)

LO 2
AS 3

- The clothes suit everyday wear✓
- The outfit is smart and casual✓but some adjustments need to be made to create an impression✓ for work situation. (notice one flap of the shirt not tucked in) ✓
- Comfortable✓

(5)

Any other explanation

Application

3.5 Young adults conformity in clothing styles

LO 3 AS 3

If YES ✓

- The young adults' fashion can depend on which college, institution they attend. ✓
- When young adults feel unsure of themselves, ✓ they always try to follow trends worn by their peers✓
- Their peer's opinion is important to them as it creates a sense of belonging✓

If NO✓

- When young adults are confident of themselves, ✓ they always try to portray their own image. ✓
- Their peer's opinion is not always important. ✓
- Affordability – the clothes should be too expensive. ✓

(5)

(Application)

3.6 Impact of clothing imports on local clothing industry

- Due to an influx of cheaper brands a large number of textile factories are closing down ✓ LO 3 AS 3
- There is a need to encourage entrepreneurship to provide employment. ✓
- Provide training and education in order to improve the skill level of workers and tap into entrepreneur talents. ✓
- Seek export opportunities above imports to support the South African economy ✓ as the increase of imported clothes leads to the decrease in sales of South African manufactured clothes. ✓
- Provide harmonious work conditions to ensure a happy, harmonious workforce. Labour unrest leads to a rise in inflation and less productivity. ✓ (8)
- A decrease in South African exports resulted in the inefficient use of labour and equipment ✓
- **Conclusion:** The most effective strategy would be promoting proudly South African products as this will contribute to the South African economy ✓ e.g. TV presenters wearing new designs of young south African designers. ✓

(Evaluation)

TOTAL SECTION C: 40

SECTION D: HOUSING AND FURNISHINGS**QUESTION 4****4.1 FOUR housing expenses South African homeowners must pay each month**

- Rental or bond✓ LO 2
 - Rates and taxes✓ AS 5
 - Insurance✓
 - Water✓ Any 4
 - Electricity✓
 - Sewage and refuse✓ (4)
- (Knowledge)**

4.2**4.2.1 Property taxes** LO 2

- Taxes paid on the ownership of a property (building and land). ✓ AS 5
- It is based on the market value of the property. ✓
- It is used to fund various services provided by municipalities. ✓ (2)

4.2.2 Bond registration

This is the fee payable to the Registration attorney to register the home loan ✓ The fee is determined according to a prescribed tariff and depends on the size of the home loan. LO 2 (2)
AS 5

4.2.3 Insurance

- 4.2.3 • Paid to protect a home and other structures in instances such as fire, natural disasters and political unrest. ✓ LO 2
AS 5
 - Protect personal contents in the home in case of housebreak, theft or natural disaster✓ (2)
- (Knowledge)**

4.3 Lease agreement

- 4.3.1 A legal contract between the renter and the property owner (landlord) LO 2
 ✓ that requires all parties to sign in order to live up to their AS 5 (2)
 agreement. ✓

(Knowledge)

4.3.2 Reasons why the Jones family should have read the lease agreement before signing it:

- A lease indicates rights and responsibilities of both parties; ✓
they need to understand their rights and responsibilities. ✓
- A lessee needs to understand the legal implications before signing the lease. ✓
- They must know how much to pay each month and what the duration of the rental periods is. ✓
- Need to understand the clauses relating to giving a notice before Any 6
moving out. ✓
- May also list certain rules and restrictions that the renter must follow ✓ e.g. many leases indicate that the renters may not have pets. ✓

(Application)

(6)

4.4 Mortgage bond and bank's requirements for securing a home loan

- 4.4.1 **Mortgage bond** LO 2
 • An agreement between the buyer and the bank ✓ for AS 5 (2)
 without which a loan cannot be guaranteed. ✓

(Knowledge)

4.4.2 Bank requirements for securing a home loan

- Documents
- Credit worthiness
- Income verification
- Valuation of property

(Comprehension)

(4)

4.5 Compare of a gas and electric stoves**4.5.1 Comparison:****Electric stove**

Price: cash - R2999 ✓
 credit – R4300.65✓

Interest rate: 28% ✓

Deposit: R300

Term: 24 months

Guarantee: 24 month

Gas stove

Price: cash R2499.95✓
 credit – R4663✓

Interest rate: 26%✓

Deposit: R250

Term: 30 months

Guarantee: none

LO 3

AS 1

Conclusion: Although the initial price for the gas stove is less than the price for the electric stove, the longer payment period increases the credit price.✓ The electric stove has a 24 month guarantee which the gas stove does not have. If the consumer pays the amount back in a shorter period the gas stove would be the cheaper option.✓

(8)

Analysis**4.5.2 Impact of gas usage on the environment:**

- Cooking with gas in small kitchens produces concentrations of gaseous irritations (nitrogen dioxide). ✓
- Burning gas bears health risks as it emits fumes. ✓
- Electricity use decreases, thus minimizing power outages. ✓

LO 3

AS 1

(Comprehension)

(3)

4.6 Innovative methods of saving water

- Municipality can intervene by installing a block rate saving system for every household. ✓
- Install filter systems so that no water is wasted because of impurities. ✓
- Wash full loads in dishwashers and washing machines as this could save up to 1 000 liters per month. ✓
- High pressure and steam cleaners. Can save a lot a water than doing it manually . ✓
- Ensure the plumbing system is regularly checked for leaks. ✓
- Replace the shower head with a low flow version. ✓
- Drop tissues and other waste in the trash rather than the toilet and save liters each time. ✓

LO 2

AS6

(Application)

(5)

TOTAL SECTION D:**40**

SECTION E

QUESTION 5

5.1 Stages of production during which quality control measures can be applied

5.1.1		ALL OPTIONS	
	Input	<ul style="list-style-type: none"> • Skilled people to make the product . ✓ • Design brief or specifications. ✓ • Good quality of raw materials to make the product (clothing & furnishings); Ingredients correctly measured to make the product (food) . ✓ • Budgeting and buying materials/ ingredients and resources. ✓ • Sound infrastructure related to quality control (building, electricity, water) . ✓ • Good machinery and equipment to make the product. ✓ 	LO 4 AS 1
	Process	<ul style="list-style-type: none"> • Visual checks for defects on ingredients/ materials. ✓ • Check adherence to specifications. ✓ • Sequence of tasks logically followed. ✓ • Good labeling or tagging and packaging. ✓ 	(3)
	Output	<ul style="list-style-type: none"> • Final quality control measure taken place ✓ • Storage procedures relevant to product. ✓ • Delivery of finished product in good clean order. ✓ • (Knowledge) 	(3)

5.2 Use of packaging to influence consumer purchasing behaviour

- Can make the physical state of packaging consumer friendly by using easy-to-open or resealable containers. ✓ LO 4
AS 1
- Have features that promote the product to customers/ attract attention / communicate the product to arouse a need to purchase. ✓
- Must bear tickets, tags or computerized bar codes that make it easy to identify the product and price. ✓
- Consumers tend to buy products with technical and aesthetic designs, have features on the package such as windows to help display the product. ✓
- Recycling of packaging could be an incentive. ✓ (5)

(Comprehension)**5.3 Why is it important for employees to understand labour laws?**

- Employees will know their rights and responsibilities at the workplace ✓ e.g. if they know what the Labour Relations Act. ✓ LO 4
AS 2
- They will understand how much they need to be involved in decision making ✓ for smooth running of the company or business industrial strikes. ✓
- They will understand their rights in relation to health and safety while at work ✓ The understanding of Health and Safety Act is a necessity. ✓ (6)

(Knowledge)**5.4 Major elements required for creating a successful business plan.**

- **The purpose of the business** ✓ LO 4
- Decide what the overall objective of your enterprise should be. ✓ AS
- Select the direction that is most beneficial for the overall interests of the enterprise – key to success of one's business 1,2
- **The target market** ✓
- Description of the customer profile and identification of their needs. ✓
- **The benefits of the product** ✓
- A description of the product, characteristics and benefits to the buyer need to be explained. ✓
- **The marketing strategy** ✓
- Pricing strategy mostly influenced by one's requirements for net income and objectives of long-term market control. ✓
- Promotion – this involves labeling and packaging. They must be clearly defined on the marketing plan
- **The distribution methods** ✓
- State whether it is going to be on-premise sales, direct sales or self-service retail sales. ✓

(Knowledge & Application and Comprehension)**(10)**

5.5 The interaction of natural resources, labour, capital and entrepreneurship in the process of producing marketable products

- The process of producing goods and services involves an interaction between the four aspects. ✓ LO 4
AS 2
- Before production can take place **natural resources** are required. ✓
These include all the naturally occurring assets used to make any product or service e.g. plants, animals, water, air, land and minerals.
✓ Natural resources are the **necessary input** to any production system.
- For any output there has to be a driving force that carries all the processes. ✓ This comes in the form of manual and mechanical work. People need to provide this resource in the form of skills and expertise (labour.) ✓
- Money also becomes an important driving force which is used as capital for acquiring resources and for salaries and wages for the labour force and training workers. . ✓ Whenever there is a need for stock purchasing or maintenance of equipment and processes money must be available otherwise the production fails. ✓
- Having combined natural resources, labour and money any production will not be successful without the qualities of a person who sets up a business and manages it. ✓
- Entrepreneurship involves management of resources, skilled labour, wise use of money at all stages of production. ✓ otherwise the quality of the product may be compromised. ✓ (10)

Any other relevant answer

(Evaluation)

TOTAL SECTION E: 40

GRAND TOTAL: 200