



education

Department:
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REPUBLIC OF SOUTH AFRICA

**NATIONAL
SENIOR CERTIFICATE**

GRADE 12

CONSUMER STUDIES

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MEMORANDUM

MARKS: 200

This memorandum consists of 15 pages.

SECTION A**ANSWER SHEET**

QUESTION 1.1						
1.1.1	A	B	C	D	(1)	LO12.1.2 K
1.1.2	A	B	C	D	(2)	LO12.1.2 A
1.1.3	A	B	C	D	(1)	LO12.1.2 K
1.1.4	A	B	C	D	(1)	LO12.1.2 K
1.1.5	A	B	C	D	(1)	LO12.1.2 K
1.1.6	A	B	C	D	(1)	LO12.1.2 K
1.1.7	A	B	C	D	(1)	LO12.2.1 K
1.1.8	A	B	C	D	(2)	LO12.2.1 K
1.1.9	A	B	C	D	(1)	LO12.1.1 C
1.1.10	A	B	C	D	(1)	LO12.2.1 C
1.1.11	A	B	C	D	(1)	LO12.2.1 A
1.1.12	A	B	C	D	(3)	LO12.2.1 C
1.1.13	A	B	C	D	(3)	LO12.2.3 K
1.1.14	A	B	C	D	(3)	LO12.2.4 C
1.1.15	A	B	C	D	(3)	LO12.2.3 A
MARKS					(25)	

QUESTION 1.2

1.2.1

A	B	C	D	E	F
	✓	✓	✓		

LO12.3.4 Comprehension

(3)

1.2.2

A	B	C	D
✓		✓	

LO12.2.1 Comprehension

(2)

QUESTION 1.3

1.3.1	A ✓	(iii) ✓
1.3.2	B ✓	(i) ✓
1.3.3	F ✓	(vi) ✓
1.3.4	C ✓	(ii) ✓
1.3.5	E ✓	(v) ✓

LO12.2.1 Knowledge (5), Application (5)

(10)

TOTAL SECTION A: 40

SECTION B: FOOD AND NUTRITION**QUESTION 2****2.1 Glycaemic Index****2.1.1 Definition of Glycaemic Index**

1. A measure/value ✓ of how quick the sugar in the food ✓ is released into the bloodstream ✓.
2. A ranking of carbohydrates on a scale ✓ from 0 to 100 according to how they raise ✓ blood sugar levels after eating ✓.
3. A system of ranking carbohydrate foods ✓ according to how quickly they release energy ✓ as they are converted ✓ to glucose. (Any ONE definition) (3)

LO12.2.1 Knowledge**2.1.2 FOUR benefits of eating low GI foods**

1. Low GI foods slowly trickle glucose into the blood stream and therefore keeps energy levels balanced – one feels fuller for longer between meals. ✓
 2. Low GI diets help people lose and control weight ✓
 3. Low GI diets helps to improve the body's control of insulin sensitivity. ✓
 4. Low GI carbohydrates improve diabetes control ✓
 5. Low GI food reduce the risk of heart disease ✓
 6. Low GI food reduce blood cholesterol levels ✓
 7. Low GI food can help one manage the symptoms of polycystic ovarian syndrome (PCOS) ✓
 8. Low GI food reduce hunger and keep one fuller for longer ✓
 9. Low GI food restore carbohydrate levels after exercise. ✓
- (Any 4) (4)

LO12.2.1 Knowledge**2.1.3 THREE effects of eating high GI foods only**

1. Blood glucose levels rise and fall rapidly ✓
 2. A risk factor for type-2 diabetes and coronary heart disease. ✓
 3. A feeling of hunger is experienced more frequently. ✓
 4. Increased body weight ✓
- (Any 3) (3)

LO12.2.1 Knowledge

2.1.4 FOUR suggestions to manage a healthy, low GI diet

1. By eating low GI foods such as vegetables, fruits, sweet potato, baked beans, lentils, seed loaf, rye bread, whole-wheat Pronutro, rice, oats, barley and bran ✓
2. Combining high GI foods (if they are your favourite) with low GI foods ✓ as the response of the combined meal will be lower than when eating high GI foods only ✓
3. By using breakfast cereals based on oats, barley and bran ✓
4. Reduce the amount of potatoes in a meal ✓
5. Eat plenty of fresh salads with a vinaigrette dressing ✓
6. Use brown Basmati or Doongara rice ✓, brown pasta, noodles, quinoa ✓
7. Reading food labels before purchasing any food items helps to avoid foods with misleading claims. ✓
8. Control the glycaemic load of food by eating smaller portions to maintain blood glucose levels (Any 4) (4)

LO12.2.1 Comprehension**2.2 2.2.1 TWO snack items that can help manage diabetes**

1. Unsweetened bran muffins ✓
2. Popcorn ✓ (2)

LO12.2.1 Application**2.2.2 Motivate the choice of the two snack items**

1. Both snack items are medium GI food items ✓
2. Both are high in fibre content ✓ (2)

LO12. 2.1 Application**2.3 THREE reasons to include dairy products in a diet for osteoporosis**

1. The calcium content will prevent withdrawal of calcium ✓ which leads to fractures. ✓
2. Dairy products have a high calcium content ✓ which is needed to build strong teeth and ensure a good bone density. ✓
3. Fortified milk and yoghurt are rich in vitamin D ✓ which helps the body with calcium absorption. ✓
4. Rich in phosphorous which supplements calcium and vitamin D ✓ to build strong bones and teeth. ✓ (3 x 2) (6)

LO12.2.1 Knowledge (3) Comprehension (3)

2.4 Food Security**2.4.1 Explain food security with reference to the extract.**

Poor families who normally go hungry ✓ will have access to food ✓ (2)

LO12.2.7 Comprehension**2.4.2 FOUR responsibilities of government to sustain food security**

1. Increased social grants ✓
2. Price control measures ✓
3. Higher minimum wages ✓
4. Laws that certain foods are exempt from VAT ✓
5. Availability of food coupons ✓ (Any 4) (4)

LO12.2.7 Comprehension**2.5 Discuss the health-related risks illustrated in cartoon**

1. The excessive intake of energy-dense, nutrient-poor food ✓ causes obesity. ✓
2. Excessive portions that exceed the person's energy intake for a day, ✓ cause obesity. ✓ OR They eat too much fried food and carbohydrates ✓ and become obese. ✓
3. Obesity causes a strain on the heart, lungs and blood circulation ✓ which in turn causes high blood pressure/hypertension and heart disease. ✓
4. Obese people are more susceptible to chest infections ✓ and diabetes. ✓
5. Psychological problems ✓ – the obese person may feel insecure and discriminated against socially as well as in the workplace. ✓
6. Certain cancers, ✓ arthritis, ✓ gall stones, shortness of breath could also occur.
7. Obesity may lead to an early death. ✓
8. NOTE: Candidates may focus on the conversation captured in the cartoon. This may refer to the imbalanced intake of food groups within the context of the SA Food Pyramid (6 groups) in relation to the consequences of "health-related food risks", e.g. excessive intake of fried food could lead to cancer/ lack of fresh fruit and vegetables makes one more susceptible to disease (breaks down the immune system). ✓ (Any 5) (5 x 2) (10)

LO12.2.1 Evaluation**TOTAL SECTION B: 40**

SECTION C: CLOTHING**QUESTION 3****3.1 3.1.1 Differentiate between classic styles and fashion fads.**

1. A classic style differs from a fashion fad because it refers to clothes of timeless quality and simplicity that meet the needs of a wide spectrum of people. ✓
2. The fashion fad is usually quickly accepted by a relatively small group of consumers and the clothing items disappear just as quickly from the fashion world. ✓

(2)

LO12.2.4 Knowledge**3.1.2 "It is essential to dress professionally for the world of work." Discuss the suitability of the outfit selected by Boysee in terms of the above statement.**

1. It is a basic style and should co-ordinate easily with his existing clothing ✓ OR It is easy to mix and match/versatile as it is a neutral colour. ✓
2. It is stylish and will not stand out too much. ✓
3. It will reflect his personal style, within the work environment and the nature of job he does. ✓
4. It will fit in with his company's dress code as sales representatives are expected to dress neatly. ✓
5. It will create a positive image to customers/colleagues/management and create a good first impression/ ✓
6. The clothing will not offend others as it is not revealing and does not have offensive pictures or slogans. ✓ (Any 6)

(6)

LO12.2.3 Application**3.1.3 SIX reasons why Boysee chose to shop at "His and Hers Boutique"**

1. The boutique specialises in locally produced clothing from natural fibres that are enviro-friendly. ✓
2. The styles are exclusive. ✓
3. Boutiques are brand-exclusive ✓ and Boysee prefers well-known brand labels. ✓
4. Boysee works for a well-known company, thus he would want to maintain a good image. ✓
5. An environmentally-friendly, concerned consumer buys clothes that won't cause damage to the environment. ✓
6. Brand loyalty is another factor that will influence him more to buy clothes with brand labels ✓
7. The winter sale encouraged him to buy the clothes. ✓ (Any 6)

(6)

LO12.3.3 Comprehension

3.2 Explain how the manufacturing of synthetic textile fibres may have a negative impact on the natural environment

1. The chemicals and lubricants used during production ✓ have a negative impact on the environment as carbon emissions contribute to climatic changes. ✓
2. Acid rain ✓: Nylon manufacture releases a gas (nitrous oxide + carbon dioxide) that contributes to the greenhouse effect. ✓
3. Air pollution ✓: Noxious gases are released during manufacture causing smog that is harmful to the natural environment ✓
4. Water pollution ✓: Enormous quantities of chemicals (PVC, chlorine bleach, dyes) contaminate rivers. ✓
5. Nylon and polyester are made from petrochemicals that are non-biodegradable. ✓ (3 x 2) (6)

LO12.3.3 Knowledge**3.3 3.3.1 Explain the following terms:****(a) Inflation rate**

1. Inflation reduces the buying power of consumers. ✓
2. Inflation reduces the value of money. ✓
3. The inflation rate is measured to indicate how the price of items/goods change. ✓
4. The inflation rate is measured on a monthly basis. ✓ (Any 2) (2 x 1) (2)

LO12.1.2 Knowledge**(b) CPI**

1. The CPI measures the average change in prices of consumer goods and services over a fixed period of time ✓.
2. The CPI is used to calculate the rate of inflation as the cost of goods and services increases ✓/decreases.
3. A "basket" of household goods and services is used to measure the change in prices ✓. (Any 2) (2 x 1) (2)

LO12.1.2 Knowledge

3.3.2 Select FIVE guidelines and motivate how each can assist to remain within the limits of a personal budget**(a) Purchasing quality items**

1. Paying more for a quality item ✓ will ensure good use for a couple of years. ✓
2. Cheaper items can be more expensive ✓ as they have to be replaced more regularly. ✓

(Any relevant answer) (2 x 1) (2)

(b) Paying cash for items

1. Paying cash ensures that the item can be afforded within the limits of the budget. ✓
2. The extra expense charged for credit is eliminated. ✓
3. When paying with cash a discount can be requested. ✓

(Any relevant answer) (2 x 1) (2)

(c) Shopping at factory shops and supermarkets

1. Less expensive items can be bought at some supermarkets. ✓
2. Less expensive purchases can be made at factory shops. These items need to be checked very well as they often have a small fault/ flaw. ✓

(Any relevant answer) (2 x 1) (2)

(d) Shopping alone

1. Know exactly what your needs are beforehand. ✓
Concentration is better when alone.
2. Being alone gives more time to check and analyse whether the fashion item will mix and match well with the existing wardrobe and be suitable for the intended activity. ✓
3. Prices can be compared more effectively within a specific price range. ✓
4. Suitability of the style can be better considered. More attention can be paid to the quality assurance of the fashion item. ✓

(Any relevant answer) (2 x 1) (2)

(e) Buying at seasonal sales

1. Make sure that the sale item will mix and match with the existing wardrobe. ✓
2. Make sure that the item is one of the listed needs and is suited to your lifestyle to avoid unnecessary expenses. ✓
3. Check the quality of workmanship of the item to ensure it is a good purchase. ✓

(Any relevant answer) (2 x 1) (2)

(f) Bargain-hunting

1. Study advertisements for special offers such as two for the price of one. Buy 2 and get a third item for free ✓
2. More money will be available for other needs. ✓

(Any relevant answer) (2 x 1) (2)

(g) Buying mix-and-match items

1. Style, colour and texture need to co-ordinate well to ensure that many items can be grouped together in different ways. ✓
2. More expensive, basic items can be made more interesting with less expensive, colourful accessories and small fashion items. ✓

(Any relevant answer) (2 x 1) (2)

(h) Reading care labels

1. Read the care label to make sure whether the item can be laundered. ✓
2. Dry-cleaning/Special cleaning agents will be more expensive. ✓
3. Special cleaning methods can be time-consuming and expensive. ✓

(Any relevant answer) (2 x 1) (2)

LO12.2.3 Application**3.4 3.4.1 Self-esteem (Statement and motivation)**

1. Someone with a high self-esteem ✓ is bold enough to make a fashion statement and be different from work colleagues. ✓
2. A complementing physical appearance ✓ boosts self-esteem and confidence. ✓
3. Personal qualities/Self-esteem can be complemented or disguised ✓ through careful choice and emphasis of colour. ✓
4. Bold/Dramatic personalities ✓ with a high self-esteem will prefer bright colours. ✓
5. Shy, reserved personalities ✓ will prefer soft pastel colours ✓

LO12.2.3 Synthesis (Any 3) (3 x 2) (6)**OR****3.4.2 Lifestyle (Statement and motivation)**

1. Clothes tell who we are in society. ✓ Consumer income and credit facilities make it possible to buy more expensive fashion items. ✓
2. One's philosophy of life is always carried out, in part, by the clothing in which one presents oneself to the world. ✓ Immodest clothing is a an indication of a person with loose morals. ✓
3. Traditional/Cultural styles can be reflected through fashion and style choices. ✓ Marital status is reflected by accessories and specific cultural styles that are worn. ✓
4. Socio-economic status can be reflected through designer labels. ✓ This often determines the choice of style and quality of fashion items. ✓

(Any 3) (3 x 2) (6)

LO12.2.3 Synthesis**TOTAL SECTION C: 40**

SECTION D: HOUSING AND SOFT FURNISHINGS**QUESTION 4****4.1 A mortgage bond**

This is a type of security ✓ registered in favour of the bank providing the loan ✓.

(2)

LO12.2.5 Knowledge**4.2 Compare full title and sectional title ownership****4.2.1 Privacy**

Full title: there is a great deal of privacy; you have your own house on your own plot. ✓

Sectional title: less privacy, garden areas are shared. ✓

(2)

4.2.2 Security

Full title: less secure as it stands alone on a plot therefore easy access for housebreaking. ✓

Sectional title: there is greater security than in a single home on a plot, nearness of neighbours ✓

(2)

LO12.2.5 Comprehension**4.3 TWO Types of insurance for house and content protection****1. Home insurance policy ✓**

- Life assurance covers the mortgage bond ✓: the insurance pays off the bond in case of death ✓

2. Household insurance: ✓

- Covers the contents ✓ of your home such as TV, computer and furniture against theft (housebreaking) ✓
- Other protection clauses can be included

(2 x 3)

(6)

LO12.2.5 Knowledge (3) Comprehension (3)**4.4 4.4.1 An instalment sale transaction is:**

- When the consumer can buy equipment/furniture and pay in instalments over a period of time. ✓ The equipment or furniture can be taken home after the deposit is paid and a contract signed. ✓ The contract includes finance charges and insurance coverage.

(2)

LO 12.2.6 Knowledge

4.4.2 **FOUR advantages of instalment sale transaction**

1. Instalments are paid over a period of time. ✓
2. It is a safe ✓ method of buying goods.
3. It is convenient; you do not have to carry around cash ✓.
4. The item bought can be used immediately. ✓
5. The consumer can buy goods and services which he could otherwise not afford. ✓ (Any 4) (4)

LO12.2.6 Knowledge4.5 4.5.1 **Select the best washing machine in terms of cost-effectiveness and energy-efficiency.**(a) **Cost-effectiveness**

Siemens Top-Loader

1. Adjustable water levels ✓: has an automatic water control which ensures that water wastage is prevented. ✓
2. Fewer programmes are run that may need repair/service which will save on repair costs. ✓
3. Cheaper buy – R1 000 less than the Sharp product. ✓
4. A larger load is more cost-effective. ✓ (4 x 1) (4)

LO12.2.6 Application(b) **Energy-efficiency**

Siemens Top-Loader

1. Type of machine: fully automatic ✓ which saves on time to switch between programmes. ✓
2. Hot-water wash: although hot water uses more electricity in terms of ensuring success in washing heavily soiled items it saves on energy (manual) and time. ✓
3. Indicates less energy usage (220 V) ✓
4. Shows minimum temperature ✓ and the other does not give indication as to at what temperature it normally operates. ✓

(These points may change according to the motivation given.) (Any 4) (4)

LO12.2.6 Application4.5.2 **What is VAT and how is it applied in South Africa?**

1. VAT stands for value-added tax. ✓
2. 14% is added to the selling price of the product/service. ✓
3. Every consumer pays VAT when paying for a product/service. ✓
4. VAT is an indirect tax. ✓
5. VAT is paid to the Receiver of Revenue. ✓ (Any 4) (4)

LO 12.1.2 Knowledge

4.6 Benefits to the environment of purchasing energy-efficient washing machines

1. Reduces environmental pollution✓ associated with energy production and use.✓
2. Prevents air pollution and greenhouse gas emissions✓caused by burning coal to generate electricity.✓
3. Reduces the contribution to global climate change✓ – less burning of fossil fuels.✓
4. Reduces nitrogen oxides✓ which contribute to smog and acid rain.✓
5. Only uses one cup of water✓ – saves water. ✓ (5 x 2) (10)

LO12.2.6 Evaluation

TOTAL SECTION D: 40

SECTION E

QUESTION 5

5.1 Contribution of the following criteria for efficient production of quality, marketable products.

5.1.1 Planning

1. Identifies the processes needed to complete the products by a specific target delivery date✓
2. Helps in organising production processes, into a logical sequence. ✓
3. Helps to set quality control points during production✓
4. Ensures productive use of human and non-human resources.✓ (Any 3) (3)

5.1.2 Specifications

1. Description of the product✓
2. Materials used for the product ✓
3. Instructions/Processes for manufacture ✓
4. Alternatives in the manufacturing process ✓
5. The time scheduled for production ✓
6. The criteria for quality control ✓ (Any 3) (3)

LO12.4.1 Comprehension

5.2 FOUR reasons why the quality of raw materials is important

1. The quality of raw materials are an important input to any production process as they determine the quality of the end product ✓
2. Poor quality raw materials affect the end product. ✓
3. May result in big losses✓ as low quality products may be rejected by the consumers
4. Good quality raw materials ensure profitability ✓
5. If good quality raw materials are used, it assists with the standardisation and quality control of the product. ✓

(Any 4) (4)

LO12.4.1 Knowledge**5.3 Procedures employees could follow when resolving problems without going to court**

1. Refer to company code of conduct regarding behavior of employer and employee.
2. Lodging a complaint to the employer. ✓
3. Consult the Labour Union to which they are affiliated. ✓
4. Seek arbitration if the matter is not resolved. ✓
5. Disciplinary hearing at the workplace could be held. ✓

(4)

LO12.4.2 Knowledge**5.4 Sustainability of an enterprise****5.4.1 THREE reasons for young entrepreneur's failure**

1. Poor planning ✓ – used unskilled workers, taking over second-hand equipment✓
2. Appointment of labour force ✓ – lack of experienced workers, lack of sufficient workers✓
3. Shortage of capital✓ – Insufficient loan to pay salaries of workers, and to cover start-up material✓ or money for repairs.
4. Poor business knowledge✓ – first-time entrepreneur, profit mark-up too high✓
5. Lack of management skills ✓ – first-time entrepreneur with poor decision-making skills✓

(3 x 2) (6)

NOTE: Each answer may only be used once.**LO12.4.2 Knowledge (3) Application (3)**

5.4.2 **Justification for the workers to successfully take their employer to a labour court**

1. Employees knew and understood their rights and responsibilities in the workplace. ✓
2. The employees knew what to do when they were treated unfairly. ✓
3. The employees knew they were discriminated against. ✓
4. The employees knew they were protected by law. ✓
5. The employees could expect fair judgment. ✓ (Any 4) (4)

LO12.4.2 Application

5.4.3 **Strategies to ensure sustainability in future entrepreneurial ventures**

1. A confident entrepreneur with a positive attitude is essential. ✓
2. Creativity is one of the strengths for success. ✓
3. Understanding of business management and skills is very important. ✓
4. A responsible and organised manager is essential. ✓
5. A person with good human relations who can handle the employees and customers adds value to the business. ✓
6. Hard work is one of the strengths for success. ✓ (Any 4) (4)

LO12.4.3 Application

5.5 **Calculate the selling price of ONE product.**

Raw materials	R56,00
Assistants' remuneration (R10 x 3 hr x 2) R30,00 x 2 ✓	R60,00 ✓
Packaging costs	R22,00
Advertising flyers (R1,50 x 30) ✓	R45,00 ✓
Transport (R15 x 2) ✓	<u>R30,00</u> ✓
TOTAL:	R213,00 ✓

Profit: $R213,00 \times 0,5 \checkmark = R106,50 \checkmark + R213,00 = R319,50 \checkmark$
 $\div 20 \text{ products} \checkmark = R15,98 \checkmark$ (12)

LO12.4.3 Application (6) Synthesis (6)

TOTAL SECTION E: 40
GRAND TOTAL: 200