



basic education

Department:
Basic Education
REPUBLIC OF SOUTH AFRICA

NATIONAL SENIOR CERTIFICATE

GRADE 12

CONSUMER STUDIES

NOVEMBER 2010

MEMORANDUM

MARKS: 200

This memorandum consists of 14 pages.

SECTION A: SHORT QUESTIONS**QUESTION 1****QUESTION 1.1**

1.1.1	A	B	C	D	(1)	R LO12.2.1
1.1.2	A	B	C	D	(1)	R LO12.2.1
1.1.3	A	B	C	D	(1)	R LO12.2.1
1.1.4	A	B	C	D	(1)	R LO12.2.7
1.1.5	A	B	C	D	(2)	R LO12.2.1
1.1.6	A	B	C	D	(2)	R LO12.2.1
1.1.7	A	B	C	D	(2)	U LO12.2.1
1.1.8	A	B	C	D	(1)	R LO10.3.4
1.1.9	A	B	C	D	(1)	App LO12.2.3
1.1.10	A	B	C	D	(1)	U LO12.2.3
1.1.11	A	B	C	D	(1)	R LO12.2.3
1.1.12	A	B	C	D	(1)	R LO12.2.3
1.1.13	A	B	C	D	(1)	R LO12.2.7
1.1.14	A	B	C	D	(1)	R LO12.2.5
1.1.15	A	B	C	D	(1)	R LO12.2.5
1.1.16	A	B	C	D	(1)	R LO12.2.5
1.1.17	A	B	C	D	(2)	R LO12.2.5
1.1.18	A	B	C	D	(2)	U LO12.1.1
1.1.19	A	B	C	D	(3)	U LO12.2.5
					26	

QUESTION 1.2

1.2.1	A	B	C	D	E	F	G	H	(1)	U LO12.2.5
1.2.2	A	B	C	D	E	F	G	H	(1)	U LO12.2.5
1.2.3	A	B	C	D	E	F	G	H	(1)	U LO12.2.5
1.2.4	A	B	C	D	E	F	G	H	(1)	U LO12.2.5
1.2.5	A	B	C	D	E	F	G	H	(1)	U LO12.2.5
1.2.6	A	B	C	D	E	F	G	H	(1)	U LO12.2.5
									(6)	

QUESTION 1.3

1.3.1	A	B	C	D	E	F	G	(1)	U LO12.1.1	
1.3.2	A	B	C	D	E	F	G	(1)	U LO12.1.1	
1.3.3	A	B	C	D	E	F	G	(1)	U LO12.1.1	
1.3.4	A	B	C	D	E	F	G	(1)	U LO12.1.1	
1.3.5	A	B	C	D	E	F	G	(1)	U LO12.1.1	
									(5)	

QUESTION 1.4

1.4	A	B	C	D	E	F	R
							LO12.4.2
							(3)

TOTAL SECTION A: 40

SECTION B: FOOD AND NUTRITION

QUESTION 2

Identify and brief description of health related problem

2.1 2.1.1 **Salt**
Hypertension/ High blood pressure: ✓

1. A disease characterized by an **increase of the work load of the heart**, ✓ causing the **muscle to thicken** and **arteries to stretch**. ✓
2. The **force exerted** ✓ by the heart against **resistance** created by **arteries**. ✓
3. A condition when the heart is pumping blood into the vessels at a **pressure higher** than the normal ✓ (120 *systolic* / 80 *diastolic*). The **higher the pressure**, the higher the chances of **developing heart diseases**. ✓

(3)

Understanding LO 12.2.1

2.1.2 **Saturated fats**
Obesity/overweight/high Cholesterol/Atherosclerosis/heart diseases/ Stroke: ✓

1. A condition in which **excess fat** is stored in the body/main arteries/ narrowing of arteries. ✓

(2)

Understanding LO 12.2.1**Choose suitable menu**

- 2.2 2.2.1 Menu A ✓ (1)

2.2.2 **Justify the choice made in 2.2.1**

- 1 Includes **calcium-rich foods** ✓ e.g. **sardines** that are needed
- 2 for **bone formation** ✓
Includes **green leafy vegetables** e.g. **fresh green salad** with is a source of **calcium /fluoride** ✓ for strong bones / source of
- 3 **vit. C** which forms **collagen to strengthen the ligaments**. ✓
Sardines contain bones with are rich in **calcium** ✓ for bone
- 4 formation. ✓
- 5 Milk contains **phosphorus** ✓ which assists in bone formation. ✓
Includes **vitamin D-enriched foods** e.g. fortified milk, ✓ that
6. assist in bone formation (6)
The **oil** in the sardines contains **Vitamin D** ✓ which assists with bone formation ✓.

Applying LO 12.2.1

- 2.2.3 **Reasons for not choosing the other menu**
- 1 Only includes food rich in **fats and oils** ✓ will make you **gain weight** which is **bad for osteoporosis**. ✓
 - 2 **Not enough minerals** (only spinach that may provide calcium) ✓
 - 3 **Lack** of bone forming nutrients e.g. **only the mushroom sauce that contains calcium or vitamin D/ fat-soluble vitamin D is absorbed by the oil during deep frying**. ✓

(3)

Applying LO 12.2.1

- 2.3 2.3.1 **Three food additives from label**
1. Malt powder✓
 2. Malt extract✓
 3. Gluten✓
 4. Emulsifiers✓
 5. Glazing agents✓
 6. Salt✓
 7. Flavourants✓
- Remembering LO 12.1.1 and 12.3.1** (3)

- 2.3.2 **Three ingredients that may cause allergic reaction**
1. **Milk**✓ – people who are **lactose(milk sugar) intolerant** should not eat the product because the **milk protein**✓ will cause an allergic reaction, **winds, cramps, diarrhea**✓
 2. **Gluten**✓ – people who are gluten intolerant / celiac disease should not eat this product as the gluten will cause an allergic reaction, **asthma, itchy skin, diarrhoea**✓
 3. **Soya**✓ – may cause hypersensitivity which could lead to
 4. **diarrhoea and asthma**✓
Peanuts and tree nuts✓ – not an ingredient but made in factory which uses them, but also extremely harmful, **affects breathing, anaphylactic shock** ✓
(All are listed as allergens)
- Understanding and Applying LO 12.2.1** (Any 3 x 2) (6)

- 2.4 **Words/ terms that may be misleading**
- Lite** ✓ often refers to light.
It may be misleading since there is **no legal definition** for this term✓ – it may mean **less fat /less salt /less weight/ less colour/ less energy**✓ when compared to other margarines on the market (may anything).
Harvest Award ✓ could influence the consumer to buy the product because it could indicate quality/ could also indicate a fresh product where as this one has been processed/ no proof of an award being given.✓ (4)
- Spread** ✓ it is not margarine with less fat and more water✓/ no proof of required fat content for it to be called a spread. ✓

Applying LO 12.1.1

- 2.5 2.5.1 **Three reasons for recommending the recipe**
Yes.✓
- 1 **Contains fruit with high fibre content).** ✓
 - 2 Contains **complex carbohydrates/ low GI** for slow energy release✓
 - 3 **Low fat content.**✓
 - 4 A diabetic will eat small portions, which will minimise the negative effect of sugar✓.
Because of the high protein content (eggs) sugar will be released slowly into the bloodstream✓
- (4)

OR

1. No. ✓
 2. **Sugar** content very high (from castor sugar). ✓
 3. High consumption of **sugar** may **add strain to pancreas** as already there is a problem / may raise blood sugar levels. ✓
 4. **Excess sugar** may be stored as **fat** and lead to obesity. ✓
 5. **Refined flour** will **raise the blood glucose** level quickly. ✓
 6. Large variety of **fruit** could include **too much sugar**. ✓
- 2.5.2
1. Use **egg white** only / **substitute part of egg yolk with egg white** ✓ as the yolk contains **cholesterol** and **saturated fats/ use eggs with a high omega 3 or 6 content** ✓
 2. Use **healthy sugar substitute (sweetex/ xylitol)** instead of sugar ✓ – sugar is converted into fat putting a strain on the heart/to reduce overweight. ✓
Substitute **cake flour** ✓ with **whole wheat flour** to **increase**
 4. the **fibre** content which eliminates cholesterol ✓
Use fruit (example: blueberries / guavas / cranberries /apples and more strawberries) ✓ which is good for the heart because they could contain **anti-oxidants**, ✓ **carotenoids** ✓,
 5. **calcium**, ✓ **potassium** ✓ and **fibre**. ✓
Replace low-fat yoghurt ✓ with fat free yoghurt which is good
 6. for the heart/ preferably **unsweetened** yoghurt. ✓ (8)
The recipe contains **very little fat** ✓ which **reduces** the **kilojoule** value. ✓ (4 x 2)
- Evaluating LO 12.2.1**

TOTAL SECTION B: 40

SECTION C: CLOTHING

QUESTION 3

- 3.1 3.1.1 **Fashion trends:** Young adults **identify with celebrities who wear fashion trends** and like to **wear the same clothes** as these celebrities (as seen in the media) or fashion leaders do. ✓
- 3.1.2 **Peer pressure:** Young adults will buy clothes which are **in fashion** in order **to conform to / have a sense of belonging to / identify with / be accepted by** other young adults. ✓ / Young adults with a low self esteem will easily conform/ Young adults with a good self esteem may not easily conform
- 3.1.3 **Quality:** Many young adults regard **brand names** as **good quality** and would buy brand names instead of buying from a **factory shop**. ✓ / Young adults are not that concerned about quality, they prefer brand names and quantity (3)
- 3.1.4 **Price:** **high prices** are often regarded as **quality/ shows financial status** ✓ / some young adults buy when prices are **reduced/** for some, price is not a **factor** ✓ (Any 3 x 1)
- Remembering LO 12.2.3**
- 3.2 3.2.1
1. Fashion accessories are **distinguished pieces** ✓ that are mostly used by woman as well as men to **add** ✓ some **detail and style/ interest and colour** ✓ to the outfit.
 2. Something that may be **worn** ✓ **with an outfit** ✓ to **enhance** ✓ the appearance. (2)
- Remembering LO 12.2.4**

- 3.2.2
1. Wear a **jacket or bolero/ scarf/ pashmina / jersey/ leggings/ underblouse**✓ over the dress to make them **less revealing.** ✓
 2. Wear **casual shoes**✓ to **dress down** the outfit. ✓
 3. Wear **informal/ less accessories** ✓to create an **less formal look**✓ (4)
 4. Change **hairstyles**✓ to be **less formal**✓
(Any 2 x 2)

Applying LO 12.2.3

- 3.3 3.3.1
1. It is a **registered name**, given to a specific group of products and may only be used by the producer or affiliated retailer ✓
It consists of three elements namely the name, logo and
 2. slogan✓ (2)
 3. It is a name used to **differentiate** certain products ✓from other similar **products** made by competitors. ✓

Remembering LO 12.2.4

- 3.3.2
1. Young adults make **demands** on parents✓ and parents find themselves **spending more** money than their budget allows✓and **spend more** to get special brands. ✓
 2. Branded clothes represent the **latest fashion**✓ and tend to be **expensive.** ✓
 3. **Lower-income** consumers who cannot afford✓ brand-label clothes tend to be ripped off by purchasing **fake items** that have poor value for money. ✓
 4. Once a person **wears branded clothes**, ✓he/she finds himself/herself under pressure to **maintain the peer group standard** and it becomes **costly.** ✓ (3 x 2) (6)

Understanding LO 12.2.4

- 3.3.3
1. Mental reasoning✓
 2. Passion✓
 3. An understanding of fabric and garment construction
 4. The ability to identify trends✓ (Any 3 x 1)
 5. Creativity (3)
 6. Persuasion skills
 7. Identify the target market

Applying LO12.2.4**Explain the statement**

- 3.3.4
1. **Dynamic:** Need to understand the **styles** that change quickly✓ and those that **last longer.** ✓
 2. **Fast moving:** There is a **diverse spread of tastes** for different consumers ✓which is **affected by fashion** movement. ✓
 3. **Exceptional standards:** An understanding of exclusiveness/ stylishness✓ in fashion styles to attract consumers of high standards/ taste/class. ✓
 4. **Creative expression:** The job needs a person with an **eye for fashion** ✓who has **creativity** in style and dress✓
 5. **Superb fashion design:** Fashion styles are seen mostly in the **work** environment✓ as many individuals show **different styles.** ✓ (3 x 2) (6)
- (Any applicable answer)

Applying LO 12.2.3

3.4 3.4.1 (a) Political factors

1. Policies of the country **limit** the influx of imports by applying customs duty thus affecting the movement of styles from other countries. ✓
2. **Legislation dictates modesty/** people should not appear naked in public✓/ Environmental laws prohibit the use of
3. endangered animal skins and fur
Political relations with countries also affect trade between (3)
them – good relations – more trade and vice versa. ✓

Remembering LO 12.2.4**(b) Economy:**

1. **Recession, depression, inflation, poverty, credit available** usually **accelerate or retard** fashion changes. ✓
2. Fashion is directed at those people who **control the spending power** of a nation/ **demographics.** ✓
3. In an **economical progressive** society where consumers **have money** to spend on clothes, fashion usually flourishes. ✓
4. **Less affluent communities** have **little money** to spend on
5. clothes and the lack of buying power inhibits fashion change. ✓ (3)
Limited resources will inhibit fashion change

Remembering LO 12.2.4

- 3.4.2 1. "fashion trends available" ✓ - South African consumers like keeping their wardrobes **fashionable**✓ to appear **up to date** and modern. ✓
2. "elegance is a state of mind" ✓- Some consumers wear **fashion** to make a **statement** about their lifestyle – says whether a person is **conservative, classic, professional, modern or rebellious.** ✓
3. "a mirror of the time we live in" ✓- Fashion **changes** with times e.g. seasonal, special yearly events like the Durban July/fashion week/Grand Prix. There is **quick flow** of fashion items in the market. ✓
4. "never be static" ✓- **Special clothes** bought specifically for job interviews
5. "fashion anticipates" ✓- The store can **import** a variety of clothing brands from other countries which could contribute to change. ✓
6. "mirror of the time we live in" ✓ - **comfort** is important, so **easy to care** clothes will be ideal✓
7. "translation of the future" ✓ - **improved technology/ imported textiles**✓ will make excellent fashion designs available with changing times✓. (4 x 2) (8)
(any applicable answer may be accepted)

Evaluating LO 12.2.4**TOTAL SECTION C: 40**

SECTION D
QUESTION 4

4.1 4.1.1

Sectional title / townhouse / condominium / part-ownership ✓

1. Residential in **medium or high density** housing ✓ where units are **individually owned** ✓ with **common areas** ✓ such as garden, pool, lifts and passages that are jointly owned.
2. **Townhouse** in a **cluster housing scheme /flat** ✓ in a block of flats, where units are **individually owned** ✓ but **common areas** ✓ shared with the rest of the other residents ✓

(3)

Remembering LO 12.2.5

4.1.2 **Renting / rental/ hiring ✓**

1. **(Non-ownership)** when a person chooses not to buy a house for some reason he or she **leases** ✓ accommodation and pays monthly instalments as shown on the advertisement (R8 000 a month) ✓

(3)

Remembering LO 12.2.5

4.1.3 **Full title ownership/ freehold title/ single title ✓**

1. **Buying an existing house** on a free standing site ✓ which **gives full ownership** to the buyer. ✓ The owner can use the property as **collateral** when in need.

(3)

Remembering LO 12.2.5

4.2 4.2.1 **Transfer costs: It is tax paid ✓ before the new house can be transferred ✓ to the new owner's name. ✓** The transfer fees depend on the purchase price. ✓ It is regulated by the government. ✓ It is done by a conveyance / transfer attorney. ✓ It is not part of the sale/ purchase price. ✓

These costs include payment of:

1. Transfer fees/conveyance fees ✓
2. Sundries ✓
3. Deeds office fee ✓
4. Provision for rates ✓
5. Value-added tax / tax / government tax/ payment to SARS ✓
6. Valuation fees / inspection fees ✓
7. Initiation fees ✓
8. Administration fees ✓

(6)

OR

4.2.2 **Bond costs: fees charged by the attorney ✓ for drawing up documents ✓ and the registration of the bond. ✓ It is an initiation fee payable to the bank to grant the loan ✓ and depend on the size of the home loan ✓. Normally 10% of the purchase price ✓**

The costs include payment of:

1. Bond fees/ bond instalment / bond account ✓
2. Valuation / Inspection fees ✓
3. Sundries and value-added tax ✓

4. Bank initiation fees ✓
 5. Bank administration fee ✓
 6. Interest (interim rates) ✓
 7. Bond insurance ✓
 8. Home owners insurance ✓
 9. Cancellation costs ✓
- (any 6) (6)

Understanding LO 12.2.5

- 4.3
1. **Failure by the seller** to provide details of the bank holding the existing mortgage bond. ✓
 2. **Delay** in recurring rates figures from the local authority and /or clearance certificates ✓
 3. **Delay in provision of guarantees** ✓
 4. **Failure** by the buyer to pay **transfer** and/or **bond costs** on time. ✓
 5. The seller **delays signing** the transfer and/or **bond documents** ✓
 6. **Failure** by the seller and/or buyer to provide **personal information**
 7. The existing **bond holder** not providing **cancellation figures** and **title deeds** to the transferring attorney. ✓
 8. **Failure** by the buyer to pay a **deposit** (if required). ✓
 9. The **buyer delays** obtaining employee **income documents** for new
 - 10 **bond holders**, and a failure to comply with other **bank requirements** ✓
- Failure to value the property
- (6)

Applying LO 12.2.5

4.4 **Electricity**

1. Switching off **lights** in unoccupied rooms will save electricity. ✓
 2. Boiling just **enough water** to be used instead of boiling a lot of water will save energy ✓
 3. Cooking a **lot of food** and refrigerating or **freezing** for later use will save energy ✓
 4. **Reheating** enough food to be eaten saves energy. ✓
 5. **Switching geysers off** when no one needs hot water (during the day or night) saves energy ✓
 6. **Switching off all appliances** not in use saves energy ✓
 7. Using **energy saving bulbs** and gadgets will save energy. ✓
 8. Using a **pressure cooker/microwave oven saves energy** ✓
- (Any relevant answers may be accepted)
- (6)

Applying LO 12.3.4

- 4.5 4.5.1
1. Paper ✓
 2. Plastic ✓
 3. Cardboard ✓
 4. Tins/cans ✓
 5. Bottles ✓
 6. Organic waste ✓
 7. Car tail lights ✓
 8. Any applicable example
- (Any 3) (3)

Remembering LO 12.2.7

- 4.5.2
1. Gases from **decaying products/cars** ✓ **pollute** the air and could be **poisonous / hazardous** ✓.
 2. **Poisonous substances seep into the ground** and could be taken up into plants growing in the ground ✓ and could be **dangerous to humans and animal health.** ✓ / diseases / impacts negatively on economy and becomes a burden on the state
 3. The disposal of waste and waste material **uses up valuable land** ✓ thus **less land would be available** for agriculture/housing/roads. ✓
 4. Waste **is unsightly** ✓ and impairs the **beauty** of nature. ✓ Does not encourage tourism, which has a negative effect on the economy ✓
 5. **Plastic bags** lying around could be **eaten by animals** ✓ and they would die – this would result in the **loss of money.** ✓
 6. If there is a lack of adequate storage systems **waste cannot be sorted** into organic and non-organic waste ✓ and it would **not be cost effective** to recycle items. ✓
 7. **Pollution** causes serious damage to our wetlands ✓ and this would have a negative effect on tourism as some are heritage sites. ✓
 8. Any relevant answer

Evaluating LO 12.3.1

(5 x 2)

(10)

TOTAL SECTION D:

40

SECTION E: THEORY OF PRODUCTION AND MARKETING OF FOOD, CLOTHING AND SOFT FURNISHINGS**QUESTION 5**

- 5.1 5.1.1 (a) SARS – South African Revenue Services✓ (1)
- (b) VAT – Value Added Tax✓ (1)
- (c) PAYE – Pay As You Earn✓ (1)
- Remembering LO 12.1.2**

- 5.2 **Three reasons to pay tax**
1. Tax contributes to the wealth / economy of the country. To sustain the economy of the country
 2. Taxes are used to provide public services such as education, health security, grants etc.
 3. To obey the law / to meet tax liability
 4. To promote economic services like agriculture, mining and industry
- (3)

Understanding LO 12.1.2

- 5.3 5.3.1 **Pricing**
1. A strategy used to **attach a price**✓ to a product taking into consideration the all **costs**✓ involved in **producing** it including the **profit** margin✓. (3)
- 5.3.2 **Promotion**
1. An **element** of the marketing process✓ that can close the **sale of goods or services**✓ to a potential customer by **providing the incentive** to buy✓
 2. A **strategy**✓ to create an **awareness of the product.** ✓✓ (3)
- Remembering LO 12.4.2**

- 5.4 5.4.1 **Production schedules**
1. Help indicate the direction the **production line** takes/ clear
 2. goals are set✓
 3. Give clear **deadlines** on processes to be followed✓
Indicate points at which **quality control measures** could be taken✓
 4. Promote **good management** during production/ increased productivity✓ (4)
 5. Ensure that products are **delivered on time.** ✓
 6. Will indicate **how many workers** are needed. ✓ (Any 4)
- Remembering LO 12.4.1**

- 5.4.2 **Continuous training of staff**
1. Continuous training ensures that workers have **knowledge and skills** required for production✓
 2. **Reduce wastage** during and after production✓
 3. Ensures **sustainable supply/** production and business✓

4. **Reduces mishandling of equipment** that could result in endless maintenance expenses✓
5. Training **orientates workers** to the company's way of working✓
6. **Ensures profitability** as products meet **quality standards** all the time✓ (Any 4) (4)

Remembering LO 12.4.1

5.5 5.5.1 **Unemployment Insurance Fund (UIF)**

1. UIF provides **short-term relief**/temporary relief/help when workers become unemployed✓
2. If workers happen to **lose their jobs** through retrenchment/sickness /pregnancy they can **claim money** from the fund, provided they are still looking for a job✓
3. If a **breadwinner dies** dependents **can claim** from the UIF if he or she was contributing to the UIF✓

Understanding LO 12.4.2 (3)

- 5.5.2 1. When legitimate disputes cannot be resolved between employer and employee, the employee can bring **complaints and grievances** to the CCMA ✓
2. CCMA is an independent statutory body✓ that **solves problems** with minimal expenses which are affordable to the workers✓
3. workers✓
4. Disputes may be **settled out of court**✓
As small businesses often do not have records, CCMA decisions **often favour the employee**✓

Understanding LO 12.4.2 (4)

Three reasons for not wanting to wrap the scarf

- 5.6
1. The packaging would be **better quality than the product.** ✓
 2. She feels it is unethical to create ✓ a **false impression that** could be misleading, ✓
 3. The packaging **won't improve the quality** of the product. ✓
 4. **Customers might not return** if the quality is poor. ✓
 5. The employee is **adhering to the quality standards** of the company ✓

Applying LO 12.4.2

(Any 3)

(3)

How to maintain quality during the quality production process

- 5.7
1. Ensuring **skilled and knowledgeable** workers and providing in-service **training** at all times ✓ will sustain **quality** during production ✓
 2. Using **quality raw materials** ✓ ensures **quality product/s** ✓
 3. Adhering to **specifications and correct methods** ✓ during **production** ✓/ With an appropriate **target group** determined ✓ one ensures that the product meets their **customers' needs**/ satisfaction ✓
 4. Making production **plan** known to all workers ✓ and **followed** accordingly ✓
 5. Intervals for **quality control measures/ inspection** well defined
 6. before ✓ and at the end of **production** ✓
The machines should be in good working order ✓ to prevent breakdowns ✓ which could result in damaged products. ✓

Evaluating LO 12.4.2

(5 x 2)

(10)

TOTAL SECTION E:**40****GRAND TOTAL:****200**