



basic education

Department:
Basic Education
REPUBLIC OF SOUTH AFRICA

**NATIONAL
SENIOR CERTIFICATE**

GRADE 12

CONSUMER STUDIES

NOVEMBER 2011

MEMORANDUM

MARKS: 200

This memorandum consists of 16 pages.

SECTION A**ANSWER SHEET**

QUESTION 1.1						
1.1.1	A	B	C	D	(1)	Remembering LO 12.2.1
1.1.2	A	B	C	D	(1)	Remembering LO 12.2.1
1.1.3	A	B	C	D	(1)	Understanding LO 12.2.1
1.1.4	A	B	C	D	(2)	Remembering LO 12.2.1
1.1.5	A	B	C	D	(1)	Understanding LO 12.2.3
1.1.6	A	B	C	D	(2)	Understanding LO 12.2.3
1.1.7	A	B	C	D	(2)	Remembering LO 12.2.3
1.1.8	A	B	C	D	(1)	Remembering LO 12.2.5
1.1.9	A	B	C	D	(1)	Remembering LO 12.4.1
1.1.10	A	B	C	D	(2)	Understanding LO 12.4.1
1.1.11	A	B	C	D	(2)	Remembering LO 12.1.2
1.1.12	A	B	C	D	(1)	Understanding LO 12.2.6
1.1.13	A	B	C	D	(2)	Understanding LO 12.2.6
					(19)	

QUESTION 1.2							
1.2.1	A	B	C	D	E		(1)
	i	ii	iii	iv	v	vi	(1)
1.2.2	A	B	C	D	E		(1)
	i	ii	iii	iv	v	vi	(1)
1.2.3	A	B	C	D	E		(1)
	i	ii	iii	iv	v	vi	(1)
							(6)

Applying LO 12.2.1

QUESTION 1.3						
A	B	C	D	E	F	(3)

Applying LO 12.2.6

QUESTION 1.4										
A	B	C	D	E	F	G	H	I	J	(4)

Remembering LO 12.2.1

QUESTION 1.5		
1.5.1 consumer	Remembering LO12 1.1	(1)
1.5.2 comparative	Remembering LO12 1.1	(1)
1.5.3 receipt	Remembering LO12 1.1	(1)
1.5.4 high quality /quality	Remembering LO12 1.1	(1)
1.5.5 excise duty /excise	Remembering LO 12.1.2	(1)
1.5.6 repo rate /repo	Remembering LO 12.1.2	(1)
1.5.7 rises	Remembering LO 12.1.2	(1)
1.5.8 Consumer Price Index/Consumer Price (CPI)	Remembering LO 12.1.2	(1)
		(8)

TOTAL SECTION A: 40

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

- 2.1 2.1.1
- Eating energy-dense foods / Foods high in sugar✓ and saturated fat are consumed ✓ which provide many /a lot of/excessive amounts of kilojoules /energy /excess energy is stored as fat ✓
 - All the energy is not used ✓ due to reduced physical activity/ little exercise is done / lazy ✓ and weight is gained. (4)

Understanding LO 12.2.1

2.1.2(a) $BMI = kg \div m^2$
 $= 85kg / 85 \div (1.65m)^2 / 1.65m^2 / 1.65^2 \checkmark$ **OR** $85 kg / 85 \div 2.72 \checkmark$
 $= 31 / 31,2 \checkmark$ (2)

Applying LO12.2.1

- 2.1.2(b)
- BMI exceeds 30✓
 - Weight exceeds standard based on height ✓
 - The person has 20% more body weight than recommended/weights more than the recommended weight/weights 10 kg more than normal weight✓
 - Excessive fatness/ excess fat accumulates in the body/excessively overweight✓
 - The person eats much more than the body needs✓
 - It is a form of malnutrition✓ (Any 1) (1)

Remembering LO 12.2.1

- 2.1.3(a) **Any answer** from 0,1 kg (100g) – 1 kg (1000 g) per week / 1k g or less per week ✓ (1)

Remembering LO 12.2.1

- 2.1.3(b)
- Reduce the total number of kilojoules that is consumed every day / follow a low-kilojoule diet ✓
 - Eat less fat / Reduce fat intake / Fat content of diet should not be more than 30% / Eat low fat food products / Eat less junk food ✓
 - Eat more vegetables and fruit / Eat at least 5 portions of fruit and vegetables every day ✓
 - Eat less red meat / Eat more chicken and fish / white meat ✓
 - Include more fibre / complex carbohydrates / Include more whole grains / Use whole-wheat flour and bread instead of white / Eat brown rice instead of white rice / Eat more unrefined products / Eat less refined products ✓
 - Include more low GI foods / foods that release glucose / energy slowly ✓
 - Limit food / drinks high in sugar ✓
 - Limit alcohol / malt sugar / mqombothi ✓
 - Eat at least 3 meals per day / 5-6 smaller meals ✓
 - Eat breakfast ✓
 - Don't eat a large meal late at night ✓
 - Drink 6–8 glasses of water per day ✓
 - Use healthier cooking methods / Steaming or grilling instead of frying ✓
- (Any 6) (6)

Remembering LO 12.2.1

- 2.2 2.2.1 9 -13 years and / or 14-18 years
OR
 9-18 years (1)

Remembering LO 12.2.1

- 2.2.2
- There is rapid bone growth / skeletal growth / bone formation ✓ during the teenage years
 - Calcium is necessary for the formation of strong bones and teeth / mineralization of bones / improve bone density / to help attain a dense bone mass / bones with high bone density ✓
- (2)

Understanding LO 12.2.1

- 2.2.3(a) Osteoporosis ✓ (1)

Understanding LO 12.2.1

- 2.2.3(b)
- Phosphorus ✓
 - Vitamin D ✓
 - Fluoride ✓
 - Vitamin C ✓
- (Any 2) (2)

Remembering LO 12.2.1

- 2.2.3(c)
- Around the age of 30, calcium starts to decrease and is not replaced/ later in life calcium is withdrawn from the bones at a faster rate than it is replaced/ rate of bone loss increases/ gradual loss of bone density/ gradual loss of bone tissue ✓
 - The bones become weak/ brittle/ break easily/ thinner/ smaller/ fragile/ less dense/ porous/ gradual loss of bone density/ reduced bone mass/ reduced strength ✓
 - Increased risk of fractures of the hips/ legs/ spine/ wrists ✓
- (Any 2) (2)

Applying LO 12 2.1

- 2.2.4
- Women are more at risk for developing osteoporosis ✓
 - Men don't lose bone mass as quickly as women ✓
 - Oestrogen helps to conserve bone mineral density/ lack of oestrogen speeds up bone loss/
 - The loss of bone mass speeds up when menstruation stops/ in women at the menopause/ rapid bone loss when women reach menopause ✓
 - During child-bearing years / pregnancy women can lose more calcium that impacts on this life stage ✓
- (2)

Applying LO 12.2.1

- 2.2.5 Milk and milk products / Dairy products ✓ (1)

Remembering LO 12.2.1

- 2.3 2.3.1 Low Fat ✓ (1)

Understanding LO12 1.1

- 2.3.2
- It contains cream and full cream milk / high kJ value ✓
 - which are high in fat/ The fat content is more than 3 g per 100g / Total fat content is 25,1 g / 100g or 7,5 / 30 g / high saturated fat content ✓
- (2)

Applying LO 12.2.1

- 2.3.3
- Contact the ABC retailer/ retailer/ dealer at which the foodstuff was purchased ✓
 - Call the customer care line/ manufacturer / 0800 11 77 11 ✓
 - Report to the consumer organisation/ Advertising Standards Authority , Trade Practices Act, New Consumer Protection Act
 - If not resolved approach Consumer Forum ✓
 - South African National Consumer Union ✓
 - National Government Consumer Affairs Office ✓
 - The local inspector of health ✓
 - The Department of Health ✓
- (Any 3) (3)

Remembering LO 12.1.1

- 2.3.4 • This product is not suitable / unsuitable ✓ (1)

Motivation

- The total fat content is very high / 25,1 g per 100 g or 7,5 g per 30 g ✓ which contributes to high blood cholesterol levels ✓
- The saturated fat content is very high / 17,5 g per 100 g or 5,3 g per 30 g ✓ and will contribute to high blood cholesterol levels ✓
- The mono- and polyunsaturated fat content is relatively low/ 6,2 g per 100 g or 1,9 per 30 g mono-unsaturated fat / 1,0 g per 100 g or 0,3 per 30 g polyunsaturated fat ✓ which is not good as these fats help to lower cholesterol levels ✓
- Contains trans fat ✓ that increases the risk for coronary heart disease ✓
- The sodium / salt content is relatively high / 435 mg per 100 g or 131 mg per 30 g ✓ which contributes to high blood pressure ✓
- The fibre content is very low / 0,6 g per 100 g or 0,2 g per 30 g ✓ which is not good as soluble fibre helps to lower blood cholesterol levels ✓ (Any 4 x 2) (8)

Evaluating LO 12.2.1

TOTAL SECTION B: 40

SECTION C: CLOTHING**QUESTION 3**

- 3.1 3.1.1 Fashion trends
- It is the general direction✓ that fashion silhouettes take /change in fashion styles✓/what is popular at a given time/✓
 - Subtle changes in fashion styles (e.g. lengthening or shortening of hemlines) ✓
 - Any relevant example that explains the term.✓ (Any 2) (2)
- 3.1.2. Fashion fads
- An exaggerated fashion✓ worn at a given time/ usually quickly accepted by a small group and disappears just as quickly✓/often present themselves in the form of accessories✓
 - Fashions that suddenly become popular ✓and disappear just as suddenly/ usually last one season/ short lived/ doesn't last very long✓/often present in the form of accessories. ✓
 - Any relevant example that explains the term. ✓ (Any 2) (2)
- 3.1.3 Fashion
- Current/contemporary style of clothing ✓ that is worn by the majority of people at a given time✓
 - Continuing process of change in dress styles, ✓ which are accepted and followed by large groups/majority of people at a given time✓
 - Style of clothing that usually lasts between one and three years
 - Any relevant example that explains the term. ✓ (Any 2) (2)
- 3.1.4 Style
- The lines✓ that make one form different✓ from each other
 - Is a distinctive/unique form ✓of dress with recognisable qualities which distinguish it ✓
 - Is a particular look or appearance✓
 - Any relevant example that explains the term. (A-line skirt/pencil skirt/ mandarin collar) ✓ (Any 2) (2)
- Remembering LO12.2.4
- 3.2.1
- To ensure that only✓ the manufacturers can use✓ the name / shows the uniqueness of the company ✓
 - It is a marketing tool ✓to increase the sale of a specific product ✓ (2) by the registered company

Applying LO 12.2.4

- 3.2.2
- They feel part of the group that/ who wears the brand label/ other clothes do not reflect being trendy
 - They follow the latest trends/ brand label clothes are regarded as fashionable✓
 - Feel part of an exclusive group/ feel important/ they feel popular/ they make them wear enviable clothes/ accepted/ physical appeal /show conformity with peers/ group ✓
 - Rebellion towards socially accepted norms/ shows individuality ✓
 - Wearing brand labels improves self-esteem / confidence ✓
 - Brand labels show that they can afford/ display economic status/ wear expensive clothes/ buy from up market shops✓ (5)
 - They portray good taste/ knows good quality✓
 - Creates a feeling of success✓ (Any 5)

Applying LO 12.2.3

- 3.3 Most consumers /almost everyone ✓/choose the style /uses or wears it /wants the clothes /trend ✓ (2)

Understanding LO 12.2.4

- 3.4 3.4.1 Answers must indicate ANY four different mix-and-match combinations with a white blouse / shirt.
For example:
- Pants/trousers, tie/scarf, shirt/blouse, waist coat buttoned✓
 - Pants/trousers, tie/scarf, shirt/blouse✓
 - Pants/trousers, tie/scarf, blouse/shirt, jacket buttoned✓
 - Pants/trousers, tie/scarf, shirt/blouse, waist coat unbuttoned ✓
 - Pants/trousers, tie/scarf, blouse/shirt, jacket unbuttoned✓ (Any 4) (4)

Applying LO12. 2.3

- 3.4.2
- Different styles of navy pants/trousers ✓
 - Different styles of white shirts /blouses✓
 - Different styles of black shoes✓
 - Different colour ties / scarves ✓
 - Choice of accessories/jewelry✓ within limits
 - Different hair styles✓
 - Different nails / make-up ✓
 - Choice of mix n match of the clothing items✓ to portray their individuality✓
 - Tying tie/scarf in a specific way✓ to show their individuality
 - Wearing a jacket/waist coat buttoned up or open✓ to give variety to their image (Any 4) (4)

Understanding LO12 2.3

- 3.5 3.5.1(a) Heavy siege/ military coats (worn by British and French soldiers during World War I) ✓ (1)
- 3.5.1(b) Lady
- Buttoned up ✓
 - Use the buckle instead of tying a knot ✓
 - Hands not in the pockets ✓
 - Remove scarf ✓
 - Iron / dry-clean the coat ✓
- Gentleman
- Buttoned up ✓ (2)
 - Collar down ✓
 - Wearing shirt and tie underneath ✓
 - Hands not in the pockets ✓ (Any 2)
- Understanding LO12.2.4
- 3.5.2 (It has since become a) timeless fashion item ✓. (1)
- Remembering LO 12.2.4
- 3.5.3
- Simple / tailored lines ✓
 - Suitable for most figure types / smooth fit doesn't reveal contours of the body ✓
 - Suitable for different ages ✓
 - Simple design ✓
 - Classic collar ✓
 - Double breasted design / two rows of buttons ✓
 - Good quality ✓
 - Neutral / simple / plain colours / not patterned / printed ✓
- Any (4) (4)
- Understanding LO12.2.4
- 3.5.4 (Thomas) Burberry ✓ (1)
- Remembering LO12.2.4
- 3.5.5
- Fashion designers use celebrities to introduce new fashions. ✓
 - Celebrities introduce new fashions by wearing Haute Couture / high fashion clothing ✓
 - Celebrities are seen as role models / People idolize celebrities / want to be as successful ✓
 - Through media coverage fashions worn by celebrities become more popular ✓
 - Celebrities stimulate fashion change as people want to emulate / copy / follow celebrities ✓
 - The products become widely available ✓
 - Styles become simpler ✓
 - Clothes / styles become more affordable ✓
- (Any 6) (6)
- Analysing LO12.2.4

TOTAL SECTION C: 40

SECTION D: HOUSING AND SOFT FURNISHINGS**QUESTION 4**

- 4.1 4.1.1 Conveyance fees
- Money available to the conveyance attorney/attorney/conveyancer ✓
 - When property is transferred from the seller to the buyer/For overseeing the transfer process of the property ✓
- (2)

Remembering LO 12.2.5

- 4.1.2 Title deed
- The document that reflects the ownership details ✓
 - and details of the property. ✓
- (2)

Remembering LO 12.2.5

- 4.1.3 Deeds Office fee
- Money payable to the Deeds Office ✓
 - To register the property to the buyer's name ✓
- (2)

Remembering LO 12.2.5

- 4.2
- Proof of employment or pension ✓
 - Proof of security/ collateral security ✓
 - Repayment instalment should not be more than 25- 30% of the (joint) monthly income/ Proof that you can afford to pay back the monthly instalment ✓
 - You must be credit worthy/ Good credit record/ Bank will do a credit check at a credit bureau ✓
 - Valuation of property must ensure that the bank will get its money back should you not pay/ Assessor must determine that the property is worth the amount of the bond ✓
 - Building plan ✓
 - Proof of identity / ID document / must be a South African citizen ✓ (Any 4)
- (4)

Remembering LO 12.2.5

- 4.3 4.3.1(a)
- Initially it will be cheaper to rent than to buy ✓ which will be beneficial to them as they still have to pay back study loans ✓
 - The rent will be fixed for a period ✓ which will help them to stay within their budget ✓
 - They will save on maintenance costs/ They are not responsible for maintenance ✓ as they will have to budget very carefully ✓
 - Greater mobility when renting/easier to move ✓ as John may be transferred to another town within a year ✓
- Any relevant reason from the scenario, but each reason can only be accredited/ marked once. (Any 3 x 2) (6)

- 4.3.1(b)
- It is a financial investment ✓ the value increases over time ✓
 - Legal owner of the property ✓ leave it to their children ✓
 - It gives a sense of security ✓ /they can use it as security for a loan ✓
 - Melissa can make changes ✓ to it without need of approval from anyone ✓
 - They can sell it at any time ✓, there is no binding contract ✓
 - John works for a bank and is entitled to a lower interest rate when he buys a house ✓ which will help them to meet their financial responsibilities

Any relevant reason from the scenario, but each reason can only be accredited/ marked once. (Any 3 x 2)

Understanding/Applying LO 12.2.5

(6)

- 4.3.2
- Renting ✓ (1)
- Reasons:
- She has a temporary job ✓
 - He may be transferred ✓
 - They are still paying back their study loans ✓
 - Because of their current situation they shouldn't be making long term commitments ✓
 - Renting is cheaper than buying / they could save money for future needs ✓
 - Save money as they don't have to maintain the property or pay rates and taxes ✓ (Any 1) (1)

Applying LO 12.2.5

- 4.4
- Safe method of buying goods ✓
 - Convenient as you don't have to carry cash around ✓
 - Consumers can buy more expensive goods which they could not otherwise afford/ Consumers can buy essential goods which they could not otherwise obtain / Improves their cash flow per month ✓
 - Debts can be spread over a period of time ✓
 - They can use the appliance while paying back the instalments / Can use the appliance immediately ✓
 - Helps build their credit reputation ✓
 - It is easier to complain or exchange the appliance while still paying for it ✓ (Any 3) (3)

Remembering LO 12.2.6

- 4.5
- 4.5.1
- Yes ✓
 - The Consumer Protection Act ✓ (2)

Applying LO 12.1.1

- 4.5.2 He should have phoned the consumer to get the go-ahead/approval. ✓ (1)

Understanding LO 12.1.1

- 4.5.3
- Radio reaches many people/Many people listen to the radio ✓
 - Radio is accessible to many people /Almost all people have cellphones/ phones to phone in ✓
 - When complaints are investigated by the radio they usually get resolved quickly as companies fear bad publicity ✓
 - Radio is one of the cheapest ways to spread the message ✓
 - Message conveyed on the radio is reliable ✓

(Any 2) (2)

Applying LO 12.1.1

4.6 4.6.1 Electricity

- Solar panels on the roof: ✓ Generate electricity from the energy from the sun /less electricity from Eskom will be used ✓
- Insulation on the ceiling: ✓ Keeps home cooler in summer and warmer in winter/ less need to use electricity to heat home in winter and cool home in summer ✓
- Large windows: ✓ Let in more light /sun light/more natural light so that it is not necessary to switch on lights during the day/house warms up during the day in winter ✓
- Carpeted floors: ✓ Warmer than tiles or cement - saves the use of heaters/electricity in winter ✓

(Any 2 x 2) (4)

- 4.6.2
- Grey water system: ✓ Bath and washing water will be used to water the garden / less need for municipal water to water the garden ✓
 - Rain water tank: ✓ Rain water will be captured to water the garden /less need for municipal water to water the garden ✓

(2 x 2) (4)

Creating LO 12.3.4

TOTAL SECTION D: 40

SECTION E: THEORY OF PRODUCTION AND ENTREPRENEURSHIP**QUESTION 5**

- 5.1 5.1.1 Ruth is/has:
- Confident ✓
 - optimistic / positive ✓
 - Creative/ innovative / took initiative ✓
 - Hardworking ✓
 - Experienced ✓
 - A sense of responsibility ✓
 - Good organizing skills ✓
 - Fosters good human relations/ well liked by colleagues and management ✓
 - Technical competence /skills. ✓
 - She is versatile ✓
 - She is a calculated risk taker ✓
 - Perseverance ✓
- (Any 5) (5)

Applying LO 12.4.2

- 5.1.2(a) • Factory workers / all the people working at the factory ✓
- Management team at the factory ✓
- Visitors to the factory ✓
- Families of factory workers (if they take food home) ✓
- (Any 2) (2)
- 5.1.2(b) • Staff at the clinic ✓
- Patients at the clinic ✓
- Visitors at the clinic ✓
- People living in the area / vicinity ✓
- (Any 2) (2)

Understanding LO 12.4.2

- 5.2 • To protect both parties/ employer and employees to be aware ✓ of
- their rights and responsibilities ✓/ basic conditions of employment / job description / company rules ✓
- (Any 2) (2)

Remembering LO 12.4.2

- 5.3 5.3.1
- A pregnant female worker/ female worker who is going to have a baby / female worker who has just had a baby✓
 - qualifies for 4 consecutive months✓ of
 - unpaid leave/ employer not obliged to pay her during this time✓
 - The leave can start 4 weeks before the expected birth / when advised by the doctor. ✓
 - No employee may work for the first 6 weeks after giving birth / having a miscarriage / or a stillborn child. ✓
 - An employee nursing her child is not allowed to perform work that is dangerous to her or the child.✓ (Any 3) (3)

- 5.3.2
- After 4 months of service ✓
 - and working more than 4 days per week ✓
 - the employee qualifies for 3 days ✓
 - of paid leave per annum/ year✓
 - If there are less than ten employees family responsibility leave may be deducted form annual leave days ✓
- Reasons for requesting family responsibility leave include:
- Death of a spouse, life partner, parent, adoptive parent, grandparent ✓
 - The birth of a child, a sick child, adopted child / grandchild ✓
 - Proof of the event will be required ✓ (Any 4) (4)

Remembering LO 12.4.2

- 5.4
- For evidence or proof of income and expenditure for auditing/shows how money or income is spent/Shows financial position at a glance ✓
 - Records are needed for filling in tax forms✓
 - Helps to make sensible decisions ✓
 - Helps to set goals and obtain the funds to attain the goals / future planning✓
 - It helps to ensure that you can pay your monthly expenses/prevent the business from being blacklisted ✓
 - A tool to monitor/ and evaluate / the sustainability of the business / monitor financial performance on an ongoing basis/Helps to identify income or expense problems before it is too late / making sure that enough profit is made /setting aside money for future use if the business has a good turnover✓ (Any 4) (4)

Understanding LO 12.4.1

5.5 NB: Formula is given. NO marks should be awarded for the formula.

$$\begin{aligned}
 \text{Production Cost} &= \text{Cost of materials} + \text{Overheads} \\
 &= \text{R}18,00 \checkmark + (40 \div 100 \times \text{R}18,00) / \text{R}18,00 + 40\% \checkmark \\
 &= \text{R}18,00 + \text{R}7,20 \checkmark \\
 &= \text{R}25,20 \checkmark \\
 &= \text{R}25,20 \times 20 \checkmark \\
 &= \text{R}504,00 \checkmark
 \end{aligned}$$

OR

$$\text{R}18,00 \times 20 \text{ units} \checkmark = \text{R}360,00 \checkmark$$

$$\begin{aligned}
 \text{Production Cost} &= \text{Cost of materials} + \text{Overheads} \\
 &= \text{R}360,00 \checkmark + (40 \div 100 \times \text{R}360,00 \div 1) / \text{R}360,00 + 40\% \checkmark \\
 &= \text{R}360,00 + \text{R}144,00 \checkmark \\
 &= \text{R}504,00 \checkmark
 \end{aligned}$$

(6)

Applying LO12 4.3

5.6 5.6.1(a) Food sales: October \checkmark (1)

5.6.1(b) Soft Furnishing sales: December \checkmark (1)

Understanding LO12.4.3

- 5.6.2(a)
- Food sales at the factory decreased in December \checkmark because factory closed during the Christmas period and less clientele \checkmark
 - Food sales at the factory increased in January \checkmark because factory workers are back at work \checkmark
 - Any relevant answers \checkmark with a reason \checkmark Any 2 (2 x 2) (4)

- 5.6.2(b)
- Soft furnishing sales at the flea market increased during December \checkmark because it is holiday time and more people are buying Christmas gifts \checkmark more people visit the flea markets \checkmark
 - Soft furnishing sales at the Flea market decreased during January \checkmark because people have less money to spend on soft furnishing at the flea markets \checkmark
 - People get bonuses at the end of the year / Christmas \checkmark and therefore have more money to spend \checkmark
 - Any relevant answer \checkmark with a reason \checkmark Any 2 (2 x 2) (4)

Analysing LO 12.4.3

- 5.6.3
- Ruth can sell food items at the flea market/another point of sale \checkmark where there will be more people doing shopping \checkmark
 - She must sell Christmas-related products / cold products for summer \checkmark
 - She must offer specials / discounts / combo's \checkmark Any (2) (2)

Analysing LO 12.4.3

TOTAL SECTION E: 40
GRAND TOTAL: 200