



basic education

Department:
Basic Education
REPUBLIC OF SOUTH AFRICA

**NATIONAL
SENIOR CERTIFICATE**

GRADE 12

CONSUMER STUDIES

FEBRUARY/MARCH 2013

MEMORANDUM

MARKS: 200

This memorandum consists of 13 pages.

SECTION A**QUESTION 1.1**

1.1.1	A	X	C	D	(1)	<i>Remembering</i> LO12.1.2
1.1.2	X	B	C	D	(1)	<i>Remembering</i> LO12.1.2
1.1.3	A	X	C	D	(1)	<i>Applying</i> LO12.1.2
1.1.4	A	B	X	D	(1)	<i>Remembering</i> LO12.1.2
1.1.5	A	B	C	X	(1)	<i>Applying</i> LO12.1.1
1.1.6	X	B	C	D	(1)	<i>Understanding</i> LO12.1.1
1.1.7	A	B	C	X	(1)	<i>Understanding</i> LO12.1.1
1.1.8	A	X	C	D	(1)	<i>Understanding</i> LO12.2.7
1.1.9	A	B	X	D	(1)	<i>Understanding</i> LO12.2.5
1.1.10	A	B	C	X	(1)	<i>Remembering</i> LO12.2.5
1.1.11	X	B	C	D	(1)	<i>Remembering</i> LO12.2.7
1.1.12	A	X	C	D	(1)	<i>Remembering</i> LO12.2.5
1.1.13	A	B	X	D	(1)	<i>Understanding</i> LO12.2.5
1.1.14	X	B	C	D	(1)	<i>Understanding</i> LO12.2.5
1.1.15	A	B	X	D	(1)	<i>Remembering</i> LO12.2.5
1.1.16	A	X	C	D	(1)	<i>Remembering</i> LO12.2.4
					16	

QUESTION 1.2

1.2.1	A	X	C	D	E	F	(1)	<i>Remembering/ Understanding</i> LO12: 2.1
	i	X	iii	iv	v	vi	(1)	
1.2.2	X	B	C	D	E	F	(1)	<i>Remembering/ Understanding</i> LO12: 2.1
	i	ii	iii	X	v	vi	(1)	
1.2.3	A	B	C	D	X	F	(1)	<i>Remembering/ Understanding</i> LO12: 2.1
	i	ii	iii	iv	v	X	(1)	
1.2.4	A	B	C	X	E	F	(1)	<i>Remembering/ Understanding</i> LO12: 2.1
	i	ii	iii	iv	X	vi	(1)	
							8	

QUESTION 1.3

1.3	A	B	X	X	E	X	X	H	(4)	<i>Understanding</i> LO12: 2.3
									4	

QUESTION 1.4

1.4	A	X	C	D	X	X	G	X	(4)	<i>Understanding</i> LO12: 2.3
									4	

QUESTION 1.5

1.5.1	Costing	(1)	<i>Remembering</i> LO12: 4.3
1.5.2	Break-even point/profit threshold	(1)	<i>Remembering</i> LO12: 4.3
1.5.3	Marketing mix	(1)	<i>Remembering</i> LO12: 4.2
1.5.4	Capital	(1)	<i>Remembering</i> LO12: 4.2
1.5.5	Budget	(1)	<i>Remembering</i> LO12: 4.2
1.5.6	Target market	(1)	<i>Remembering</i> LO12: 4.2
1.5.7	Logo	(1)	<i>Remembering</i> LO12: 4.2
1.5.8	Overheads/Indirect costs	(1)	<i>Remembering</i> LO12: 4.3
		8	

TOTAL SECTION A: 40

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

- 2.1 2.1.1 The glycaemic index (GI) ranks foods on a scale from 0-100 ✓, according to their actual effect on blood glucose levels ✓ (2)
Remembering LO 12.2.1
- 2.1.2 The immune system ✓ reacts to a normally harmless food protein ✓ that the body has mistakenly identified as harmful (2)
Remembering LO 12.2.1
- 2.1.3 Malnutrition is a general term for a condition caused by an improper or insufficient diet ✓/lack of nutrients, e.g. protein/vitamins/trace minerals ✓ (2)
Remembering LO 12.2.1
- 2.2 2.2.1
- Noticeable/extreme/severe weight loss/becoming very thin ✓
 - Wearing baggy clothes to cover signs of weight loss ✓
 - Self starvation/very little food intake/refusal to eat ✓
 - Doesn't eat in front of other people ✓
 - Exercises excessively/a lot/does strenuous exercise ✓
 - Gets rid of food by vomiting ✓
 - Distorted body image/believes and sees their bodies to be much bigger than it really is/think they are fat when they are excessively thin ✓
 - Obsession to be thin/slim ✓
 - Real fear of becoming fat/gaining weight ✓
 - Constantly talking about food and/or weight ✓
 - Dry skin and hair ✓
 - Fine hair grows on face and body ✓
 - Is depressed/moody ✓
 - Doesn't socialise ✓
- (Any 4) (4)
- NOTE: Signs must be visible, therefore constipation is not acceptable
Remembering LO 12.2.1
- 2.2.2
- Thin/Slim people are used to star in roles in movies/TV series /advertisements/magazine covers/fashion shows ✓
 - The media stars (mentioned above) are role models ✓
 - Young people are exposed to many different media ✓
 - This leads to the perception that being thin is the norm/thin is beautiful ✓
 - Young people think they must be thin to be accepted/ conform ✓
 - Conclusion: The media is partly to be blamed for the occurrence of anorexia in young adults, because they are continually exposed to information promoting thinness/being thin is acceptable, conveyed by the media. (3)
- NOTE: Award two marks for reasons and one mark for conclusion.
Applying LO 12.2.1

- 2.3 2.3.1
- Jelly and custard ✓
 - Has a high sugar content/62,7 g ✓ that will cause a sudden, rapid rise in blood glucose level ✓
- (3)
- Applying* LO 12.2.1
- 2.3.2
- Gluten ✓ as the bread is most likely made of wheat flour ✓
 - Protein ✓ in the egg ✓
- (4)
- Understanding* LO 12.2.1
- 2.3.3
- Choice:
- Green salad ✓
- (1)
- Motivation:
- Least kilojoules/679 kJ ✓
 - Not the lowest in fat but relatively low fat content in comparison to other foods ✓
 - Not the highest in fibre but relatively high fibre content in comparison to other foods ✓
 - Fibre helps to fill you up/promotes feeling of fullness ✓
 - Very low sugar content/0,1 g ✓
- (Any 3) (3)
- NOTE: One mark for the choice and any three marks for the motivation
- Applying* LO 12.2.1
- 2.3.4
- Toasted cheese , egg and tomato has a higher total fat ✓ and fibre ✓ content
- Reasons:
- Cheese contains more fat than chicken ✓
 - Tomato provides fibre ✓
- (4)
- Understanding (2) Applying (2)* LO 12.2.1
- 2.3.5
- This meal/choice is suitable as it contains nutrients that strengthen the immune system ✓ e.g.
 - Vitamin C in the tomato ✓ and orange juice ✓ which reduce the risk of infections ✓
 - Vitamin A/Carotene in the orange juice ✓ will help to keep mucous membranes healthy ✓
 - Protein in the beef patty ✓ to build muscle ✓
 - Bread will provide energy and the person will gain weight ✓
 - Margarine/butter/oil provides energy ✓
- (Any 4) (4)
- Understanding* LO 12.2.1

- 2.3.6 Risk factors for the development of coronary heart disease are:
- Obesity ✓, high blood pressure/hypertension ✓ and high cholesterol ✓ levels
 - Second highest kilojoule value/provides 2 739 kJ ✓ which may cause obesity ✓
 - Highest total fat intake/48,3 g ✓ which may cause obesity ✓ and high cholesterol ✓
 - Highest saturated fat intake/17,99 g ✓ which may cause high blood cholesterol ✓ as saturated fat increases blood cholesterol levels ✓
 - Highest cholesterol intake/96 mg ✓ which will increase blood cholesterol levels ✓
 - Highest sodium content/1 205 mg ✓ which may increase blood pressure/cause hypertension ✓ (Any 8) (8)
- Evaluating* LO 12.2.1

TOTAL SECTION B: 40

SECTION C: CLOTHING

QUESTION 3

- 3.1 You pay interest/extra money/extra expenses for the convenience of using an item which has not been fully paid for ✓ (1)
Remembering LO12.1.2
- 3.2
- Trends are introduced by designers ✓ to the fashion leaders/a specific group of people can wear clothing that becomes a fashion trend ✓
 - Celebrities/models/sports stars/fashion leaders/fashion trendsetters wear them ✓/make them popular/their styles are copied ✓
 - Then it is advertised by the media ✓ magazines/in-store magazines/newspapers/internet/movies/TV/fashion journalists ✓ (Any 4) (4)
- Understanding* LO12.2.4
- 3.3
- An increase in the petrol price will retard/ influence fashion trends negatively ✓
 - Prices of the fashion items will be higher/ more expensive ✓ because the manufacturers will pay more for the transport of the raw materials and the end products ✓
 - People will have less money to spend on fashion trends ✓ because they pay more for petrol/fashion will become a luxury item ✓ (Any 4) (4)
- Analysing* LO12.2.4

3.4.1

(a) FOUR steps in wardrobe planning	(b) Examples from the scenario	
1. needs analysis ✓ 2. evaluation of existing wardrobe ✓ 3. examine resources ✓ 4. planning ✓ (4)	1. Match own wardrobe with company's dress code. ✓ 2. Look at their own wardrobes ✓ 3. Don't have any money, Cheryl will borrow items from her sister ✓ 4. Cheryl decided on items for at least five outfits/Patrick decided on 4 T-shirts and 3 pairs of jeans ✓ (4)	(8)

Understanding/applying LO12.2.3

3.4.2

(a) T-shirts ✓ or Jacket ✓ or Jeans ✓ or golf shirts ✓ (Any 3) (3)
Remembering LO 12.2.4

(b)

- Classic styles stay longer/are worn over a long period of time/remains popular long after other fashions have been discarded ✓
- Accepted for its timeless qualities/simple design/simplicity ✓
- Classic styles are pleasing/suitable for most people ✓
- Classic styles are considered good taste ✓ (Any 2) (2)

Applying LO 12.2.4

(c)

- Innovation/introduction: ✓ the new fashion item is introduced to the market/the fashion is expensive/only a few people/celebrities/icons wear the fashion ✓
- Rise: ✓ The fashion becomes increasingly popular as more people buy it/mass production of the items results in lower prices/decrease in the price ✓
- Peak: ✓ At this stage fashion usually reaches its height of popularity and many people wear it ✓
- Decline: ✓ The classic styles are timeless items and don't lose popularity during this phase thus there is not a decline/very slow decline in the classic styles ✓
- Obsolete: ✓ delayed/never become obsolete/never go out of fashion ✓

(10)

Remembering/Applying LO12.2.4

3.4.3 Patrick's wardrobe

- Patrick 's wardrobe is functional✓ because he will look clean and neat✓ and he will follow the company's dress code✓
- He will be able to put together a different outfit✓ for each day of the week✓
- He has functional and comfortable/pleasing clothes to wear to work✓
- He has a core of basic classic styles✓
- Items can be mixed-and-matched/coordinated✓
- He has more tops than bottoms✓

OR**Cheryl's wardrobe**

- Cheryl's wardrobe is functional✓ because she will look clean and neat✓ and she will follow the company's dress code✓
 - She will be able to put together a different outfit✓ for each day of the week✓
 - She has functional and comfortable/pleasing clothes to wear to work✓
 - She has a core of basic classic styles✓
 - Items can be mixed-and-matched/coordinated✓
 - She has more tops than skirts and pants,✓ because she cannot wear the shorts to work✓
 - She cannot wear the strappy dress to work✓ (Any 8) (8)
- Evaluating* LO12.2.3

TOTAL SECTION C: 40

SECTION D: HOUSING AND HOUSEHOLD EQUIPMENT**QUESTION 4**

- 4.1 4.1.1 A title deed✓ (1)
Remembering LO12.2.5
- 4.1.2 The husband in whose name the house was registered✓ (1)
Remembering LO12.2.5
- 4.1.3
- To know/understand the terms and conditions/legal implications of the contract agreement ✓
 - To check/ensure that non applicable clauses were deleted on the contract✓
 - To know his/her rights and responsibilities as a tenant✓
 - To be aware of the rights and responsibilities of the landlord ✓
 - Know the rules and restrictions he/she must adhere to✓
 - Know how much the rent is/the amount to be paid✓
 - Know on what day it must be paid✓
 - Know the duration of the rental period✓
 - Knowing and understanding the clauses relating to giving notice before moving out✓ (Any 4) (4)
- Remembering* LO12.2.6
- 4.1.4
- More secure than living in a free standing house on a separate plot✓
 - Responsibility of security is shared ✓
 - Savings on maintenance of a larger property and garden✓
 - Enjoyment of common areas they do not personally maintain in a sectional title ownership✓
 - Location to amenities/shop/doctors etc. commonly closer than on freehold homes✓
 - Costs of rates and taxes may be less than a free standing house✓
 - Responsibility of the maintenance of the property is less/body corporate takes responsibility for the maintenance of the property✓
 - The Sectional Title Act safeguards one's interests✓ (Any 4) (4)
- Applying* LO12.2.5
- 4.2 4.2.1 Sectional title ✓ (1)
Remembering LO12.2.5
- 4.2.2
- 'The estate agent will fund it for you'✓
 - Because the estate agent only assists with the application for a home loan✓ (2)
- Applying* LO12.1.1

4.2.3 Advertising Standards Authority/National Consumer Forum (NCF)/
South African National Consumer Union (SANCU) ✓ (1)
Remembering LO12.1.1

4.3 The estate agent:

- selects available properties ✓ that meets the buyer's needs ✓ and financial resources ✓
- determines the buyer's financial resources/buying power/amount of money the buyer can qualify to borrow/home loan amount the buyer qualifies for/refers the buyer to a consultant best qualified to help ✓
- the estate agent will help/assist to complete the offer to purchase ✓
- the estate agent will negotiate between the buyer and the seller ✓
- assists the buyer with the application for a home loan ✓
- is familiar with administrative requirements to speed up the transaction ✓

(Any 5) (5)

Applying LO12.2.5

4.4 4.4.1

- A formal promise or assurance ✓ that an appliance will meet a certain standard/specification/quality/durability ✓
- If any defect occurs during the two-year guarantee period the manufacturer will repair ✓ or replace ✓ the dishwasher free of charge ✓

(4)

Remembering LO12.2.6

4.4.2

- Read the guarantee specifications to ensure you understand the terms and under which circumstances they would come into effect ✓
- Discuss the guarantee with the dealer to ensure clarity ✓
- Adhere to all prerequisites/conditions of the guarantee ✓
- Use the appliance regularly during the guarantee term to ensure that problems will be noticed ✓
- Never service or work on the appliance yourself during the guarantee period – only approved service providers are allowed to work on appliances under guarantee ✓
- Keep all correspondence and receipts concerning purchase and service of the appliance ✓

(Any 3) (3)

Understanding LO12.2.6

- 4.4.3
- Dishwasher A ✓
 - 16 plates in comparison to 12-plate capacity/larger plate capacity/can take more plates ✓
 - Large dish loader ✓
 - It has 5 programmes ✓
 - It has a second hot rinse ✓
- NOTE: One mark for the choice and 2 marks for the reasons. (3)

OR

- Dishwasher B ✓
 - It is energy efficient ✓
 - It has a stainless interior/will not rust ✓
 - The instalment is lower/smaller ✓
 - No deposit is required ✓
- NOTE: One mark for the choice and 2 marks for the reasons (3)
Understanding LO12.2.6

- 4.4.4
- Cash is cheaper/instalment sale is more expensive./Cash price is R3 989,00 and the instalment sale price is R7 924,00 ✓
 - There are extra costs/finance charges ✓ involved in the instalment sale transactions such as administration fees ✓, insurance charges ✓, deposit ✓ and interest ✓ (Any 4) (4)
- Understanding LO12.2.6*

- 4.4.5
- Although both have a low water consumption feature, dishwasher B ✓ has a smaller capacity for plates ✓ so will use less water ✓
 - Although both have an 'A' energy rating, Dishwasher B ✓ uses 1 500 W in comparison to 2 000 W for dishwasher A/ Dishwasher B has the lowest wattage ✓
 - Dishwasher B has a better energy efficiency rating/A rating versus AAA rating for dishwasher B ✓
 - The extra hot rinse will increase energy consumption when heating up the water for dishwasher A ✓
 - The variety of programmes on both machines allows for energy saving when an appropriate programme is chosen in relation to the load ✓
 - Adjustable racks in both machines assist in reducing the number of washes done as different utensils can be washed together ✓
- Choice: Dishwasher B ✓ (7)

NOTE: One mark for choice and 6 marks for any 6 reasons.
Evaluating LO12.3.4

TOTAL SECTION D: 40

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

- 5.1
- She started✓ and manages her own business✓
- OR**
- She recognised business opportunities✓, had the courage to seize them/
has the ability to manage them✓
- OR**
- Zinzi produces and sells products ✓ in order to make a profit✓ (Any 2) (2)
- Remembering* LO 12.4.2
- 5.2
- The contract protects both the employer and the employee ✓ in terms of the contractual responsibilities/conditions of employment ✓ (2)
- Remembering* LO 12.4.3
- 5.3
- Annual leave ✓
 - Sick leave ✓
 - Maternity leave ✓
 - Family responsibility leave ✓ (Any 2) (2)
- Remembering* LO 12.4.2
- 5.4
- A description of the product ✓
 - Description of the raw materials ✓
 - Instructions for the production of the product ✓
 - A time schedule ✓
 - Criteria for quality control ✓ (Any 4) (4)
- Remembering* LO 12.4.1
- 5.5
- She learnt/acquired skills/she is skilful ✓
 - She tested a variety of recipes and patterns ✓
 - She produces exceptional products/products have a competitive edge ✓
 - She uses only the best quality raw materials ✓
 - Appointed workers who are masters/skilful/dedicated/have flair/are passionate. ✓
 - Products are made by hand/unique/exclusive ✓
 - Made in small batches to guarantee quality✓
 - Products offer real value – customers value the personal touch ✓
 - Has special occasions range for Christmas, Valentine's Day and Mother's Day ✓
 - Interesting/good/newly designed packaging for special occasion range/
to add sparkle to the occasions ✓ (Any 8) (8)
- Understanding* LO 12.4.1

- 5.6
- To make the products more attractive/visible/to advertise the products ✓
 - To make people aware of the product ✓
 - To encourage more people to buy the product ✓
 - To attract a different/specific target market ✓
 - It adds sparkle to the occasions/make the occasion more special ✓
 - The packaging is relevant for different occasions
 - Any one example: Christmas colours for Christmas/red for Valentine's day/pink for Mothers' day ✓ (Any 3) (3)
- Analysing* LO 12.4.1
- 5.7
- 5.7.1 Selling price = production costs + profit
 = R30,00 ✓ + 80% ✓
 = R30,00 + R24,00 ✓
 = R54,00 ✓ (4)
- Applying* LO 12.4.3
- 5.7.2 Profit/R24,00 ✓ x 200 ✓
 = R4 800,00 ✓ (3)
- Applying* LO 12.4.3
- 5.8
- 5.8.1
- February ✓
 - May ✓
 - December ✓
 - Zinzi created a special occasions' range ✓ suitable for Christmas (December) ✓, Valentine's Day (February) ✓ and Mother's Day (May) ✓ (Any 1 reason) (4)
- Remembering and Understanding* LO 12.4.3
- 5.8.2 January ✓
 People spend a lot of money in December during the holiday period and Christmas ✓. People therefore tend to spend little money in January on luxuries/items that they don't really need ✓ (Any 1 reason) (2)
- Remembering and Understanding* LO 12.4.3
- 5.8.3
- Special promotions ✓ e.g. buy two, get one free ✓
 - Selling products at a slightly lower price ✓ than normally to be competitive ✓
 - Having a 'back to school' promotion/drive ✓ to boost sales (6)
- Creating* LO 12.4.3

TOTAL SECTION E: 40
GRAND TOTAL: 200