



# basic education

Department:  
Basic Education  
**REPUBLIC OF SOUTH AFRICA**

## **NATIONAL SENIOR CERTIFICATE**

**GRADE 12**

**CONSUMER STUDIES**

**FEBRUARY/MARCH 2011**

**MEMORANDUM**

**MARKS: 200**

**This memorandum consists of 12 pages.**

**SECTION A****ANSWER SHEET****QUESTION 1.1**

|        |   |   |   |   |     |               |
|--------|---|---|---|---|-----|---------------|
| 1.1.1  | A | B | C | D | (1) | R<br>12.1.1   |
| 1.1.2  | A | B | C | D | (1) | R<br>12.1.2   |
| 1.1.3  | A | B | C | D | (1) | R<br>12.1.2   |
| 1.1.4  | A | B | C | D | (1) | R<br>12.1.1   |
| 1.1.5  | A | B | C | D | (1) | R<br>12.1.2   |
| 1.1.6  | A | B | C | D | (2) | R<br>12.1.2   |
| 1.1.7  | A | B | C | D | (3) | App<br>12.1.2 |
| 1.1.8  | A | B | C | D | (1) | R<br>12.2.1   |
| 1.1.9  | A | B | C | D | (1) | R<br>12.2.1   |
| 1.1.10 | A | B | C | D | (2) | U/A<br>12.2.1 |
| 1.1.11 | A | B | C | D | (1) | R<br>12.2.3   |
| 1.1.12 | A | B | C | D | (1) | R<br>12.2.4   |
| 1.1.13 | A | B | C | D | (1) | U<br>12.2.3   |
| 1.1.14 | A | B | C | D | (1) | R<br>12.2.5   |
| 1.1.15 | A | B | C | D | (1) | R<br>12.2.5   |
| 1.1.16 | A | B | C | D | (2) | U<br>12.2.5   |
| 1.1.17 | A | B | C | D | (3) | App<br>12.2.5 |
| 1.1.18 | A | B | C | D | (1) | R<br>12.4.3   |
| 1.1.19 | A | B | C | D | (1) | U<br>12.2.7   |
| 1.1.20 | A | B | C | D | (1) | R<br>12.2.7   |
| 1.1.21 | A | B | C | D | (1) | R<br>12.2.7   |

**28**

**QUESTION 1.2**

|   |   |   |   |   |   |   |   |             |
|---|---|---|---|---|---|---|---|-------------|
| A | B | C | D | E | F | G | 3 | R<br>12.2.1 |
|---|---|---|---|---|---|---|---|-------------|

**QUESTION 1.3**

|   |   |   |   |   |   |   |   |   |             |
|---|---|---|---|---|---|---|---|---|-------------|
| A | B | C | D | E | F | G | H | 4 | R<br>12.2.1 |
|---|---|---|---|---|---|---|---|---|-------------|

**QUESTION 1.4**

|       |   |   |   |   |   |   |   |     |             |
|-------|---|---|---|---|---|---|---|-----|-------------|
| 1.4.1 | A | B | C | D | E | F | G | (1) | U<br>12.2.4 |
| 1.4.2 | A | B | C | D | E | F | G | (1) | U<br>12.2.4 |
| 1.4.3 | A | B | C | D | E | F | G | (1) | U<br>12.2.4 |
| 1.4.4 | A | B | C | D | E | F | G | (1) | U<br>12.2.4 |
| 1.4.5 | A | B | C | D | E | F | G | (1) | U<br>12.2.4 |
| 5     |   |   |   |   |   |   |   |     |             |

**TOTAL SECTION A: 40**

**SECTION B: FOOD AND NUTRITION****QUESTION 2****2.1 Logos****2.1.1 Heart Foundation**

1. The logo indicates that a **certain food product** has been **approved by the heart foundation.** ✓
2. The food bearing the logo **can be eaten** by a person with a **heart problem.** ✓
3. The logo guarantees that the **food is free of nutrients** that can cause **risk of heart disease.** ✓
4. Foods with this logo can be **recommended** by health practitioners as a means of reducing **the risk of heart disease.** ✓

(Any 3) (3)

**2.1.2 Halaal**

1. Halaal emblem indicates that the food can be **eaten by Moslems.** ✓
2. Guarantees that the products comply with **Islamic Dietary laws** ✓/Ensures that food has **not been mixed with pork** during preparation or cooking. ✓
3. It has been approved by the **Muslim Judicial Council** ✓/ all preparations are done with a certain **prayer given to God.** ✓

(Any 3) (3)

**Understanding LO 12.2.1****2.2 FOUR ways to decrease salt intake**

1. Add less salt during cooking or at table. ✓
2. Choose food with a lower level of salt. ✓
3. Avoid eating ready-made meals. ✓
4. Cut down on chips and salted nuts. ✓
5. Avoid food like stock cubes, packet soup and sauces with hidden salt. ✓

(Any 4) (4)

**Remembering LO 12.2.1****2.3 FOUR food choices for a person suffering from HIV/AIDS who has diarrhoea and sores in the mouth**

1. **Soft foods** ✓ e.g. cooked mashed vegetables for **easy chewing and swallowing.** ✓
2. **Vegetables rich in Vit A**, e.g. pumpkin, spinach ✓ which are good sources of **anti-oxidants** ✓
3. Food that is **not too spicy/ salty** ✓ as it will **burn the mouth.** ✓
4. Lots of **fluids** ✓ to replace fluids lost as a result of **diarrhoea.** ✓
5. **Milk/yoghurt** ✓/cream of carrot soup to build/**replenish new cells.** ✓

(4 x 2) (8)

**Understanding/Applying LO 12.2.1**

**2.4 Diet plans****2.4.1 Describe the health condition *anaemia*.**

1. A condition in which there is a **diminished oxygen carrying capacity** ✓ of the blood as a result of **reduction** ✓ in the total circulating **haemoglobin** ✓ and / or **reduction in red-blood cells**.
2. Can be caused by **iron deficiency**. ✓
3. Also caused by a **lack of vitamin B12 and folic acid**. ✓ (3)

**Remembering LO 12.2.1****2.4.2 Reasons why young female adults are prone to anaemia**

1. Females **menstruate** ✓ and therefore **lose iron**. ✓
2. Female young adults are **picky** when it comes to food and tend to **avoid foods** ✓ that **are rich in iron and vitamin C**. ✓
3. Drink a lot of **coffee** ✓ which **reduces the absorption of iron** in the body ✓ (Any 2) (2 x 2) (4)

**Understanding LO 12.2.1****2.4.3 Indicate and motivate the foods that would be beneficial to manage anaemia.**

1. **Foods rich in vitamin B** ✓ that is required by the body to **build the blood for the absorption of iron** ✓: jacket potatoes, whole grain oats, bran ✓
2. **Foods rich in vitamin C** ✓ for the **absorption of iron** ✓ e.g. avocado, kiwi, tomatoes, canned baked beans with tomato juice, jacket potatoes, dried apricots. ✓ (5)

**Understanding LO 12.2.1****2.5 Explain how the prevalence of heart disease impacts on the South African economy.**

1. The increased **sedentary lifestyle** ✓ leads to a boom in the **junk food** industry thus leading to more food outlets opened and **more jobs** become available. ✓
2. People are **very inactive** ✓, sit in front of TV, eating lots of junk food thus leading to **frequent visits to hospitals/ doctors or clinics**, draining from **the household income**. ✓
3. Eating a lot of junk food results in **heart disease** ✓ which affects **premiums paid to Medical Aid schemes**, resulting in more **money taken off consumers' income**. ✓
4. An increased **number of patients** suffering from heart disease impacts **negatively** ✓ on the family because **less money will be earned** as sick **members are frequently** on sick leave. ✓
5. **More medication** has to be made available ✓ in government **hospitals and clinics** which drains ✓ from **the country's reserves**
6. Families also have to **spend more on medical expenses** ✓ thus leaving **very little for everyday living** (food security threatened) ✓ (5 x 2 ) (10)

**Evaluating LO 12.27****TOTAL SECTION B: 40**

**SECTION C: CLOTHING****QUESTION 3****3.1 Name and describe the FIVE stages in the fashion cycle**

1. **Introduction/innovation:** ✓ a new fashion item appears on the market- only **afforded by a few** as they are **expensive**; worn by **fashion leaders and celebrities** ✓
2. **Rise:** ✓ fashion item/ trend start appearing in the media, **becomes popular** ✓
3. **Peak/acceleration:** ✓ fashion item **reaches the height** of its popularity; **becomes affordable** to most consumers ✓
4. **Decline:** ✓ the market becomes **saturated** with the trend, becomes less popular. The **price of the item start to drop** ✓
5. **Obsolete/outdated:** ✓ fashion item sold at a **discount price** as dealers want to **dispose of their stock** for the new coming season. Consumers are **no longer interested** and want a new look. ✓

(5 x 2) (10)

**Remembering/Understanding 12.2.4****3.2 List THREE technological factors which have an influence on fashion change**

1. Electronic communication. ✓
2. Textile technology ✓
3. Improved manufacturing methods. ✓
4. Methods of distribution ✓

(Any 3) (3)

**Remembering LO 12.2 4****3.3 Thabo's outfit****3.3.1 To change the outfit so that it suits the informal soccer party**

1. Change/remove the tie ✓
2. Change shoes to more casual style ✓
3. Change jacket to an informal/sportier one or a jersey ✓
4. Wear denims with jacket (suit) ✓

(Any 3) (3)

**Applying LO 12.2.3****3.3.2 Influence of brand labels in Thabo's choice of clothing**

1. He works for a **corporate company**, ✓ would like to portray a **successful image**. ✓
2. Would buy branded clothing **to fit in** with friends at soccer parties, ✓ and would be seen **wearing the brand of their heroes**. ✓

(4)

**Understanding LO 12.2.4**

3.4 **Versatility of outfit for the world of work**

1. Easy to **mix and match** ✓ parts of garments can each **be worn with something else** ✓: the jacket with pants or skirt of different colour/ the scarf and jacket replaced with a shirt / a cardigan / a top; the skirt could also be replaced with a dress.
2. **Neutral colours** ✓ **easily worn with other colours** ✓
3. **Black** is a **serviceable colour** ✓ **smart** ✓ / **casual** ✓
4. Good **quality** ✓ – basic **classic style** ✓ – **outlast fashion changes** ✓

(Any 6)

(6)

**Applying LO 12.2.3**3.5 **THREE guidelines designers should keep in mind when designing clothes for physically challenged people for the world of work.**

1. Due to **limited styles** on the market ✓ consider a style that **fits comfortably** with a specific disability. ✓
2. Create designs that **physically assist the wearer** ✓ to **overcome dressing restrictions**. ✓
3. Consider designs that are **comfortable** ✓ and allow the wearer to be **as fashionable** as everybody else. ✓
4. Consider an **out-size range** ✓ as the sizes could be a bit different depending on the **disability**. ✓

(3 x 2)

(6)

**Remembering LO 12.2.7**3.6 **Discuss Gianni's opinion on fashion choices with regard to choice of clothing for the world of work.**

1. **Status/Position at work:** ✓ one wants to make a **statement** in terms of position held through his or her outfits ✓ /one will choose clothes that **suit the work** one is doing. ✓
2. **Image of the company:** ✓ one dresses in a way that **portrays the image of the company**. ✓
3. **Personality:** ✓ one's personality has an **influence in the clientele** of a company. ✓ /One chooses clothes that **display** one's **personality** in a positive way/a positive mood. ✓
4. **Modesty and respect:** ✓ one chooses clothes that do not **intimidate/offend** others at work or clients. ✓

(4 x 2)

(8)

**Evaluating LO 12.2.3****TOTAL SECTION C: 40**

**SECTION D: HOUSING AND SOFT FURNISHINGS****QUESTION 4****4.1 FOUR responsibilities of municipal service**

1. Water supply✓
2. Sewage collection and disposal✓
3. Refuse removal✓
4. Electricity and gas supply✓
5. Municipal health services✓
6. Municipal roads and storm water drainage✓
7. Street lighting✓
8. Capacity building for better service delivery
9. Improved service delivery✓

(Any 4) (4)

**Remembering LO 12.3.4****4.2 THREE role players in the Mortgage bond process**

1. **Seller** ✓ – informs the estate agent of an offer to sell and any defects in the house✓
2. **Buyer** ✓ – needs to have a good credit record; be in stable employment for at least 2 years✓
3. **Estate agent**✓ – need to be aware of all forms of security available to the buyer or tenant. ✓
4. **Transferring attorney**✓ – a qualified property lawyer appointed to do transfers✓
5. **Bond attorney**✓ – a qualified property lawyer who conducts the process of transfer and the signing of all documents by both seller and buyer✓

(3 x 2) (6)

**Remembering/Understanding LO 12.2.5****4.3 Who signs the offer to purchase**

1. Seller ✓ and buyer ✓

(2)

**Remembering LO 12.2.5****4.4 4.4.1 Why is inflation a problem to consumers**

1. Consumers at large (especially low-income groups) **do not understand inflation.**/Can hardly **notice** it at first but feel it when paying for goods and services. ✓
2. Inflation gradually builds up and starts to **corrode one's savings** as prices escalate demand more from one's purse. ✓
3. Inflation has the power to **erode the value of an investment.** ✓

(Any 2) (2)

**Understanding LO 12.1.2****4.4.2 TWO reasons why home owners have a better chance of protecting themselves against inflation**

1. As the **price** of houses **rise** over the years, ✓ the **value** of their homes **increases.** ✓
2. Although home owners make a **profit when selling**, it may be an **illusion, not enough money** to buy cash, but it puts one in a **better** position to **acquire another house** than people who rent.

(2 x 2) (4)

**Applying LO 12.1.2**

4.5 **Energy-saving factors to consider when buying the following:**4.5.1 **Washing machines**

1. The second largest user of water. ✓
2. Latest models are more efficient than older models. ✓
3. Consider the front loader for top performance and efficiency. ✓
4. Models using cold water are more cost effective. ✓ (4)

4.5.2 **Refrigerators**

1. Look for model that uses least amount of energy. ✓
2. Refrigerators consume more energy than any major kitchen appliance. ✓
3. On average the top and bottom freezer models cost less and are generally more reliable and energy efficient than the side-by-side models. ✓
4. Can save more with smaller models. ✓
5. Fridges with ice-makers and dispensers use more energy. ✓ (Any 4) (4)

4.5.3 **Tumble dryers**

1. Insist on **moisture sensor** ✓ ones as they can **save energy** because they tend to recognize when the laundry is dry and **shut the machine off** quicker than the ordinary models ✓
2. Choose **gas** if you have an option as they are generally **cheaper** to run and have a **lower environmental impact** ✓
3. Although they **cost more** than electricity but **saves in fuel costs** ✓ (4)

**Understanding LO 12.2.6**4.6 **Suggest FIVE household practices to decrease carbon emissions and maintain a healthy environment**

Apply the principle of **reduce, reuse and recycle** ✓ in the home by:

1. Purchase products that are totally **organic to avoid pollution**. ✓
2. **Collecting/picking-up all recyclable** items ✓ from the yard thus **reducing gas emissions** from the soil ✓.
3. **Repair faulty appliances** as they use more electricity. ✓
4. Read the **instruction manual** ✓ to use the appliance to make the most **efficient use of energy and save** natural resources ✓
5. **Use solar powered** equipment ✓ to **save** on electricity. ✓
6. **Switch plugs off** when not in use ✓ as appliances **still use electricity** although switched off. ✓
7. **Dry clothes on clothes line** ✓ instead of tumble dryer to **save energy**. ✓
8. **Breastfeeding** babies ✓ to **reduce emissions** from the production, manufacture and transporting of baby formulas. ✓
9. Use **energy saving lighting** devices when replacing old ones. ✓
10. Buying products in **reusable containers**. ✓ – can re-use plastic bottles, inner of toilet rolls for children's **school projects** ✓
11. Install a **thermostat** ✓ on your geyser to **lower the usage** of electricity. ✓
12. Use **energy efficient appliances** ✓ to **save** electricity. . ✓ (Any 5 x 2) (10)

**Evaluating LO 12.2.7****TOTAL SECTION D: 40**

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

5.1 **How would you ensure that the packaging of your product has maximum appeal?**

1. Information required should be on the label ✓
2. Clearly labeled contents with an image of the contents ✓ can help to create an interest in the product ✓
3. Packaging should be functional. ✓
4. Designed specifically for the target market ✓
5. Packaging should be eye-catching ✓ to create an interest in the product. ✓
6. Packaging should be appropriate ✓ and easy to identify. ✓
7. The packaging should be user-friendly ✓ – e.g. lids should be easy to open. ✓

(8)

**Remembering LO 12.4.1**

5.2 5.2.1 **FOOD PRODUCTION**  
**Importance of storage during production and marketing of FOOD products**

1. Store all products at **correct temperatures** ✓ to ensure that the products **do not spoil**. ✓
2. Store products in a **clean area** ✓ to **prevent contamination and spoilage**. ✓
3. **Contaminated food** will influence the quality of the product ✓ and may also cause **severe illness** to the customers. ✓
4. Food with **strong odours** should be stored separately ✓ to avoid that other food **do not absorb the odours**.

(4)

**Remembering LO 12.4.2**

5.2.2 **FOUR ways in which wastage of perishable food items can be avoided at a point of sale**

1. Have proper storage facilities e.g. cold storage ✓
2. Keep checking if refrigerators are still in good working condition ✓
3. Buy just enough stock that will not keep for too long in the shelves ✓
4. An enclosed area ✓ will limit the amount of dust, wind etc ✓

(4)

**Remembering LO 12.4.2****OR**

5.3 5.3.1 **CLOTHING AND SOFT FURNISHING PRODUCTS**  
**Importance of storage during production and marketing:**

1. Store correctly ✓ to prevent any damage to the products. ✓
2. Store away from moisture ✓ to prevent mildew from forming. ✓
3. Store away from sunlight and dirt ✓ which can cause colour changes ✓

(2 x 2)

(4)

**Remembering LO 12.4.2**

**5.3.2 FOUR ways of avoiding wastage during production**

1. Buy good **quality materials** – check the **strength and durability** before buying. ✓
2. Check the quality of the **construction** techniques **at every stage** of the production. ✓
3. **Test whether textiles finishes** have been applied to the material. ✓
4. **Check the details** of the garment/product e.g. are buttons identical ✓
5. Ensure the **layout and cutting** is perfect. ✓

(4)

**Remembering LO 12.4.2****5.4 What should you keep in mind when planning an advertisement to promote the products?**

1. Keep it short and simple ✓
2. Be specific and accurate in your description ✓
3. Plan the layout carefully. ✓
4. Place attention grabbers so that they highlight the best features of your product. ✓
5. Use a font that is easy to read. ✓
6. The message must be easy to understand and be sincere/informative/customer-oriented. ✓

(5)

**Remembering LO 12.4.1****5.5 Discuss the proper handling of equipment to control stock in a small enterprise**

1. Equipment should be maintained and serviced regularly ✓
2. Follow the manufacturer's instructions carefully to use the equipment efficiently ✓.
3. Keep spare parts handy so that minor problems can be sorted out quickly. ✓
4. Storage cupboards should be kept neat and clean to avoid moulds that could lead to rusting. ✓
5. Record all equipment in a stock control book. ✓
6. Take regular stock counts to detect broken or missing equipment. ✓

(Any 5)

(5)

**Understanding LO 12.4.1****5.6 Explain how making a sample or prototype can be an excellent marketing tool for your business.**

1. A sample/prototype will show the customer **exactly what the final product will be like.** ✓
2. A sample or prototype displays the **quality of the product.** ✓
3. Once customers have seen the product large **orders can be secured.** ✓  
**/Visual displays could encourage orders.**

(2)

**Applying LO 12.4.1**

**5.7 Discuss how the following could influence efficiency during the production process.**

**5.7.1 Market research**

1. It helps to identify the **specific market segment** the producer wants to attract. ✓
2. It helps to build a **unique identity** for the product. ✓
3. It helps to determine the **strategy**✓ for **making**, ✓ **marketing** and **advertising** the product. ✓
4. It would be easier to **plan the production specifications**✓ and **packaging**✓ e.g. if the target market were small children you would use different packaging materials from those you would use for products being sold to elderly people. ✓
5. You would also be able to determine **how many products** you have to make. ✓

(8)

**Evaluating LO 12.4.1**

**5.7.2 Financial feasibility study**

1. Helps to determine the **start-up needs**✓
2. Helps to determine the **production costs**✓
3. Helps to determine the **selling price**✓
4. Helps to do a basic **cash-flow projection**✓

(4)

**Evaluating LO 12.4.1**

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