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Department:
Basic Education
REPUBLIC OF SOUTH AFRICA

SENIOR CERTIFICATE EXAMINATIONS/ NATIONAL SENIOR CERTIFICATE EXAMINATIONS

CONSUMER STUDIES

2019

MARKS: 200

TIME: 3 hours

This question paper consists of 16 pages.

INSTRUCTIONS AND INFORMATION

1. This question paper consists of SIX questions.

QUESTION	CONTENT	MARKS	TIME (minutes)
1	Short Questions (All topics)	40	20
2	The Consumer	20	20
3	Food and Nutrition	40	40
4	Clothing	20	20
5	Housing and Interior	40	40
6	Entrepreneurship	40	40
TOTAL:		200	180

2. ALL the questions are COMPULSORY and must be answered in the ANSWER BOOK.
3. Number the answers correctly according to the numbering system used in this question paper.
4. Start EACH question on a NEW page.
5. You may use a calculator.
6. Write only in black or blue ink.
7. Pay attention to spelling and sentence construction.
8. Write neatly and legibly.

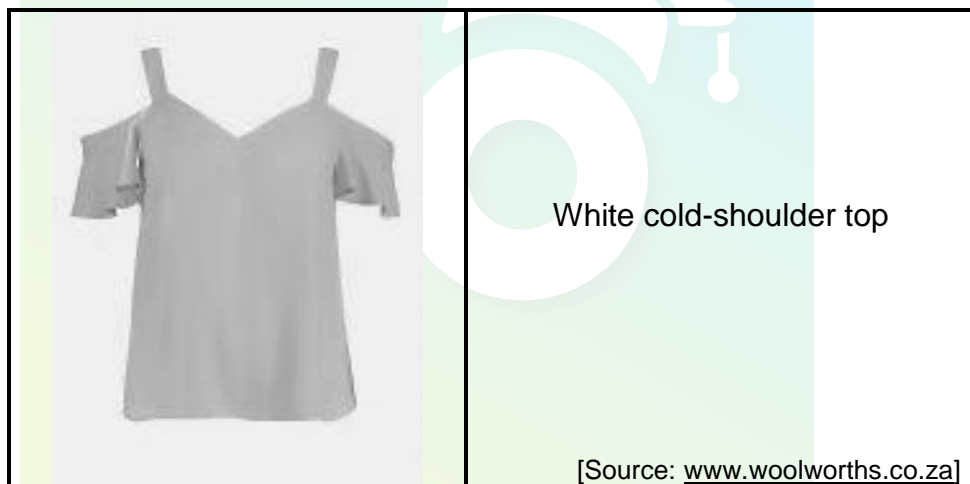
QUESTION 1: SHORT QUESTIONS

1.1 Various options are provided as possible answers to the following questions. Choose the answer and write only the letter (A–D) next to the question numbers (1.1.1 to 1.1.20) in the ANSWER BOOK, e.g. 1.1.21 D.

- 1.1.1 Interest rates in South Africa are based on the ... rate.
- A bank
 - B fixed
 - C prime
 - D repo
- (1)
- 1.1.2 An exemption clause in a contract ...
- A exonerates (clears) a party from any liability should he or she fail to honour the agreement.
 - B gives a consumer, who has signed a contract, time to cancel the contract without a reason or financial implication.
 - C protects a party in case of breach of contract and states that the contract can be cancelled.
 - D states that the official supplier of grey goods will not honour the warranty if they break.
- (1)
- 1.1.3 The source of electricity that does NOT cause pollution:
- A Coal
 - B Natural gas
 - C Nuclear power
 - D Solar power
- (1)
- 1.1.4 The disease that can spread through breathing in the air when an infected person sneezes, coughs or spits:
- A Dysentery
 - B Hepatitis A
 - C E. Coli infection
 - D Tuberculosis
- (1)
- 1.1.5 The milk that may contribute to high cholesterol levels:
- A Soya milk
 - B Skimmed milk
 - C Full-cream milk
 - D Low-fat milk
- (1)
- 1.1.6 One of the main concerns about genetically modified foods:
- A Allergic reactions
 - B High prices
 - C Low yields
 - D Poor quality
- (1)

- 1.1.7 According to a study, malnutrition is the underlying cause of 64% of child mortality (death) in South Africa. This is the result of ...
- A food exports.
 - B food insecurity.
 - C land reform.
 - D poor hygiene.
- (1)
- 1.1.8 Eating more fibre-rich food may help with the management of the following diet-related disease:
- A Anaemia
 - B Obesity
 - C Osteoporosis
 - D High blood pressure
- (1)

Study the picture below and answer QUESTIONS 1.1.9 and 1.1.10 that follow.



- 1.1.9 In terms of the guidelines of a professional working wardrobe, the top is ...
- A unsuitable as it is too revealing.
 - B suitable as it can be mixed and matched.
 - C unsuitable as it is high fashion.
 - D suitable as it adds interest.
- (1)
- 1.1.10 The optical illusion created by the top is that the ...
- A neck appears shorter.
 - B shoulders appear narrower.
 - C upper body seems broader.
 - D middle appears slimmer.
- (1)

- 1.1.11 The criterion that must be considered when buying household appliances for consumers with diverse abilities:
- A Available space
 - B Energy consumption
 - C Environmental impact
 - D Universal design
- (1)
- 1.1.12 An advantage of building a house:
- A It is always cheaper
 - B The costs are predictable
 - C The finishes can be according to your taste
 - D You can build according to the local municipality's requirements
- (1)
- 1.1.13 The cost that is usually payable when buying or renting a house:
- A Deposit
 - B Monthly instalments
 - C Registration fees
 - D Estate agent commission
- (1)
- 1.1.14 The NHBRC is useful when a consumer ...
- A applies for a government subsidy.
 - B has a dispute (problem) with a landlord.
 - C is looking for a qualified builder.
 - D wants to sell his/her property.
- (1)
- 1.1.15 The cost that is based on the value of the property:
- A Bond registration costs
 - B Initiation fee
 - C Moving expenses
 - D Transfer duty
- (1)
- 1.1.16 One characteristic of a product with a competitive edge is that it ...
- A is more expensive than the opposition's similar product.
 - B has something special that the opposition does not have.
 - C meets the needs of the target market.
 - D is made according to the latest technology.
- (1)
- 1.1.17 Adhering to specifications ensures ...
- A the availability of enough raw materials.
 - B that the end products are always the same.
 - C the fast production of products.
 - D that the business does not lose money.
- (1)

- 1.1.18 The factor that influences the efficient production of quality products:
- A Customer relations
 - B Presentation of the product
 - C Quality of raw materials
 - D Tidy workplace
- (1)

- 1.1.19 The price of products should be dropped ...
- A when the demand is high and the supply is low.
 - B during the time of the year when sales are high.
 - C when there is new, strong competition.
 - D when the cost of materials increases.
- (1)

- 1.1.20 The business that will require the lowest start-up costs:
- A Window dressing business where curtains and blinds are made and sold from home
 - B Coffee shop that bakes and serves light meals and cakes in a mall
 - C Small clothing factory that sews uniforms, sportswear and tracksuits for schools
 - D Laundry that washes and irons linen for catering businesses in the area
- (1)

- 1.2 Identify TWO statements in the list below that are TRUE regarding packaging materials. Write only the letters (A–E) next to the question number (1.2) in the ANSWER BOOK.

- A Must always be see-through
 - B Must be eye-catching
 - C Must be made of recycled material
 - D Must be the cheapest the entrepreneur can find
 - E Must be strong
- (2)

- 1.3 Choose TWO heating and cooling properties of stove plates from COLUMN B that match the type of stove plate in COLUMN A. Write only the letters (A–F) next to the question numbers (1.3.1 to 1.3.2) in the ANSWER BOOK, e.g. 1.3.3 G, H.

COLUMN A TYPE OF STOVE PLATE	COLUMN B HEATING AND COOLING PROPERTIES
1.3.1 Spiral stove plate	A heats up quickly
1.3.2 Solid stove plate	B heats up immediately on contact with cookware
	C takes a while to heat
	D stays warm for a while
	E cools immediately when cookware is removed
	F cools down easily

(2 x 2)

(4)

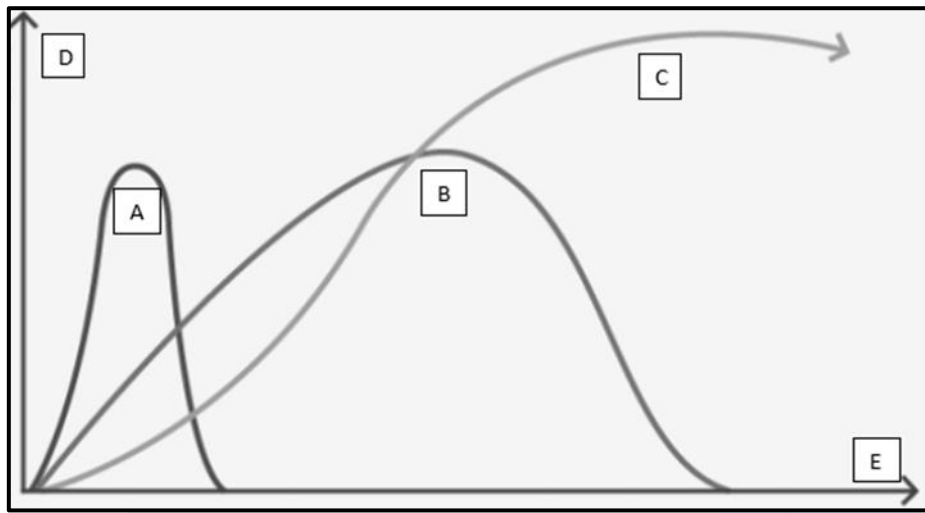
- 1.4 Choose TWO food products from COLUMN B that may help to prevent or manage the diet-related disease in COLUMN A. Write only the letters (A–G) next to the question numbers (1.4.1 to 1.4.3) in the ANSWER BOOK, e.g. 1.4.4 H, I.

COLUMN A DIET-RELATED DISEASE	COLUMN B FOOD PRODUCT
1.4.1 Anaemia	A fruit yoghurt
1.4.2 Osteoporosis	B red meat
1.4.3 Coronary heart disease	C oats porridge
	D fresh tomatoes
	E Cheddar cheese
	F olive oil
	G canned fruit

(3 x 2)

(6)

- 1.5 Study the graphs of fashion cycles below and answer the question that follows.

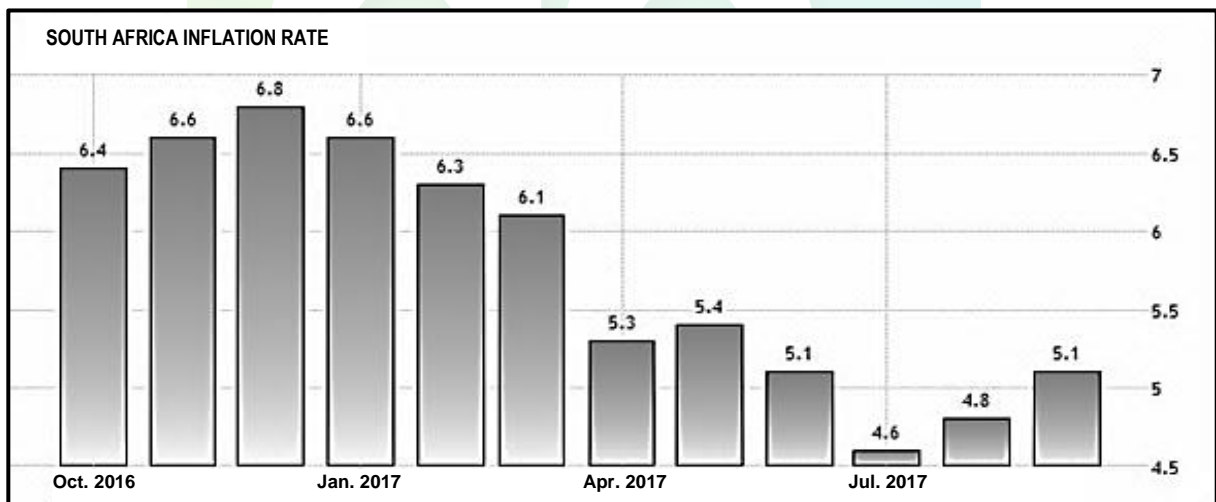


[Own graph]

Name EACH fashion cycle graph (A, B and C) and the two axes (D and E). Write down only the letters (A–E) and the names next to the question number (1.5) in the ANSWER BOOK.

(5)

- 1.6 Study the graph on South Africa's inflation rate below and answer the question that follows.



[Source: www.tradingeconomics.com]

Identify THREE correct statements with regard to the graph in the list below. Write only the letters (A–F) next to the question number (1.6) in the ANSWER BOOK.

- A Food was more expensive in December 2016 than in January 2017.
- B The consumer price index was the lowest in July 2017.
- C The average price of goods was 0,4% more in May 2017 than in July 2016.
- D The average price of goods increased by 5,1% from August 2017 to September 2017.
- E Goods were cheapest in July 2017.
- F The purchasing power of money decreased more rapidly from October 2016 to March 2017 than from April 2017 to July 2017.

(3)
[40]

QUESTION 2: THE CONSUMER

2.1 Name THREE responsibilities of municipalities with regard to the streets in their residential areas. (3)

2.2 Read the scenario below and answer the questions that follow.

Two years ago four young adults, who had just started working, decided to save money in a common bank account. This money could only be used for purchasing household appliances which they could not afford at that stage. Each January the money is divided equally so that they can purchase household appliances of their own choice.

[Own text]

2.2.1 Explain the type of club referred to in the scenario. (3)

2.2.2 Describe how being part of this club benefits the young adults. (3)

2.3 Heating a home in winter uses a lot of electricity or gas.

Explain how South African consumers can keep their homes warm in winter without using electricity or gas. (4)

2.4 Study the advertisement below and answer the question that follows.

**EARN R2 000–R5 000 PER WEEK
GUARANTEED**

Work from your own home!

Office work

Call 080 023 4565

Explain the possible consequence of this advertisement for an unsuspecting consumer. (3)

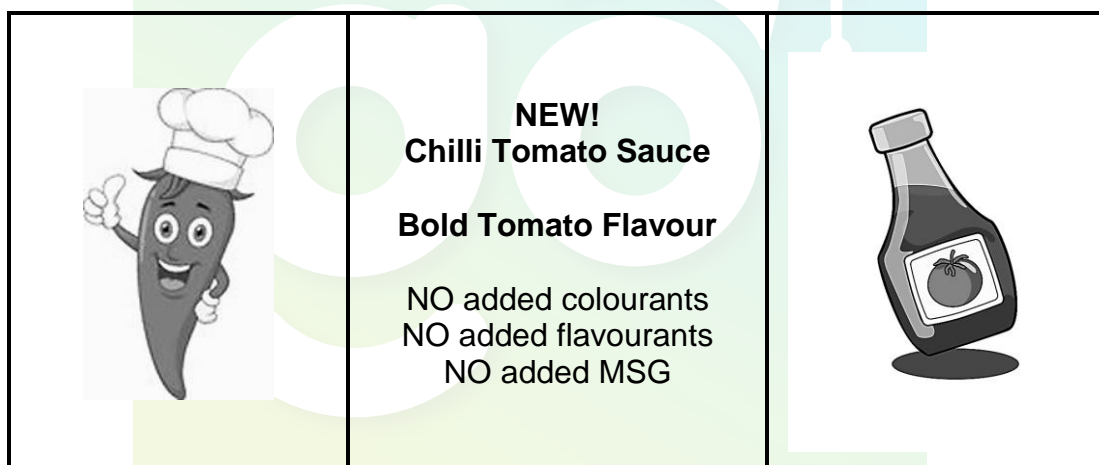
2.5 Read the information below and answer the question that follows.

Many South African consumers use public transport, such as taxis, buses and trains, to travel to different places.

Analyse why using any of the above-mentioned means of transport may be seen as a contract. (4)
[20]

QUESTION 3: FOOD AND NUTRITION

- 3.1 State the purpose of food irradiation. (1)
- 3.2 Explain how a person suffering from hypoglycaemia can be treated. (4)
- 3.3 Discuss why people suffering from gluten intolerance often suffer from malnutrition. (3)
- 3.4 Discuss the ways in which the transmission of most food-borne diseases can be prevented, with specific reference to:
- 3.4.1 Personal hygiene (3)
- 3.4.2 Water (3)
- 3.4.3 Kitchen hygiene (3)
- 3.5 Study the label below and answer the questions that follow.



[Adapted from a label for Wellington's Tomato Sauce that appeared in an advertisement in the November 2017 issue of the *Fresh Living* magazine]

- 3.5.1 Give the term for the substances mentioned on the label. (1)
- 3.5.2 (a) State the function of *MSG*. (1)
- (b) Explain why this sauce label states 'No added MSG'. (3)

- 3.6 Spring Green Frittata is one of a series of recipes that are diabetes-friendly. Study the list of ingredients and answer the questions that follow.

SPRING GREEN FRITTATA***Serves 6**

10 ml canola oil
 1 onion, sliced
 2 cloves garlic, crushed
 125 ml peas
 150 g baby spinach
 6 broccoli tender stems, halved
 8 eggs
 80 ml low-fat evaporated milk
 Ground pepper
 50 g reduced-fat feta cheese

Serve on whole-wheat or rye bread.

*Frittata is an egg-based dish similar to an omelette or crustless quiche.

[Source: *Fresh Living* magazine, November 2017]

- 3.6.1 The following question must be completed in the table below.
- Name THREE vitamins that play a role in strengthening the immune system of a person with HIV/Aids.
 - Identify an ingredient in the recipe that is a good source of each of the vitamins listed in QUESTION 3.6.1(a).

Redraw the table below in your ANSWER BOOK to answer the question.

(a) THREE vitamins that play a role in strengthening the immune system of a person with HIV/Aids	(b) Ingredient in the recipe that is a good source of the vitamin
•	•
•	•
•	•

(3 x 2)

(6)


- 3.6.2 Identify TWO ingredients that must be avoided by a person with a dairy allergy. (2)

- 3.6.3 Analyse this recipe and explain why it is diabetes-friendly. (5 x 2)

(10)
[40]

QUESTION 4: CLOTHING

- 4.1 Define the term *fashion*. (2)
- 4.2 Name, in the correct sequence, the last THREE stages in the fashion cycle. (3)
- 4.3 Explain the difference between *brand piracy* and *counterfeit clothing items*. (2)
- 4.4 State FOUR guidelines for a person on a low budget, who is starting his/her first professional job, to get the most value for money. (4)
- 4.5 Study the picture below and answer the question that follows.

	<p>The dress:</p> <ul style="list-style-type: none"> • Navy blue • Three-quarter sleeves with frills attached to the ends • Knee-high hemline with frill attached to the hemline <p>[Source: www.woolworths.co.za]</p>
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Give reasons why this dress is suitable for a financial advisor with a fuller figure, who has an early morning meeting in autumn. (4)

- 4.6 Study the information and pictures below and answer the question that follows.

A school principal wears the clothes below to school during winter:			
			
Navy blue beanie	Navy blue fleece jacket	Navy blue shirt	Blue denim jeans

Critically evaluate the suitability of this outfit for a school principal. (5)
[20]

QUESTION 5: HOUSING AND INTERIOR

- 5.1 Name TWO types of insurance that could be included in the monthly repayments of a home loan. (2)
- 5.2 Name TWO service connection fees that are payable to the municipality when a house is bought. (2)
- 5.3 Explain the consumer's responsibilities with regard to the manufacturer's instruction manual when a new appliance is installed. (2)
- 5.4 Name TWO functions of the deeds office. (2)
- 5.5 Explain the relationship between the *offer to purchase* and the *deed of sale*. (2)
- 5.6 Read the scenario below and answer the question that follows.

Taylor was born and bred (raised) in South Africa. She is 30 years old and a single mother of two young children. She works part-time in order to have time to look after her children. She earns R3 300,00 per month. She has always rented accommodation but wants to buy her own property. She is hoping that she would qualify for a government housing subsidy.

- Explain if Taylor is likely to get a government housing subsidy. (6)
- 5.7 Study the advertisement below and answer the questions that follow.

HOUSING COMPLEX: NEW RELEASE
Two-bedroom Flat for Sale
R450 000,00

- 2 bedrooms with built-in cupboards
- 1 bathroom
- Kitchen with built-in cupboards
- Lounge and balcony
- Communal swimming pool and braai area

Bond costs: R4 495,00 per month if no deposit is paid
 Current rental amount: R3 300,00 per month
 Monthly levy: R1 500,00

[Adapted from www.property24.com]

- 5.7.1 Identify the type of home ownership in this advertisement. (1)
- 5.7.2 Name THREE disadvantages of living in the property described in the advertisement above. (3)
- 5.7.3 Discuss the financial responsibilities and financial implications for the new owner if he/she buys this property with a 100% bond, with the intention of renting it out. (6)

- 5.8 Give TWO guidelines to ensure the efficiency of a washing machine with regard to water and electricity, with specific reference to:
- 5.8.1 Buying (2)
- 5.8.2 Using (2)
- 5.9 Predict, with valid reasons, what influence rising interest rates may have on the property market when buying and renting. (5 x 2) (10)
- [40]**



QUESTION 6: ENTREPRENEURSHIP

- 6.1 Give ONE example of how an entrepreneur can improve the productivity of his/her staff. (1)
- 6.2 Explain the disadvantages of ONE of the following in the production of quality products:
- 6.2.1 Stock management system shows too much stock (2)
- OR**
- 6.2.2 Too little stock noted on the system (2)
- 6.3 Write a paragraph to explain what *sustainable consumption* is. (4)
- 6.4 Read the scenario below and answer the questions that follow.

Val and her son, Alan, started Amelia Jackson Industries in 1989. They realised that there was a market for good quality cotton rugs in South Africa. This happened after they purchased cotton rugs in Zimbabwe and had seen the good quality and the fact that they were machine washable.

When the business started, they had very few contacts in the textile industry and struggled to find the specific yarns and cotton supplies they were looking for. As their production increased, these difficulties eased.

They purchased their third and fourth looms (weaving equipment) as sales continued to increase. They were then selling at top craft markets in and around Cape Town, directly to the public and they were a regular feature at the Waterfront market. There they came into contact with people from all over South Africa and international tourists who bought many of their rugs and showed a very keen interest in their products.

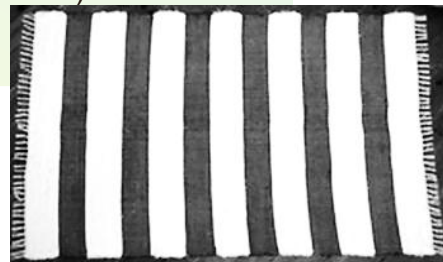
A few years later they decided on supplying shops and chain stores on a wholesale basis. Now their products can also be ordered online and customers pay extra for delivery. Amelia Jackson Industries enjoy contact with their customers and appreciate feedback.

Their customer base as well as their sales increased steadily over the years. They moved out of the home-based environment to new premises that could accommodate all their looms (weaving equipment).

They expanded their range to include shower mats, bath rugs, bedside rugs, children's rugs, large rugs, table ware and throws.

The illustrated bathmat costs R211,10.

[Adapted from www.amelijackson.co.za]



- 6.4.1 The products of this business are not sold in packaging, instead a label is attached. Name FOUR items of information that should be included on the label. (4)
- 6.4.2 Businesses have to consider certain factors when they choose products for small-scale production. Name the problem/challenge that this business enterprise initially experienced. (1)

6.4.3	Identify FOUR production costs that this business has to pay.	(4)
6.4.4	State the type of media that this business mainly uses to promote their products.	(1)
6.4.5	Name and explain TWO different distribution options used by this business. (2 x 3)	(6)
6.4.6	The bathmat costs R211,10. The business makes 70% profit on each bathmat. Calculate the amount of profit they make on each bathmat that they sell. Show ALL calculations.	(2)
6.4.7	The business makes R450,00 profit per throw. Calculate the profit that the business will make from the throws each year if they sell 70 throws per month. Show ALL calculations.	(2)
6.4.8	This business enterprise finds that their sales usually increase slightly during June and July. Give an explanation for the increase in sales.	(3)
6.4.9	Analyse the information and explain why Amelia Jackson Industries is showing sustainable profitability. (5 x 2)	(10)
TOTAL:		200