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Department:
Basic Education
REPUBLIC OF SOUTH AFRICA

NATIONAL SENIOR CERTIFICATE

GRADE 12

CONSUMER STUDIES

NOVEMBER 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 1.1.17) in the ANSWER BOOK, e.g. 1.1.18 D.

1.1.1 Municipalities have to provide the following basic services:

- A Electricity and play parks
- B Refuse removal and public transport
- C Water and sanitation
- D Libraries and clinics

(1)

1.1.2 A consumer can save water by watering the garden ...

- A between 12:00 and 15:00.
- B after sunset.
- C using a hosepipe.
- D throughout the night.

(1)

1.1.3 The type of interest calculated below:

YEAR	AMOUNT INVESTED	INTEREST	TOTAL
Year 1	R5 000	R250	R5 250
Year 2	R5 250	R275	R5 525

- A Compound
- B Simple
- C Prime
- D Repo

(1)

1.1.4 A health condition where the glucose level in the blood increases abnormally high:

- A High blood cholesterol
- B Hypoglycaemia
- C Hyperglycaemia
- D High blood pressure

(1)

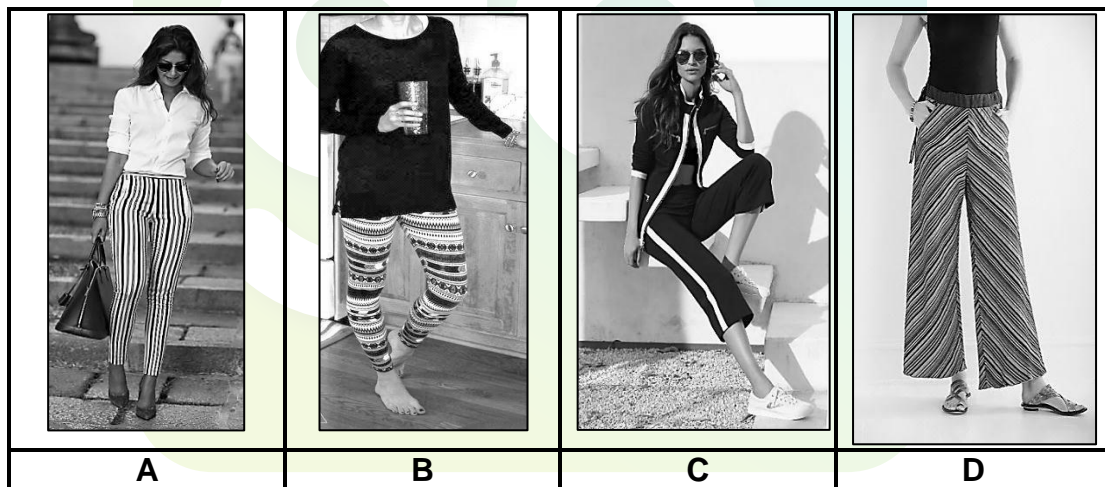
1.1.5 ... can cause hyperactivity in children.

- A Tartrazine
- B Sulphur dioxide
- C Monosodium glutamate
- D Nitrates

(1)

- 1.1.6 The most suitable sandwich for a person suffering from coronary heart disease:
- A White bread, butter, cold meat, lettuce
 - B Wholewheat bread, low-fat mayonnaise, tuna, tomato
 - C Brown bread, margarine, sausage, cucumber
 - D Seed bread, cream cheese, canned beef, lettuce
- (1)
- 1.1.7 Foods with a low GI (glycaemic index):
- A Legumes, brown rice and sports energy drinks
 - B Brown sugar, oats porridge and samp
 - C Apples, digestive bran and Provita crackers
 - D Sweet potato, corn and rye bread
- (1)
- 1.1.8 The following information must be included on a food product label:
- A Allergens, nutritional information and date manufactured
 - B Nutritional information, serving suggestions and portion size
 - C Bar code, brand name and package information
 - D Country of origin, date marking and list of ingredients
- (1)

Study the pictures below and answer QUESTIONS 1.1.9 to 1.1.12.



- 1.1.9 The pants that will make the lower body appear broader and shorter:
- A Pants A
 - B Pants B
 - C Pants C
 - D Pants D
- (1)
- 1.1.10 The pants that will make the lower body appear longer and more slender:
- A Pants A
 - B Pants B
 - C Pants C
 - D Pants D
- (1)

- 1.1.11 The pants that resemble a fashion fad:
- A Pants A
 - B Pants B
 - C Pants C
 - D Pants D
- (1)
- 1.1.12 The outfit least suitable for the world of work:
- A Outfit A
 - B Outfit B
 - C Outfit C
 - D Outfit D
- (1)
- 1.1.13 Once an offer to purchase has been signed, it becomes the ...
- A deed of agreement.
 - B title deed.
 - C transfer deed.
 - D deed of sale.
- (1)
- 1.1.14 In a thermo-fan oven ...
- A heat is circulated evenly around the oven.
 - B both top and bottom elements are used.
 - C high temperatures burn off the dirt.
 - D only the bottom element is used.
- (1)
- 1.1.15 The person that will qualify for a government housing subsidy:
- A Sipho earns R3 500 per month and is not a South African citizen.
 - B Michael earns R5 500 per month and has three children.
 - C John earns R3 000 per month and is single.
 - D Sizwe earns R3 300 per month and is a first time buyer.
- (1)
- 1.1.16 The cost of ingredients to produce ten small chicken pies is R63,00. The overheads to make ten small chicken pies is R31,00.
- The production cost of ONE small chicken pie is ...
- A R3,10.
 - B R6,30.
 - C R9,40.
 - D R12,60.
- (1)

1.1.17 The production cost to produce one large chicken pie is R15,00.

Calculate the selling price of ONE large chicken pie if the mark-up is 25%:

- A R18,00
- B R18,50
- C R18,75
- D R20,00

(1)

1.2 Choose the description in COLUMN B that matches the type of tax in COLUMN A. Write only the letter (A–G) next to the question numbers (1.2.1 to 1.2.5) in the ANSWER BOOK, e.g. 1.2.6 H.

COLUMN A TYPE OF TAX		COLUMN B DESCRIPTION	
1.2.1	Income tax	A	tax placed on the manufacturing and sale of luxury products, e.g. alcohol
1.2.2	Property tax	B	tax is deducted from the employee's income on an annual basis
1.2.3	Provisional tax	C	tax paid by the homeowners to their local municipality
1.2.4	Value-added tax	D	tax levied on all money that a tax payer receives
1.2.5	Excise duty	E	tax paid on a person's estate after his/her death
		F	tax paid twice a year by taxpayers with an irregular income
		G	added to the price of goods and services at each stage of production

(5 x 1)

(5)

1.3 An attractive label shows the name of the product and the trademark used to manufacture the product.

Identify TWO aspects, in the list below, of the marketing mix that does NOT appear in this label. Write only the letters (A–E) next to the question number (1.3) in the ANSWER BOOK.

- A Place
- B Product
- C Production
- D Promotion
- E Price

(2)

- 1.4 Choose an example of an additive in COLUMN B that matches the function of the additive in COLUMN A. Write only the letter (A–G) next to the question numbers (1.4.1 to 1.4.5) in the ANSWER BOOK, e.g. 1.4.6 H.

COLUMN A FUNCTION		COLUMN B ADDITIVE
1.4.1	Non-nutritive sweetener	A glucose
1.4.2	Anti-oxidant	B ascorbic acid
1.4.3	Chemical preservative	C gelatine
1.4.4	Emulsifier	D turmeric
1.4.5	Stabiliser	E lecithin
		F aspartame
		G sulphur dioxide

(5 x 1) (5)

- 1.5 Identify FIVE requirements, in the list below, of a legal building contract. Write only the letters (A–J) next to the question number (1.5) in the ANSWER BOOK.

- A Only the total cost of materials
- B Inspection of the premises before building commences
- C The exact dimensions of the house
- D The completion dates
- E A non-cancellable clause if either party cannot adhere
- F Guarantees provided by the builder
- G The dates and methods of payments
- H A description of the material and finishes to be used
- I NHBRC reference number
- J The subsidy conditions

(5)

- 1.6 Give ONE word/term for each of the descriptions below. Write only the word/term next to the question numbers (1.6.1 to 1.6.6) in the ANSWER BOOK.

- 1.6.1 A detailed written description of a product in terms of appearance, size, quality or shape
- 1.6.2 Ensuring that the product is attractive, interesting and draws the attention of consumers
- 1.6.3 Producing products to satisfy the needs of the consumers without harming the environment
- 1.6.4 Cost of everything for which money will be needed before production can begin
- 1.6.5 Ensuring that consumers are heard and taken care of
- 1.6.6 Additional expenses included in the running of the business

(6)
[40]

QUESTION 2: THE CONSUMER

2.1 2.1.1 Name TWO forms of renewable sources of energy. (2)

2.1.2 State THREE advantages of using renewable sources of energy for the natural environment. (3)

2.2 Define the terms below:

(a) Guarantee (2)

(b) Exemption clause (2)

2.3 Read the scenario below and identify the exemption clause that was stipulated in the contract.

Mr Hill took out a cellphone contract with a local service provider. From the beginning, the cellphone did not work properly. He returned the cellphone to the service provider immediately. The service provider indicated that he should fix the cellphone himself because it has a no-return policy, as stated in the contract he signed.

[Own text]

(1)

2.4 Read the information below and answer the questions that follow.

As of 1 January 2019, South Africa's first-ever national minimum wage came into effect. The legislation stipulates a minimum national wage of R20 per hour or R3 500 per month, depending on the number of hours worked.

[Adapted from *Fin24*]

2.4.1 Explain the effects that the minimum wage will have on inflation. (4)

2.4.2 Predict the effects that the minimum wage will have on the finances of South African households. (6)

[20]

QUESTION 3: FOOD AND NUTRITION

- 3.1 Define the term *food security*. (2)
- 3.2 Name the eating disorder characterised by eating large amounts of food or binge eating followed by self-induced vomiting. (1)
- 3.3 Study the information below and answer the questions that follow.

	<p>Nolac milk is milk to which an enzyme has been added to make it suitable for lactose intolerant sufferers.</p> <p>The milk is rich in calcium and vitamin D.</p> <p>[Source: www.clover.co.za]</p>
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- 3.3.1 Identify the enzyme that is added to the milk. (1)
- 3.3.2 Explain the advantage of adding the enzyme to the milk for a person suffering from lactose intolerance. (2)
- 3.3.3 Explain the reason why Nolac milk is suitable for a person with osteoporosis. (2)
- 3.3.4 State if Nolac milk is suitable for a person with milk allergies. Motivate your answer. (3)
- 3.4 Recommend, with reasons, FOUR dietary guidelines for the management of obesity. (4 x 2) (8)

3.5 Read the scenario below and answer questions that follow.

A group of flood victims were staying at a local church hall for a while. They had to share the toilets and eating utensils available. There was no running water. Many fell ill after they returned home. They were diagnosed with hepatitis A at the local clinic.

[Own text]

3.5.1 Name TWO symptoms that the flood victims may have shown. (2)

3.5.2 Give a reason why the symptoms only appeared after they returned home. (1)

3.5.3 Write a paragraph explaining how the disease could spread so easily amongst the flood victims. (4)

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

Colin, a marathon runner, runs 10 km every day. He is very conscious of his lifestyle and diet as he has a family history of diabetes.

He only eats:

- Skinless chicken fillets
- Lean meat
- Fish
- Fresh dark green leafy vegetable salads
- Wholegrain food products
- Prunes

He chooses only low-fat and unsweetened dairy products. He does not consume alcohol or coffee. He drinks lots of water, rooibos iced tea, unsweetened orange and mixed berry fruit juices.

[Own text]

3.6.1 Discuss why it is not likely that Colin will suffer from anaemia. (3 x 2) (6)

3.6.2 Propose, with reasons, why Colin is not at risk of developing diabetes. (8)

[40]

QUESTION 4: CLOTHING

- 4.1 Give TWO examples of eco-friendly fabrics. (2)
- 4.2 Study the silhouettes (outlines) of the denim jeans from 1950 to 2019 and answer the questions that follow.



[Source: [The Jeans Blog.com](http://TheJeansBlog.com)]

- 4.2.1 Define the term *fashion trend*. (1)
- 4.2.2 Give THREE reasons why denim jeans may be regarded as a classic fashion. (3)
- 4.2.3 Identify TWO years (eras) when denim jeans were a retrospective fashion of the 1960s. (2)
- 4.2.4 The denim jeans of 2019 is an example of a fashion revival from a previous year. Name the year. (1)
- 4.2.5 Discuss how technological factors have brought about changes in the textile and trends of denim jeans. (3 x 2) (6)

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

COPIED BABY CARRIER REMOVED FROM THE SHELVES



A retail giant has removed the baby carrier from their shelves after the owner of the original design accused them of copying her design.

[Adapted from citizen.co.za, Daniel Friedman]

- 4.3.1 Identify the practice that the retail giant was found guilty of. (1)
- 4.3.2 Predict the impact that the retail giant could have had on the original business. (4)
- [20]**

QUESTION 5: HOUSING AND INTERIOR

- 5.1 5.1.1 Name the type of housing ownership where a levy is paid each month. (1)
- 5.1.2 State to whom the levy is paid. (1)
- 5.2 Name THREE documents that will be required by a bank to grant a prospective homeowner a home loan. (3)
- 5.3 Define the term *lease*. (2)
- 5.4 Read the extract below and answer the question that follows.

EMPTY RENTAL PROPERTIES EVERYWHERE

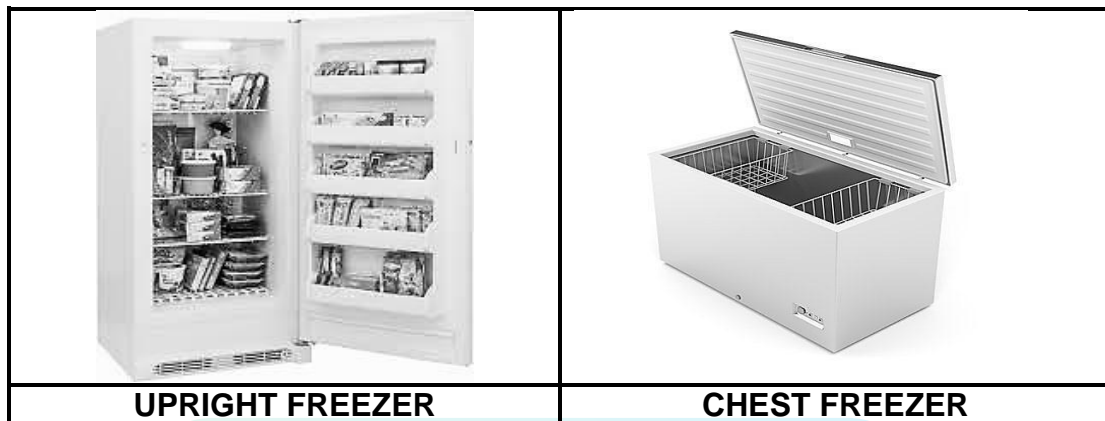
The number of rental properties standing empty has hit an all-time high of 7% in the first quarter of 2019. Property prices (taking inflation into account) fell by 0,7% year on year to the end of March 2019, according to one of the major banks. The bank's data shows that 94% of sellers had to lower their prices by 9% on average to sell.

[Adapted from www.702.co.za]

Refer to the information above and discuss THREE benefits of renting property and THREE benefits of buying property. (6)

- 5.5 5.5.1 Name FOUR universal design features that may be found in freezers. (4)
- 5.5.2 State the advantages of a freezer that has a no-frost option. (2)
- 5.5.3 Give THREE reasons why buying a freezer for cash will be the cheapest option. (3)
- 5.5.4 Explain the advantages of buying a freezer according to an instalment sales transaction. (2)

5.5.5 Compare the upright freezer and the chest freezer below with regard to the following criteria and give a reason for EACH answer.



[Source: www.hificorp.co.za]

(a) Non-human energy consumption

(b) Human energy consumption


Tabulate the answer as follows:

CRITERIA	UPRIGHT FREEZER	CHEST FREEZER
(a) Non-human energy consumption	(2)	(2)
(b) Human energy consumption	(2)	(2)

(8)

5.6 Read the scenario below and answer the question that follows.

A family of four lives in a townhouse and owns an upright fridge/freezer. They have a trailer and enjoy going away on regular camping trips. They realised that they need a portable/mobile freezer for camping.

PORTABLE/MOBILE FREEZER 	R9 000 including VAT Size: W 715 cm D 450 cm H 525 cm Single compartment freezer Lid open alarm 60 mm polyurethane insulation Stainless steel cabinet, locks, hinges and handles 3 internal baskets included Temperature range: -22 °C to 10 °C Digital thermostat LED light [Source: Whynter.com]
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Evaluate the suitability of purchasing the portable/mobile freezer above to comply with the needs of the family.

(8)
[40]

QUESTION 6: ENTREPRENEURSHIP

- 6.1 State TWO requirements that must be considered to ensure quality products. (2)
- 6.2 Explain why a quality product should have a competitive edge. (2)
- 6.3 Give FOUR reasons why it is advisable for an entrepreneur to use locally produced products. (4)
- 6.4 Describe the stage at which an entrepreneur should do a financial feasibility study. (2)
- 6.5 Read the scenario below and answer the questions that follow.

Nellie lived in a large community with mostly middle-income consumers. She was a general worker at the local school. She loved baking and always took biscuits to school to share with her co-workers. Teachers started asking her to bake for them and this brought about her business idea. She started selling biscuits at school and in the community. Her business grew quickly as learners and teachers told parents and neighbours.

She experimented with different types of biscuits and her customers could then choose from the variety to suit their needs. She soon received large orders for weddings and funerals.

She bought her ingredients in bulk from a hypermarket nearby. She had to employ four ladies on a full-time basis to assist her with the baking.

She converted the outside rooms of her house into storage and workspace. She bought three large free-standing gas stoves with ovens when load shedding started in her residential area. She invested in a large electric biscuit mixer, a freezer and a generator.

[Own text]

- 6.5.1 Identify Nellie's target market. (3)
- 6.5.2 Name the non-human resources that Nellie had to consider when she chose her product for small-scale production. (4)
- 6.5.3 Give TWO reasons why Nellie bought her ingredients in bulk. (2)
- 6.5.4 Name the distribution method used by the shopping outlet where Nellie bought her ingredients. (1)
- 6.5.5 Nellie's biscuit sales were consistent during the year but were best in November.
- (a) Give reasons for the consistent sales. (3)
- (b) Give reasons for the sales peaking in November. (3)

6.5.6	Identify FOUR stages in Nellie's biscuit production process during which she will need to do quality control.	(4)
6.5.7	Analyse the impact that load shedding could have had on the efficient production of Nellie's products if she did not buy a generator.	(10) (5 x 2)
		[40]
		TOTAL: 200

