



**NATIONAL
SENIOR CERTIFICATE**

GRADE 11

NOVEMBER 2018

CONSUMER STUDIES

MARKS: 200

TIME: 3 hours



This question paper consists of 15 pages.

INSTRUCTIONS AND INFORMATION

1. This question paper consists of SIX questions.

SECTION	MARKS	TIME (MINS)
Question 1: Short questions – (All topics)	40	20
Question 2: The consumer	30	30
Question 3: Food and Nutrition	40	40
Question 4: Clothing	30	30
Question 5: Housing	30	30
Question 6: Entrepreneurship	30	30
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 in black or blue ink only.
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 number (1.1.1–1.1.20) in the ANSWER BOOK, for example 1.1.21 D.

1.1.1 ... is an example of a credit transaction.

- A Cheque
 - B Postal order
 - C Lay-bye
 - D Debit card
- (1)

1.1.2 The most important aim of a budget is to ...

- A make provision for financial security.
 - B keep a record of daily expenses.
 - C keep a record of assets and liabilities.
 - D keep within the limits of the income.
- (1)

1.1.3 One of the following is a factor that influences spending patterns of South African families:

- A Total income and total expenses
 - B Amount for wants that should be saved monthly
 - C Number of people living in the same house and the disposable income available
 - D Location and credit that is available
- (1)

1.1.4 A family who finds that their budget does not balance should ...

- A cut down on the amount spent on primary needs.
 - B borrow money from a stokvel.
 - C save in all areas through sensible buying practices.
 - D use credit facilities to see them through the crisis.
- (1)

1.1.5 The vitamin that is responsible for the clotting of blood is ...

- A Vitamin B
 - B Vitamin A
 - C Vitamin K
 - D Vitamin D
- (1)

- 1.1.6 Dietary reference intake tables were developed to ...
- A estimate average requirements of nutrients.
 - B show various nutrients for individuals of different genders.
 - C supply nutritional information about specific food products on the label of products.
 - D determine the difference between proteins and vitamins. (1)
- 1.1.7 ... are factors which play a role in an individual's basal metabolic rate (BMR).
- A Age, culture and gender
 - B Age, gender and state of health
 - C Body type, culture and food allergies
 - D Food allergies, state of health and growth (1)
- 1.1.8 The mineral which helps with the formation of strong teeth especially in small children:
- A Fluoride
 - B Magnesium
 - C Iron
 - D Zinc (1)
- 1.1.9 ... is an orange-coloured metal used for furniture that oxidises quickly and must be polished to retain its colour.
- A Iron
 - B Copper
 - C Chrome
 - D Aluminium (1)
- 1.1.10 Identify the primary colours:
- A Orange, green, purple
 - B Red, blue, orange
 - C Yellow, purple, green
 - D Blue, red, yellow (1)
- 1.1.11 Traffic patterns are ...
- A spaces devoted to each zone on the floor plan.
 - B activities that take place in each zone of a floor plan.
 - C areas that provide enough space on the floor plan.
 - D natural routes that people use when they enter or leave a room (1)

- 1.1.12 When the two halves on either side of the centre point are not the same, but balance each other visually:
- A Symmetrical balance
 - B Asymmetrical balance
 - C Radial balance
 - D Radiation
- (1)
- 1.1.13 ... finish reduces the clinging effect on garments.
- A Shrink resistant
 - B Antistatic
 - C Napping
 - D Mercerisation
- (1)
- 1.1.14 Identify the undesirable property of cotton fibres:
- A Not flame resistant
 - B Absorbs and releases perspiration
 - C Good conductor of heat
 - D Cannot be dyed in different colours
- (1)
- 1.1.15 Complex multi-coloured design woven with coloured weft yarns and white warp yarns:
- A Twill weave
 - B Basket weave
 - C Dobby weave
 - D Jacquard weave
- (1)
- 1.1.16 A dozen muffins cost R9,99. What is the unit price?
- A R1,67
 - B R4,50
 - C R19,98
 - D R0,83
- (1)
- 1.1.17 The amount added to the cost price to cover all expenses and still make a profit is called the ...
- A selling price
 - B production cost.
 - C operational cost.
 - D mark-up.
- (1)

1.1.18 The total amount paid for materials, labour and overheads represent the ...

A net price.
 B production cost.
 C developmental cost.
 D unit price. (1)

1.1.19 An important factor an entrepreneur has to consider when choosing a suitable product for a small-scale production:

A Meet the needs of the target market
 B Delivery strategy
 C Process of quality control
 D Packaging strategy (1)

1.1.20 The ... are all the expenses that make up the total price to produce a product.

A selling price
 B cost price
 C production price
 D target price (1)

1.2 Match the symptoms of the deficiency in COLUMN A with examples of nutrients in COLUMN B and the functions in COLUMN C. Write only the correct letters (A–E) from COLUMN B and the Roman figures (i–v) from COLUMN C next to the corresponding numbers of COLUMN A (1.2.1–1.2.5) in your ANSWER BOOK, for example 1.2.6 H (vi).

COLUMN A Deficiency	COLUMN B Nutrients	COLUMN C Functions
1.2.1 Rickets	A Insufficient vitamin C	(i) Essential in the intestine for calcium to be absorbed
1.2.2 Scurvy	B Insufficient vitamin D	(ii) Increases the body's resistance to infection
1.2.3 High blood pressure	C Insufficient iron	(iii) Transports oxygen from the tissues to the lungs
1.2.4 Goitre	D Excessive sodium	(iv) Needed for the synthesis of thyroxin which regulates the metabolic rate
1.2.5 Anaemia	E Insufficient iodine	(v) Regulates the fluid balance in the cells

(10)

1.3 Choose TWO examples in COLUMN B that match the fabric properties in COLUMN A. Write only the correct letters (A–G) next to the corresponding number (1.3.1–1.3.3) in the ANSWER BOOK, for example 1.3.4 H and I.

COLUMN A Fabric properties	COLUMN B Examples
1.3.1 Dimensional stability	A Size
1.3.2 Visual and tactile properties	B Draping quality
1.3.3 Durability	C Elasticity
	D Pilling
	E Shape
	F Colourfastness
	G Strength

(3 x 2)

(6)

1.4 The National Credit Act has made credit providers take more responsibility for their actions. From the list below, identify FOUR aims of the Act. Write only the correct letter (A–H) next to the question number in your ANSWER BOOK.

- A Ensure that consumers know exactly what is included in their credit contracts.
- B Advise government on policy and legislation concerning credit.
- C Protect consumers from unfair business practices where credit is involved.
- D Promote the social and financial interest of South African consumers.
- E Investigate complaints from credit providers, credit bureaus and consumers.
- F Ensure that the consumer rights are protected.
- G Promote a fair but competitive credit market.
- H Take action against people/business not adhering to the regulations of the NCA.

(4 x 1)

(4)

[40]

QUESTION 2: THE CONSUMER

- 2.1 List FOUR advantages of Internet banking. (4)
- 2.2 Discuss FIVE ways to reduce bank charges. (5)
- 2.3 Read the scenario below and answer the questions that follow.

Justine bought a vacuum cleaner from a local shop. While using it, she discovered that it was unable to suck dirt. She took the vacuum cleaner back and demanded her money back.

- 2.3.1 Justine was sold an unsuitable product. Motivate this statement. (2)
- 2.3.2 Discuss the TWO consumer rights that are applicable to Justine as outlined by the Consumer Protection Act. (4)
- 2.3.3 Suggest the procedure that Justine would have to follow to lodge her complaint. (5)
- 2.4 Read the scenario below and answer the questions that follow.

Mr Ringani is a principal at a high school. He still pays for his house and drives the latest car which he bought on hire purchase (instalment sale transaction). He buys his brand name clothes on credit. At the end of the month he finds himself without a cent from his salary. His lifestyle has made him to sink deeply in debt such that he thought of committing suicide. He was advised to go and see a debt counsellor.

- 2.4.1 Identify Mr Ringani's source of income. (1)
- 2.4.2 Discuss the disadvantages Mr Ringani will encounter because he bought his car by means of hire purchase. (3)
- 2.4.3 Explain the process credit providers must follow before offering credit to consumers like Mr Ringani. (3)
- 2.4.4 Determine how a debt counsellor will help Mr Ringani. (3)

[30]

QUESTION 3: FOOD AND NUTRITION

3.1 List THREE functions of water. (3)

3.2 Name TWO reasons why a pregnant woman should include folic acid in her diet during pregnancy. (2)

3.3 Read the case study below and answer the questions that follow:

Beulah was busy cutting up chicken when her friend called her outside to talk to her. It was in the afternoon and the kitchen was very hot. After an hour she resumed her cooking. Supper was delicious, but about two hours later, Beulah’s muscles were painful and she felt feverish. Eventually she developed stomach cramps, nausea, vomiting and severe diarrhoea.

3.3.1 Identify TWO symptoms of food poisoning from the case study. (2)

3.3.2 Differentiate between physical and chemical food contamination.

Tabulate your answer as follows:

Physical contamination	Chemical contamination

 (2)

3.3.3 Discuss FIVE guidelines to follow when treating a person with food poisoning. (5)

3.3.4 The chicken was the cause of food poisoning. Explain why chicken is attacked by pathogenic bacteria. (3)

3.4 Discuss the role of the following nutrients on the growth and development of young adults.

3.4.1 Iron (2)

3.4.2 Vitamin B₁ (2)

3.4.3 Vitamin B₂ (2)

3.4.4 Vitamin C (2)

3.4.5 Calcium (2)

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

Thando is obese and lives with his grandmother who sometimes has problems and complications of high blood pressure and osteoporosis.

Thando serves the following for breakfast:

Whole-wheat bread with butter; fried eggs; salted potato chips; pork grillers 'Russians'; onions and tomatoes.

- 3.5.1 Mention the mineral that is lacking in the diet of Thando's grandmother that causes osteoporosis. (1)
- 3.5.2 Identify TWO foods from the scenario that can contribute to the grandmother's high blood pressure. (2)
- 3.5.3 Explain how Thando and his grandmother will benefit from eating whole-wheat bread. (5)
- 3.5.4 Other than fried eggs, select TWO food items and predict the negative impact they can have on Thando and his grandmother. (5)
- [40]**

QUESTION 4: CLOTHING

4.1 Explain the following:

4.1.1 Colourfastness (2)

4.1.2 Heat conductivity (2)

4.2 Name FOUR finishes that will alter a fabric’s appearance. (4)

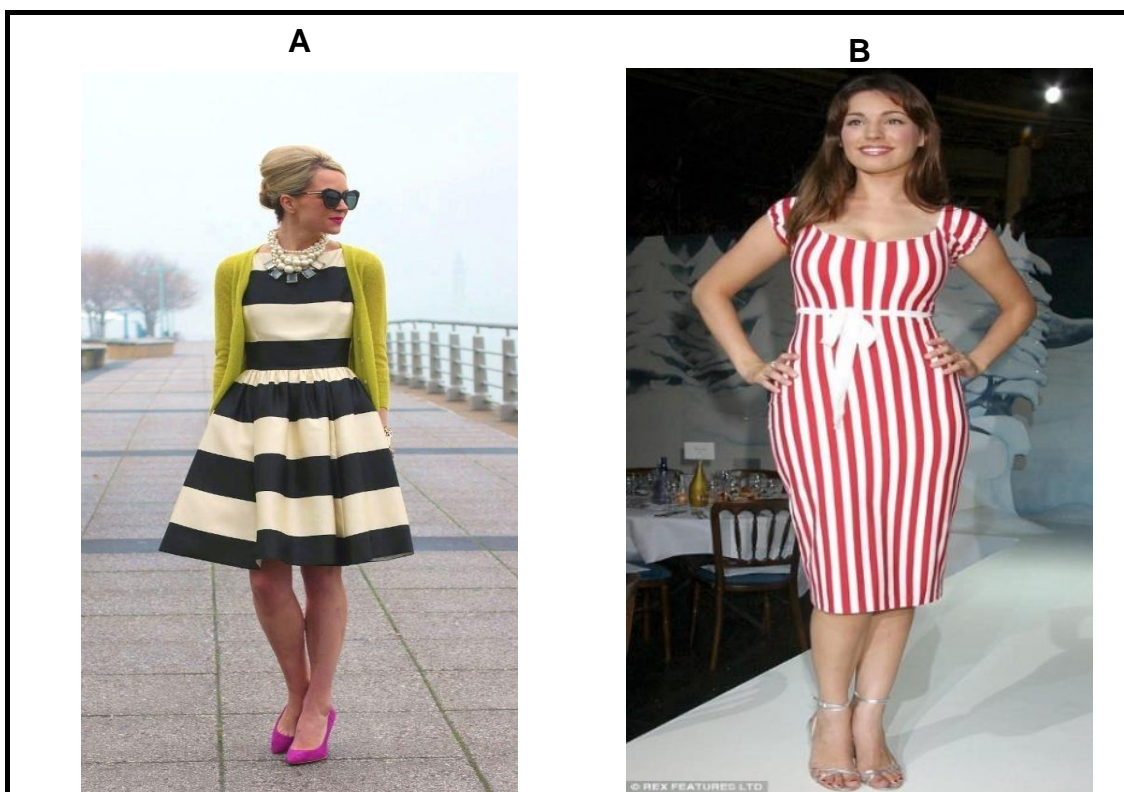
4.3 Why are socks often treated with an anti-bacterial finish? (4)

4.4 Compare waterproof and water-repellent finishes as used in fabrics. Tabulate your answer as follows:

Waterproof finish	Water-repellent finish

(4)

4.5 Study pictures **A** and **B** below and answer the questions that follow.



4.5.1 Identify the type of line used in picture **A**. (1)

4.5.2 Explain the illusion created by the type of line used in picture **A**. (2)

4.5.3 The outfit in picture **B** will give shape to a lady with a rectangular body shape. Give FOUR guidelines for people with this type of figure to help their bodies to resemble ideal proportions more closely. (4)

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

Nelson is wearing yellow-orange pants, a purple T-shirt and a blue jacket.

4.6.1 Describe the colour combination used in this outfit. (2)

4.6.2 Evaluate the suitability of this outfit for a person with an inverted triangular body shape. (5)

[30]

QUESTION 5: HOUSING AND INTERIOR

5.1 Define the following:

5.1.1 Engraving (2)

5.1.2 Aesthetics (2)

5.2 Give THREE guidelines to consider when drawing up a lighting plan. (3)

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

Ms Madigo bought cane chairs for her lounge. She signed the delivery note stating that the goods were in good condition. A day later she discovered that the cane on the chairs was loose. She tried fixing them herself, but that made things worse. She returned them because of the guarantee stipulation, but the sales manager refused to take them back.

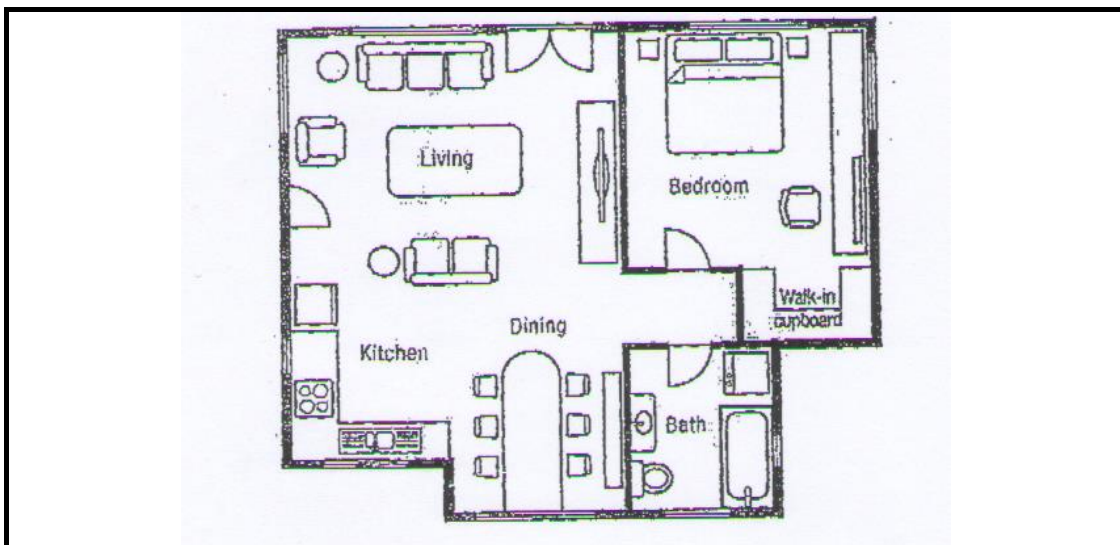
5.3.1 The chairs are made from environmentally friendly bamboo. Explain environmental responsibility when purchasing furniture. (5)

5.3.2 State how Ms Madigo should care for the cane chairs. (3)

5.3.3 Describe what Ms Madigo’s responsibilities as an informed consumer were when the chairs were delivered. (5)

5.3.4 Explain why it was fair for the sales manager to refuse to take the chairs back. (3)

5.4 Study the floor plan below and answer the questions that follow.



5.4.1 Name THREE basic zones in the above floor plan. (3)

5.4.2 Identify the type of floor plan in the picture. (1)

5.4.3 Give THREE advantages of the floor plan in QUESTION 5.4.2. (3)

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QUESTION 6: ENTREPRENEURSHIP

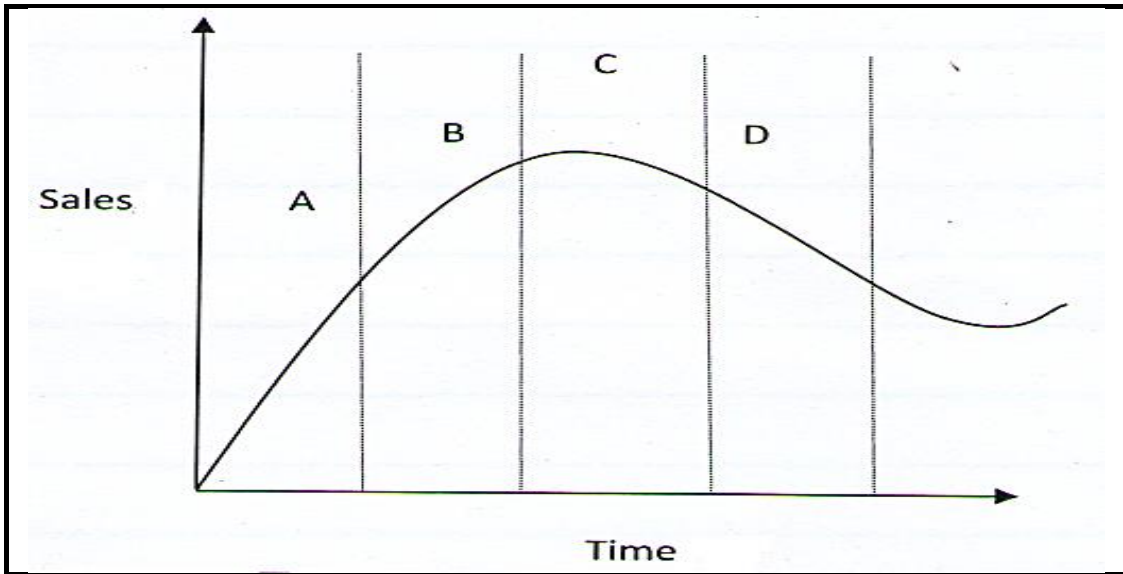
6.1 Define the following terms:

6.1.1 Market segmentation (2)

6.1.2 Product specifications (2)

6.2 Name TWO factors that have an effect on production costs. (2)

6.3 Study the graph below and explain the stages of the product life cycle from A–D:



(8)

6.4 Read the case study below and answer the questions that follow.

THE PASTRY LADY

Aunt Yvette is a hardworking and creative person with a passion for food. Every day she sells pies to the staff of a local school. She has a fixed daily order of 800 pies and she always reaches break-even point. The income of her sales covers her costs and sometimes she has extra income available. She uses brochures and word of mouth to advertise her products. She makes her products at home and transports them to the local school to sell.

6.4.1 Identify, with examples from the case study, TWO requirements of a potentially profitable business opportunity. (4)

6.4.2 Discuss how aunt Yvette applies THREE of the 5 P's of the business marketing mix. (6)

6.5 Aunt Yvette makes 800 small pies per day. The cost of her raw materials is R220,00, with R120,00 for overheads she uses a 75% profit mark-up.

6.5.1 Calculate the selling price of one pie. Show ALL calculations. (4)

6.5.2 Calculate the profit for 800 pies. Show ALL calculations. (2)

[30]

TOTAL: 200