

EXAMINATION		NATIONAL SENIOR CERTIFICATE	
GRADE		12	
DATE		NOVEMBER 2024	
SUBJECT		CONSUMER STUDIES	
PAPER		1	
MARK TOTAL		200	
DURATION (HOURS)		3	
NUMBER OF PAGES		18	



SOUTH AFRICAN COMPREHENSIVE ASSESSMENT INSTITUTE
SUID-AFRIKAANSE KOMPREENSIEWE ASSESSERINGSINSTITUUT



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	40	40
3	Food and Nutrition	40	40
4	Clothing	20	20
5	Housing	20	20
6	Entrepreneurship	40	40
TOTAL:		200	180

2. **ALL** the questions are **COMPULSORY**.
3. Number the questions correctly according to the numbering system used in the question paper.
4. Start each question on a **NEW** page.
5. You may use a calculator.
6. Write with blue ink only.
7. Pay attention to spelling and sentence construction.
8. Write neatly and legibly.
9. Do not write question numbers in margins.

SECTION A: SHORT QUESTIONS (All topics)**QUESTION 1**

1.1 Various options are given 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 e. g. 1.1.21 E.

1.1.1 A renewable form of electrical energy:

- A Hydropower
- B Nuclear power
- C Diesel generators
- D Fossil fuels (1)

1.1.2 Choose the CORRECT statement regarding the use of gas appliances in the home.

- A Gas appliances require a lot of maintenance
- B Gas appliances are less safe to use than electric appliances
- C Gas appliances are not ergonomically designed
- D Gas cannot be used anywhere (1)

1.1.3 Excise duty is paid on ...

- A pasteurised milk.
- B 100% grape juice.
- C sparkling wine.
- D carbonated beverages. (1)

1.1.4 The following taxpayers pay provisional tax:

- A Sales representatives on commission and teachers
- B Farmers and sales representatives on basic salary
- C Teachers and sales representatives on basic salary
- D Sales representatives on commission and farmers (1)

1.1.5 Peter bought a second-hand microwave oven. The contract clearly stated that the seller would not be responsible if the microwave caused any problems. This is an example of ...

- A grey goods.
- B unfair business practices.
- C exemption clauses.
- D cooling-off practices. (1)

1.1.6 Examples of low-GI food:

- A Bran muffins, bananas
 - B Rice cakes, litchi juice
 - C Couscous, potato
 - D Yogurt, brown rice
- (1)

1.1.7 The main causes of hypoglycaemia:

- A Irregular eating habits, wrong types of food
 - B Sedentary lifestyle, high stress levels
 - C Excessive saturated fat intake, no insulin in body
 - D High blood glucose level, excessive salt intake
- (1)

1.1.8 A consequence of diabetes:

- A Some cancers and osteoporosis
 - B High blood pressure and stress
 - C Heart disease and strokes
 - D Thyroid problems and obesity
- (1)

1.1.9 Trans-fatty acids are found in ...

- A brown bread and pastries.
 - B biscuits and hard margarine.
 - C peanut butter and nuts.
 - D cheese and brown rice.
- (1)

1.1.10 A physical complication of anorexia nervosa:

- A Osteoporosis
 - B Food allergies
 - C High blood pressure
 - D Diabetes
- (1)

1.1.11 ... is an example of an eco-friendly fabric.

- A Nylon
 - B Bamboo
 - C Polyester
 - D Acrylic
- (1)



1.1.12 Study the picture below and answer the question that follows:



Image: [Run star motion cx - a03924c - black/black/black Converse Sneakers | Superbalist.com](https://www.superbalist.com/run-star-motion-cx-a03924c-black-black-black-converse-sneakers/)

The shoe is an example of a ...

- A fashion trend.
- B fashion fad.
- C classic fashion.
- D standard trend.

(1)

1.1.13 The person who pays monthly fees to live in another person's property:

- A Lessor
- B Buyer
- C Tenant
- D Landlord

(1)

1.1.14 The ... protects consumers when building a house:

- A Housing Consumers Protection Building Council
- B Consumer Protection Building Council
- C National Home Builders Registration Council
- D Standard Home Builders Council

(1)

1.1.15 ... covers the structure and permanent fixtures of a house, against fires and floods.

- A Homeowner's Comprehensive Insurance
- B Homeowner's Content Insurance
- C Bond Protection Insurance
- D Household Content Insurance

(1)

- 1.1.16 ... maintenance ensures a continuous production flow.
- A Everyday
 - B Breakdown
 - C Corrective
 - D Routine/regular
- (1)
- 1.1.17 Keeping good financial records in a small-scale business ...
- A is vital for the running of the business.
 - B will increase the sales.
 - C will make stock control easier.
 - D is crucial to maintain the quality of the products.
- (1)
- 1.1.18 The selling price of a product must ...
- A be decided before the product is selected.
 - B only cover the price of the ingredients.
 - C cover all costs and leave a profit.
 - D include the children's school fees.
- (1)
- 1.1.19 The factor that contributes to the failure of some entrepreneurs:
- A Skills and capabilities were considered
 - B Thorough market research
 - C Producing a few products
 - D Insufficient capital to start the business
- (1)
- 1.1.20 A small-scale business's best sales scenario will be when ...
- A less is sold than its break-even point.
 - B the sales objective is achieved.
 - C it needs money to keep it operational.
 - D the selling price has been adjusted to avoid small change.
- (1)

1.2 From the list below identify THREE advantages of buying a full-title home. Write only the letter (A-F) next to the question number 1.2 in the ANSWER BOOK e.g. 1.2 G, H, I.

- A The owner must pay capital gains tax when he sells the house
- B The house can be used as security for a bank loan
- C The new neighbours may be noisy
- D The owner has security of tenure
- E Maintaining the property is the owner's responsibility
- F The owner can make changes to the property

(3)

1.3 Match the effect of additives on food (COLUMN B) to the additives (COLUMN A). Write only the letter (A-H) next to the question number (1.3.1-1.3.5) in the ANSWER BOOK e.g. 1.3.6 J.


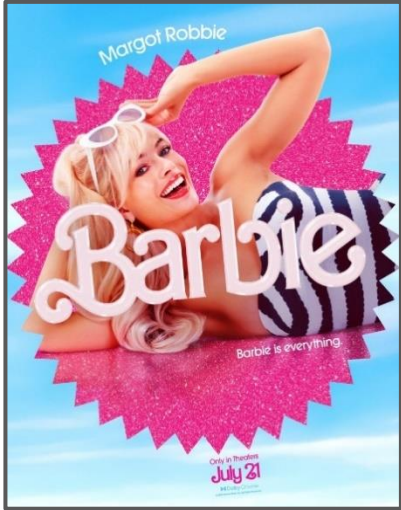
COLUMN A ADDITIVES	COLUMN B EFFECT OF ADDITIVES ON FOOD
1.3.1 Lecithin	A Protects salad dressings from turning rancid
1.3.2 Carotene	B Prevents enzymatic browning of dried fruit
1.3.3 Sulphur dioxide	C Forms stable emulsions
1.3.4 Vitamin E	D Prevents mould growth
1.3.5 Salt	E Colours margarine
	F Contributes to the consistency and smoothness of cake mixes
	G Speeds up the maturing process
	H Brings out the flavour in food

(5)



- 1.4 Choose the correct word(s) in brackets. Write only the word(s) next to the question number (1.4.1 – 1.4.5) in the ANSWER BOOK, e.g. 1.4.6 savings.
- 1.4.1 A (semi-skilled/skilled) worker will require regular check-ins and continual guidance. (1)
- 1.4.2 To determine if an entrepreneur should proceed with a business, he/she should do a (quality study/feasibility study). (1)
- 1.4.3 A written description about every part of the product's production is a (product explanation/product specification). (1)
- 1.4.4 (Sustainable/Efficient) production is the production of goods to satisfy the basic needs of consumers without harming the environment. (1)
- 1.4.5 The (trade/product) name allows customers to differentiate between competitors. (1)

1.5 Match the reasons for fashion changes (COLUMN B) with the examples of changes in fashion (COLUMN A). Write only the letter next to the question number (1.5.1-1.5.2) in the ANSWER BOOK e.g. 1.5.3 E.

<p style="text-align: center;">COLUMN A Examples of changes in fashion</p>	<p style="text-align: center;">COLUMN B Reasons for fashion changes</p>
<p>1.5.1</p>  <p>Nike Sportswear Club men's T-shirt Nike ZA</p>	<p>A Political and judicial factors B Technological factors C Social factors D Economic factors</p>
<p>1.5.2</p>  <p>Source: Barbie Movie Posters Reveal Cast: Margot Robbie, Dua Lipa & More (variety.com)</p>	

(2)



1.6 Give ONE term for each of the following descriptions. Write only the term next to the question numbers (1.6.1-1.6.5) in the ANSWER BOOK e.g. 1.6.6 tax.

1.6.1 All members of the group benefit from this savings club. (1)

1.6.2 This scheme operates on a tiered-level system where the top level earns more than the other members. (1)

1.6.3 An unknown e-mail requesting personal banking details. (1)

1.6.4 A percentage added to the price of specified goods and services that businesses sell to customers. The money is paid to the government. (1)

1.6.5 The tax municipalities charge on immovable property. (1)

TOTAL SECTION A: [40]

SECTION B

QUESTION 2: THE CONSUMER

2.1 Read the following extract and answer the questions that follow:

Solar players warn of counterfeit solar panel scams

South Africa is seeing an increase in the sale of counterfeit and substandard solar panels by unregistered suppliers, amid the country's worsening power crises.

Many customers already had a bad experience with trying other ways of getting solar installed. Consumers must exercise caution when dealing with resellers or distributors offering unrealistically low prices.

These panels often do not meet the required performance and safety standards, leading to inefficient energy generation and potential safety risks for consumers.

Warranties, by these companies, will not be serviced when the panel does not perform according to the original equipment manufacturer's specification, as they are fakes.

The introduction of a tax rebate for solar systems has further boosted the popularity of solar alternatives in households across the country.

People who install rooftop solar panels during 1 March 2023 to 29 February 2024 are eligible for a rebate of 25% of the panel cost, with a maximum rebate of R15 000, according to the government.

But tax breaks do little to insulate citizens from the cost of a full installation. So, when consumers spot a good deal online, they invest quickly, as fears of dark and cold winters continue to press on the consumer's decision-making process.

Source: Solar players warn of counterfeit solar panel scams | ITWeb

2.1.1 Name TWO acts that protect the consumer against unfair business practices such as these resellers or distributors. (2)

2.1.2 Explain how a warranty/guarantee protects consumers. (3)

2.1.3 Identify and explain TWO unfair business practices from the extract.(2x2) (4)

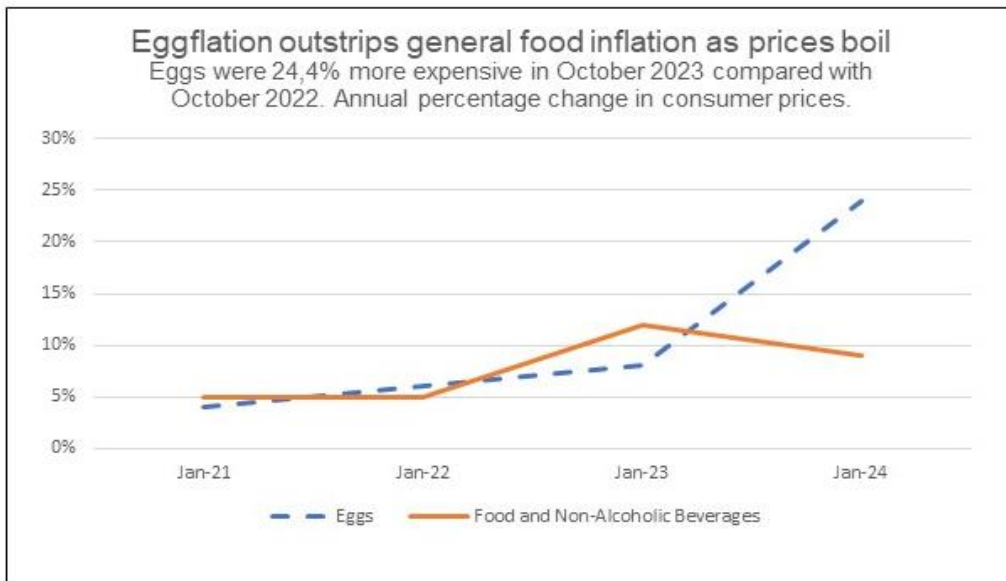
2.1.4 Discuss FOUR valid reasons why solar power could be considered a viable option during South Africa’s energy crises. (4x2) (8)

2.2 Read the extract below and answer the questions that follow:

CONSUMER INFLATION ACCELERATES

Prices for poultry-related products, including eggs, have come under increased upward pressure due to the outbreak of avian flu. The culling of millions of chickens resulted in market shortages and panic buying from anxious consumers.

Interestingly, price increases vary across the country. Western Cape consumers felt the most pain, with a tray of six eggs rising by R6.42 from an average price of R17.71 in October 2022 to R24.13 in October 2023. Gauteng consumers had to fork out an additional R4.81 over the same period. At an average price of R24.32, a tray of six eggs was the most expensive in Gauteng during October.



Source: Consumer inflation accelerates to 5.9% | Statistics South Africa (statssa.gov.za)

2.2.1 Define *Consumer Price Index*. (3)

2.2.2 Describe how the Consumer Price Index “basket” is selected. (1)

2.2.3 Suggest THREE reasons why the inflation of eggs had increased so significantly. (3)

- 2.2.4 Suggest THREE other reasons why general food inflation would have increased. (3)
- 2.2.5 Explain the possible effect of inflation on elderly persons. (3)
- 2.3 Explain what the Pay-as-you-earn system entails. (2)
- 2.4 Discuss how the lack of service delivery by municipalities is affecting water provision for consumers and the consequences thereof. (8)
- [40]**

QUESTION 3: FOOD AND NUTRITION

- 3.1 Name FIVE dietary changes that will lower blood cholesterol levels. (5)
- 3.2 Answer the following questions regarding osteoporosis.
- 3.2.1 Name FOUR factors that increase the risk of developing osteoporosis. (4)
- 3.2.2 Explain the consequences of osteoporosis. (4)
- 3.3 Explain the difference between a dairy/milk allergy and a dairy/milk intolerance. (6)
- 3.4 Read the following case study and answer the question that follows:

Riana is a young adult who suffers from Type 1 diabetes. She only eats fatty meat, chips, sugary food and white bread and drinks lots of cold drinks. She does not partake in any sport and stays in her room playing video games.

Own text

- Give valid suggestions how she can manage her Type I diabetes. (5)
- 3.5 Answer the following questions regarding anaemia.
- 3.5.1 Name THREE nutrients that play an important role in preventing anaemia. (3)
- 3.5.2 Show how a constant supply of healthy red blood cells will prevent anaemia. (5)

3.6 Analyse the eating pattern below and give valid reasons why this young adult will most probably become obese.

Breakfast	Morning snack	Lunch	Afternoon snack	Supper
Coffee with milk and sugar	Potato crisps/chips Chocolate Bar	White bread sandwiches with peanut butter and syrup Coca cola	Jelly babies Chocolate bar	Cheeseburger Fried chips and onion rings Coca cola

(8)

[40]

QUESTION 4: CLOTHING

4.1 Define the following fashion terms:

(a) *Fashion Fad* (2)

(b) *Classic fashion* (2)

4.2 Explain why fashion cycles overlap. (2)

4.3 Name TWO points of the manufacturing code for Fair Trade companies. (2)

4.4 Describe how formal work attire can be adjusted for an evening work event. (4)

4.5 Read the extract below and answer the questions that follow:

POLICE DESTROY COUNTERFEIT GOODS

In Gauteng, piles of counterfeit clothes, sneakers, bags, soccer boots, and other items that police have confiscated were destroyed (shredded).

Police Minister Bheki Cele said: "It's an economic cancer that is eating at the fibre of the economy's growth in the country. It is economic sabotage."

According to the police the shredded pieces are recycled for various other uses in the clothing industry and home industry.

Source: <https://www.enca.com/news/crime-sa-multi-million>

4.5.1 Explain what counterfeit goods are. (1)

4.5.2 Discuss the advantages of shredding the counterfeit clothing items and recycling them. (3)

4.5.3 Give valid reasons why eliminating counterfeit goods in South Africa is essential to our economy. (4)

[20]

QUESTION 5: HOUSING

5.1 Study the following advertisement and answer the questions that follow:



R 645 000

2 Bedroom Apartment / Flat for Sale in Kopler Park Complex



2



1



1

Discover the perfect blend of comfort and convenience in this 2-bedroom, 1-bathroom apartment in the secure and well-maintained complex in Kopler Park. Enjoy access to local amenities, educational institutions, transport links and highways.

Own text

- 5.1.1 Identify the type of homeownership represented in the purchase of the above apartment. (1)
- 5.1.2 List THREE uses of the monthly levy paid in apartment complexes. (3)
- 5.1.3 Outline FIVE advantages of this purchase for parents of a first-year student. (5)

5.2 Study the following advertisement and answer the questions that follow:



BEST SAVE

Now R1899 Save R400

Or 12 easy payments of only R180 per month

BR Bennett Read

5.5L Digital Air Fryer

- 1800W
- Spacious 5.5L non-stick fry basket with durable 6.2L non-stick drawer
- Large, easy to read digital touch LED display
 - 7 One-touch preset functions
 - Quick pre-heating function with indicator light easy-to-read

Source: Own text

- 5.2.1 Describe an instalment sales transaction. (3)
- 5.2.2 Explain why the cash purchase price is less than the instalment sales price. (2)
- 5.2.3 Evaluate the suitability of this product for a first-year student. (6)

[20]

QUESTION 6: ENTREPRENEURSHIP

- 6.1 List FIVE requirements for quality products. (5)
- 6.2 Name TWO ways how an entrepreneur can finance a new business. (2)
- 6.3 List FOUR factors that influence the efficient production of quality products. (4)
- 6.4 Name FOUR factors that will increase production costs. (4)
- 6.5 Discuss how the available space will affect the production in a home-based food business. (4)

6.6 Lindiwe bakes 20 milk tarts every day from Monday to Friday. He has one helper who he pays R250 per day. Use the information below to determine the selling price of one (1) milk tart.

Cost to produce 20 milk tarts	R750.00
Wages	R250.00
Other costs per week	R300.00
Lindiwe wants to make 70% profit.	

(7)

6.7 Study the following article and answer the questions that follow:

SUPERBALIST.COM

Superbalist is the largest online fashion retailer in South Africa. Superbalist was founded in 2011 as a company name “CityMod”, this business focused on high-quality deals for consumers. In 2013, the company rebranded as “Superbalist.com”. Today the brand is a leading e-commerce giant in the South African market. Through consistent growth, the company managed to grow from being a self-funded, small-scale start-up to where it is now: a company that employs over a hundred people.

It offers hundreds of brands with various payment options as well as effective delivery and returns.

Targeting is focused on demographics and behaviour.

Considerations to reach the target market are demographic data, transactional data (what, when, and how much they’re buying, on what platform they’re buying, etc.), and psychographic data (tastes, favourite influencers, media interests, etc).

Adapted from: [How Superbalist succeeds in targeting its customers almost individually \(702.co.za\)](https://www.702.co.za)

6.7.1 Discuss the importance of a successful tradename to ensure the success of this business. (2)

6.7.2 Explain how on-line shopping from companies such as Superbalist, can have a negative impact on the consumer’s carbon footprint. (4)

6.7.3 Analyse how the following components of the marketing mix are used to ensure the success of this business.

(a) Promotion (4)

(b) Price (4)

[40]

TOTAL SECTION B: [160]

GRAND TOTAL: [200]