

EXAMINATION	NATIONAL SENIOR CERTIFICATE
GRADE	12
DATE	JUNE 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 black or blue ink only.
7. Pay attention to spelling and sentence construction.
8. Write neatly and legibly.

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 your ANSWER BOOK e. g. 1.1.21 E.

1.1.1 An example of an indirect tax:

- A Income tax
 - B Fuel levy
 - C Property tax
 - D Investment levy
- (1)

1.1.2 The Consumer Protection Act protects the consumer from ...

- A automatic renewal of fixed-term agreements.
 - B credit providers who comply with their rights.
 - C cell phone companies who do not charge cancellation fees.
 - D borrowing money to purchase a property.
- (1)

1.1.3 An effect of inflation:

- A Price increases
 - B Salary increases
 - C Tax increases
 - D Production increases
- (1)

1.1.4 Factors which increase the risk of developing osteoporosis:

- A Certain medication, food low in refined sugar
 - B Excessive alcohol intake, estrogen deficiency
 - C Moderate physical exercise, smoking
 - D Large amounts of coffee, canned fish
- (1)

1.1.5 The main complication of gastro-enteritis is ...

- A dehydration.
 - B vomiting.
 - C dizziness.
 - D abdominal pain.
- (1)

:

1.1.6 Dairy intolerance is caused by a/an ... deficiency.

- A enzyme
 - B vitamin
 - C protein
 - D hormone
- (1)

1.1.7 The short light/radio waves used for irradiating food have the effect of ... food.

- A freezing
 - B cooking
 - C sterilizing
 - D blanching
- (1)

1.1.8 A benefit of genetic modification of food:

- A Production costs may be higher
 - B More food will be provided
 - C Crops can be grown in any area
 - D Less chemicals are used
- (1)

1.1.9 The Fairtrade code requires the company to ...

- A use child labour.
 - B pay minimum wages.
 - C produce fashionable clothing.
 - D provide good working conditions.
- (1)

1.1.10 Eco-friendly fabrics ...

- A produce less waste when produced.
 - B are made from existing materials/fabrics.
 - C require very little ironing.
 - D are not biodegradable.
- (1)

1.1.11 The Rental Housing Act controls the relationship between ...

- A property owners and builders.
 - B tenants and the body corporate.
 - C tenants and property owners.
 - D property owners and maintenance crews.
- (1)

1.1.12 The once-off fee charged by the bank to set up the home loan:

- A Initiation fee
 - B Service fee
 - C Transfer fee
 - D Home loan fee
- (1)

1.1.13 A contract in which the credit provider/bank pays the purchase price of property on behalf of the consumer.

- A Credit contract
 - B Instalment sale contract
 - C Non-mortgage bond
 - D Mortgage bond
- (1)

1.1.14 Jackson did not pay the instalments on his new television set. The store ... it.

- A sold/traded
 - B reclaimed/repossessed
 - C compromised/bargained
 - D confiscated/seized
- (1)

1.1.15 The main aim of stock control is to ensure that ...

- A wastage is minimised by buying enough stock for one week.
 - B production is stopped to minimize the cost of storing the final products.
 - C there are enough raw materials available for production.
 - D enough money is invested in stock for the business.
- (1)

1.1.16 The entrepreneur whose products have an advantage beyond those of similar products, has a ...

- A business acumen.
 - B formulated idea.
 - C business advantage.
 - D competitive edge.
- (1)

1.1.17 Additional costs required for a business to be operational:

- A Overheads
 - B Mark-up
 - C Variable costs
 - D Production costs
- (1)

1.1.18 This will determine the success of a business:

- A The number of quality products produced
 - B The number of people who buy the product
 - C Attractive packaging of all the products
 - D Keeping costs as low as possible
- (1)

1.1.19 A business can produce its products for a long time:

- A Best-sale scenario
 - B Marketing advantage
 - C Sustainable profitability
 - D Potentially suitable product
- (1)

1.1.20 From the list below identify the starting costs for a small-scale business selling baked goods from home.

- (i) Business license
- (ii) Salaries
- (iii) Loan repayment
- (iv) Telephone
- (v) Initial stock

- A ii and v
 - B i and v
 - C iii and iv
 - D i and ii
- (1)

1.2 Identify FOUR reasons for regular staff training. Write only the letter (A - H) next to the question number (1.2) in your ANSWER BOOK e.g. 1.2 I, J, K, L.




- A. There will be less wastage.
 - B. Productivity will increase.
 - C. Consumer appeal is increased.
 - D. Rivalry amongst employees will develop.
 - E. Employee morale is improved.
 - F. The quality of the work decreases.
 - G. Maintenance costs are reduced.
 - H. Leads to absenteeism.
- (4)

1.3 Identify THREE responsibilities involved in maintaining a house. Write only the letter (A - H) next to the question number (1.3) in your ANSWER BOOK e.g. 1.3 L, M, N.

- A. Plan a water-wise garden.
- B. Create an environmentally friendly house.
- C. Clean gutters regularly.
- D. Repair cracks in walls and windows.
- E. Include the latest designs and technology.
- F. Check geyser and plumbing regularly.
- G. Repair the sidewalk on the street.

(3)

1.4 Match the fashion term in COLUMN B to the illustration in COLUMN A. Write only the letter (A - D) next to the question number (1.4.1 – 1.4.3) in your ANSWER BOOK e.g. 1.4.4 E.

COLUMN A Illustration	COLUMN B Fashion Term
1.4.1 	A. Classic Fashion
1.4.2 	B. Fashion Trend
1.4.3 	C. Fad
	D. High fashion

(3)

1.5 Choose the reason for adding to food in COLUMN B that matches the additive in COLUMN A. Write only the letter (A - I) next to the question numbers (1.5.1 -1.5.5) in the ANSWER BOOK e.g. 1.5.6 J.

COLUMN A ADDITIVE	COLUMN B REASON FOR ADDING TO FOOD
1.5.1 Lecithin	A. Enhances the flavour of food.
1.5.2 Sodium nitrate	B. Food maintains a uniform texture.
1.5.3 Ascorbic acid	C. Prevents oil and water from separating.
1.5.4 Gelatine	D. Makes food whiter.
1.5.5 Monosodium glutamate	E. Preserves processed meat. F. Prevents growth of mould in bread. G. Preserves colour of freshly cut vegetables. H. Prolongs the shelf life. I. Prevents the growth of bacteria in wine.

(5)

1.6 Give the correct form of energy for each disadvantage to the environment. Write only the form of energy next to the question number (1.6.1 - 1.6.5) in your ANSWER BOOK e.g. 1.6.6 Water.

1.6.1 Causes smoke and fog.

1.6.2 Produces carbon dioxide.

1.6.3 Has a negative effect on the ecosystem.

1.6.4 Leads to erosion and desertification.

1.6.5 Causes environmental hazards.

(5)

[40]

SECTION B

QUESTION 2: THE CONSUMER

- 2.1 2.1.1 Define *interest rate*. (2)
- 2.1.2 Explain how the National Credit Act uses the repo (repurchase) rate to govern interest rates charged by credit providers. (2)
- 2.2 Explain what Value-added tax is. (4)
- 2.3 Give TWO essential parts of a valid employment contract. (2)
- 2.4 Explain what direct marketing is. (2)
- 2.5 Read the extract from the Standard bank website explaining a banking scam and answer the questions that follow.


HOW SCAMS WORK

- A person receives an email request to update his/her details by clicking on a link or an icon to open an attachment.
- This results in malware (malicious software) being deployed on your device.
- It can also compromise your personal or digital banking credentials.

[Source: Bank scams to avoid | Standard bank]

- 2.5.1 Identify the scam this information refers to. (1)
- 2.5.2 Write a paragraph to suggest FOUR ways the consumer can protect himself/herself from the scam identified in 2.5.1. (4)
- 2.6 Many towns in South Africa have contaminated tap water and sewage flowing in the streets. Discuss the dangers for the inhabitants of these towns. (5)
- 2.7 Peter cannot pay cash for a new refrigerator. Describe the credit contract he could use to be able to purchase the refrigerator immediately. (4)
- 2.8 Name FOUR advantages of using gas in the home. (4)

2.9 Consider the notice from the City of Cape Town and answer the questions that follow.



CITY OF CAPE TOWN
ISIXEKO SASEKAPA
STAD KAAPSTAD

Making progress possible. Together.

**CAPE TOWN TO PAY CASH FOR
POWER DIRECTLY FROM
BUSINESSES & RESIDENTS**

- ✓ Businesses can sell the power that they generate back to the city from June 2023, and residents will be able to sell back power later during the year.
- ✓ Feed-in tariff: 78,98c/kWh + 25c incentive per kWh.
- ✓ No net consumer requirement – sell as much as you can.

**BE PART OF THE ENERGY REVOLUTION
INSTALL A CITY-APPROVED GENERATION
SYSTEM**

[Source: City can now pay cash for power fed into the local electricity grid – CIDC]

2.9.1 Name TWO regenerative forms of energy which can form part of the energy revolution. (2)

2.9.2 Analyse how this initiative of the City of Cape Town could guide consumers to take responsibility towards solving the electricity crisis and minimising the carbon footprint. (8)

[40]

QUESTION 3: FOOD AND NUTRITION

3.1 Answer the questions regarding the Glycaemic Index that follow.



[Source: FOODGROUP:DAIRY (gifoundation.com)]

3.1.1 Define *Glycaemic Index*. (2)

3.1.2 From table 1 below provide TWO foods for each of the following consumers considering the health endorsement logos. Copy and complete the table 2 in your ANSWER BOOK.

TABLE 1

apple	apricots	banana	bran muffin
orange drink	Provitas	rice cakes	seed loaf
sports drink	watermelon	Weetbix	yoghurt

TABLE 2

CONSUMER	SUGGESTED GI LEVEL	TWO FOODS
Food for a lunchbox for an active ten-year-old boy.	(1)	(2)
Food for an adult male working in an office and leading a sedentary life.	(1)	(2)
Pre-race food for a triathlon athlete.	(1)	(2)

(9)

3.1.3 Describe how using the Glycaemic Index may benefit consumers who struggle with Type 2 Diabetes. (4)



3.2 Read the extract from a TED talk and answer the questions that follow.

Social media has an influence on our day-to-day activities, including what and how much we eat. Seeing unrealistic photo's, being cyberbullied, accessing non-relevant information, and feeling excluded can change how and what we eat, resulting in an eating disorder like anorexia nervosa or bulimia nervosa.

[Source: Ana maria Romero: Influence of social media in eating disorders | TED talk]

- 3.2.1 Identify TWO dangers of social media. (2)
- 3.2.2 Describe the eating disorder bulimia nervosa. (3)
- 3.2.3 Propose THREE guidelines to help young adults to ensure healthy eating habits while dealing with social media. (3)

3.3 Read the following extract and answer the questions that follow.

Scombroid Fish Poisoning is a syndrome resembling an allergic reaction that occurs after eating fish contaminated with high levels of histamine. Fish such as tuna and mackerel are common sources of this poisoning. When these types of fish are not properly refrigerated, bacteria begin to break down the flesh of the fish and histamines are formed. Histamines are heat resistant and therefore, illness can occur even with fish that is properly canned or cooked.

[Source adapted from: Scombroid Fish Poisoning – MN Dept. of health.(state.mn.us)]

- 3.3.1 Explain what an allergic reaction is. (2)
- 3.3.2 Name TWO common symptoms of an allergic reaction that may be experienced in the gastro-intestinal system. (2)
- 3.3.3 Most food-borne diseases can be prevented by cooking contaminated food. Explain why this is not the case with scombroid poisoning. (2)
- 3.3.4 Suggest how the lack of electricity, due to load shedding, contributes to the spread of this food-borne disease. (3)



3.4 Evaluate the following cartoon and validate the consumption of genetically modified food instead of junk food.



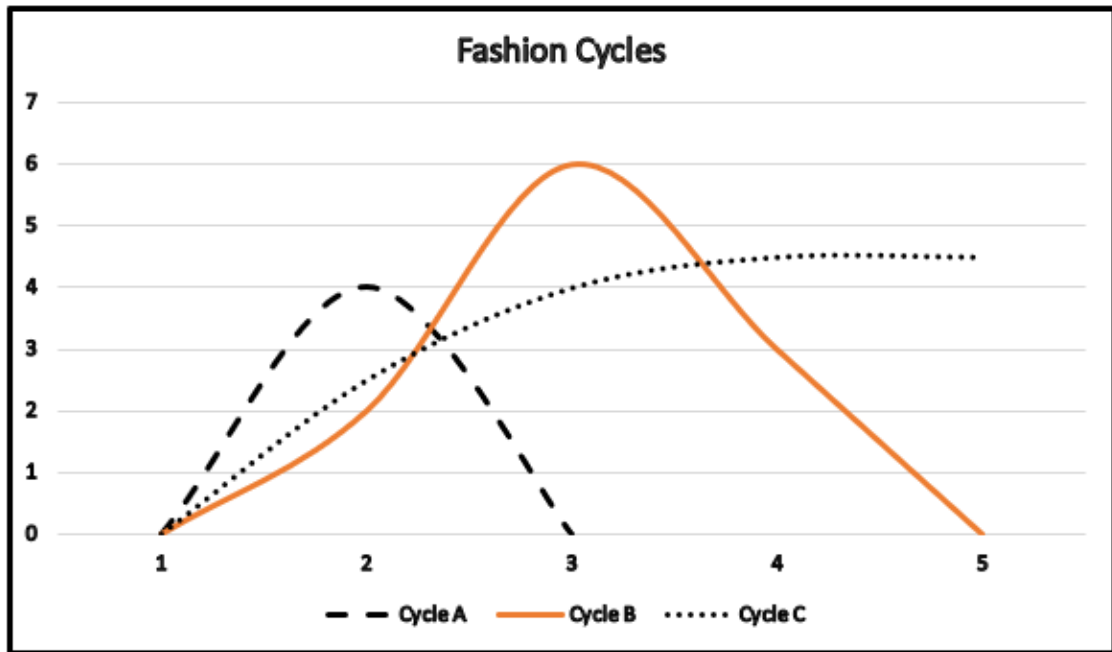
[Source: Can you imagine all those chemicals and side effects in genetically modified foods-Gado (gadocartoons.com)]

(8)

[40]

QUESTION 4: CLOTHING

4.1 Study the graph depicting different fashion cycles and answer the questions that follow.



Own graph

Identify and describe the fashions depicted by:

- (a) Cycle A (2)
- (b) Cycle B (2)
- (c) Cycle C (2)

4.2 Give TWO reasons why cotton is not always the most environmentally friendly option. (2)

4.3 Study the pictures below and answer the questions that follow.



[Source: Work Attire Progression from 1940s to the 2000s – TEXAS AMERICAN MARKETING ASSOCIATION (wordpress.com)]



[Source: What does business casual mean for women in business today? - Quora]

- 4.3.1 Identify FOUR major differences between the corporate wear of 2000 and the corporate wear of 2023. (4)
- 4.3.2 Provide the young adult entering the corporate world with guidelines for choosing suitable clothing. (4)
- 4.3.3 Propose suitable changes to adjust the 2023 corporate outfit for an evening event directly after work. (4)

[20]

QUESTION 5: HOUSING

5.1 There are costs to be paid when a house is sold.



- (a) Name THREE costs to be paid by the buyer. (3)
- (b) Name TWO costs to be paid by the seller. (2)

5.2 Read the case study and answer the questions that follow.

The Khumalo family, comprising of Mr. and Mrs. Khumalo and their two small children are moving to a new city. Mr. Khumalo is a high-income earner. They sold their previous home at a small profit and are now seeking new accommodation.

[Source: Own text]

- 5.2.1 If they decide to buy a house, would the Khumalo family be eligible for a government housing subsidy? Provide TWO reasons for your answer. (3)
- 5.2.2 Explain why it is necessary that Mr. Khumalo and the property owner should inspect the house they want to rent, before they move in. (2)
- 5.2.3 Study the pictures of the irons below and answer the question that follows.

Iron A	Iron B
	
Brand: Philips Details: 1200 Watt steam iron, non-stick Price: R219.00 (save R60 after discount) Country of manufacture: South Africa Guarantee: 1 year	Brand: Kambrook Details: 2200 Watt steam iron with spray function Price: R199.00 (save R50 after discount) Country of manufacture: Australia Guarantee: 2 years

[Source: Adapted from <http://www.dealfinder.co.za>]

- The Khumalo family decided to buy iron A. Give FOUR reasons why this is a good choice. (4)
- 5.2.4 Consider the advantages of renting and buying a home and substantiate why renting a home for six months would be the best option for the Khumalo family. (6)

[20]

QUESTION 6: ENTREPRENEURSHIP

- 6.1 List FIVE requirements of good quality packaging. (5)
- 6.2 Explain how quality control could contribute to a successful business. (3)
- 6.3 Read the scenario below and answer the questions that follow.

ANAT APTER

“There was a long queue of people trying to get a stall at Bruma flea market and I was at the back of it. So, I stood on my toes and yelled, “Excuse me, do you want me to sell falafel here?”. The man in the booth waved me to the front of the queue” said Anat Apter, founder of falafel* and shawarma* franchises.

Starting out, Anat bought a food trailer for R600 that she paid off over six months. At first, she only sold falafel because it is what she knew how to make best. She wouldn't settle for anything less than the best quality. The strategy worked!

The food was delicious, and she slowly introduced shawarmas for the meat loving South Africans once they had been perfected. The shawarma was such a money spinner that two years later, Anat opened her own shop at the market. Her shop catered for meat lovers, vegetarians and vegans.

As the market started to wane, she moved to Sandton City to win over a new customer base.

[* Falafel: a Middle Eastern dish of spiced mashed chickpeas or other pulses formed into balls or fritters and deep fried.]

[* Shawarma: a Middle Eastern dish consisting of meat cut into thin slices, stacked in an inverted cone and roasted on a slowly turning rotisserie or spit.]

[Source: 10 SA Entrepreneurs Who Built Their Businesses From Nothing | Entrepreneur]

- 6.3.1 Identify how Anat's target market evolved as her business developed. (4)
- 6.3.2 Consider Anat's original choice of product by discussing the following factors.
- (a) Available human resources (1)
 - (b) Consumer appeal (2)
- 6.3.3 Explain the benefits of starting her business in a food truck. (4)



6.3.4 Use the information below to calculate the selling price of ONE falafel.
Round off the selling price to the nearest rand. Show ALL calculations.

Information:

Cost of ingredients to produce 400 falafels: R2 810.00

Wages paid: R1 300.00

Other costs: R500.00

Anat wants to make 70% profit.

(7)

6.3.5 Use the information in the scenario to identify SIX factors that contributed to the success of Anat's business.

(6)

6.3.6 Justify why Anat's franchises will continue to increase in South Africa.

(8)

[40]

GRAND TOTAL: [200]