

EKURHULENI NORTH
CONSUMER STUDIES
GRADE 12 PRELIM EXAM 2020 COMMON PAPER
MEMORANDUM
SECTION A

QUESTION 1

- 1.1**
- 1.1.1 D✓
 - 1.1.2 C✓
 - 1.1.3 A✓
 - 1.1.4 B✓
 - 1.1.5 B✓
 - 1.1.6. A✓
 - 1.1.7. D✓
 - 1.1.8. A✓
 - 1.1.9. B✓
 - 1.1.10. D✓
 - 1.1.11. C✓
 - 1.1.12. C✓
 - 1.1.13. A✓
 - 1.1.14. A✓
 - 1.1.15. C✓
 - 1.1.16. A✓
 - 1.1.17. B✓
 - 1.1.18. D✓
 - 1.1.19. C✓
 - 1.1.20. A✓
- (20)**
- 1.2 ONE word/term for the description - Entrepreneurship**
- 1.2.1. Market research✓
 - 1.2.2. Quality control✓
 - 1.2.3. Trademark/ Trade name✓
 - 1.2.4. Cash flow projection✓
 - 1.2.5. Sustainable profitability✓
- (5)**

1.3 Match the Column - Housing

1.3.1 G ✓

1.3.2 D ✓

1.3.3 E ✓

1.3.4 A ✓

1.3.5 F ✓

(5)**1.4 FOUR statements that are correct regarding the jersey**

C ✓

F ✓

G ✓

H ✓

(4)**1.5 Match the Columns - Food-related health conditions**

1.5.1 F ✓ iii ✓

1.5.2 C ✓ i ✓

1.5.3 D ✓ v ✓

(6)**TOTAL FOR QUESTION 1: 40**

SECTION B**QUESTION 2****The Consumer****2.1 High cost of living in South Africa****2.1.1 Define the following:**

a) Inflation rate → is the percentage✓ at which the price of goods and services increases in one year.✓ (2)

b) CPI → the consumer price index is the instrument✓ that is used to calculate price increases✓ and the inflation rate.✓ (3)

2.1.2 THREE reasons for the change in the CPI – based on the article

- 9,4% increase in water tariffs✓
- 7,2% increase in electricity tariffs✓
- R0-84 per litre increase in the petrol price✓ (3)

2.1.3 Explain how the inflation rate, based on the CPI, can affect consumers

- The consumer will have less disposable income✓
- Pensioners will suffer the most as the interest earned on their investments will be minimal✓
- As prices increase, people buy fewer goods and the economy suffers✓
- Manufacturers may have to cut back on production, which could result in job losses.✓ (4)

2.2 Define the following terminology:

2.2.1 Excise duty → tax that must be paid on non-essential items✓ like alcohol and tobacco✓. It is adjusted annually by the minister of finance and announced in the budget speech. It is also known as sin tax. ✓ (2)

2.2.2 VAT → is known as value added tax and is added to the price of certain goods and services that are sold. ✓ The standard rate is 15%✓ and the money is paid to the state. (2)

2.3 Compare provisional and non-provisional tax

	Non-provisional tax	Provisional tax
Type of income	Full time employed ✓	Income is not fixed ✓
How often is the tax paid	Monthly ✓	Twice a year ✓

(4)**TOTAL FOR QUESTION 2: 20****QUESTION 3****Food and Nutrition****3.1 Coivid-19 and the impact on food insecurity**

- During the lock down many companies had to close their doors and that left the employees without an income that lead to unemployment and no income for food. ✓
- Food prices went drastically up leaving the people in the low-income group with a problem because the money that had to spend on food was just not enough. ✓
- Schools closed down and that left learners in rural areas and informal settlements without access to food that was supplied by the schools in forms of food parcels. ✓
- During lock down many farmers could not be as productive as they should have been and that causes a decline in food production. ✓
- People who were selling fruit and vegetables and other food products next to the roads were closed down and they could not sell their food products and generate an income and for some of them that was the only income for a whole family. ✓

(5)

3.2 Advantages of Genetically Modified food for consumers

- Genetically modified foods are cheaper and more readily available. ✓
- Crops can have an improved taste, appearance and texture. ✓
- Food can be implemented as an edible vaccine. ✓
- Food can have better nutritional values than traditionally grown crops. ✓
- Larger crop yield ✓
- Crops more resistant to pests and diseases. ✓

ANY (3)

3.3 Why should a person with HIV eat selenium and give two sources

- Selenium is an antioxidant ✓ and helps to activate your T-Cells ✓
- Two sources are Whole-wheat foods, corn, milk, meat, fish, chicken, eggs, nuts and dried beans. ✓ ✓ **(any 2 sources)**

(3)

3.4 Fruit relating to Glycaemic Index

3.4.1 Explain Glycaemic Index

- A way to classify ✓ how quickly carbohydrates ✓ releases glucose in your blood. ✓

(1)

•

3.4.2 List two group of people that will benefit from the GI information

- People suffering from diabetes ✓ because it will help keep their blood glucose level under control. ✓
- People suffering from obesity ✓ because it can help with weightloss because energy is released slowly. ✓
- Sports people ✓ who need sustained energy. ✓

ANY (4)

3.5 Menu that are the most and least suitable for a person suffering from hypertension and high blood cholesterol

	Most suitable	Least suitable
Menu	Menu A ✓	Menu B ✓
Reasons	<ul style="list-style-type: none"> • Salmon contains unsaturated fats and omega 3 fatty acids which can lower cholesterol. ✓ • Apples and whole-wheat bread contains soluble fibre which can lower cholesterol. ✓ • Whole-wheat bread is low-GI and it delays the risk of heart disease. ✓ 	<ul style="list-style-type: none"> • Saturated fats are present in the bacon which can lead to heart disease. ✓ • The high salt content in the bacon can raise your blood pressure. ✓ • You have to minimise the intake of coffee to decrease your blood pressure. ✓ • Gouda cheese is a fatty cheese. ✓

(8)

3.6 Food label for oats

3.6.1 Will this product be suitable for a person with Celiac disease?

- Yes ✓
- Someone with Celiac disease is not allowed to eat gluten because it can lead to malnutrition because nutrients are not absorbed by the body. ✓

(2)

3.6.2 Why can a person with Diabetes eat this product?

- Oats has an intermediate GI and would be efficient in controlling the blood glucose level of a diabetic person. ✓
- Oats contains soluble fibre which can improve your carbohydrate metabolism. ✓

(1)

3.6.3 Define the term organic food and give two advantages

Definition:

Organic food is produced without artificial fertilisers, pesticides, herbicides, growth regulators or livestock feed additives. ✓

Advantages:

- Less fuel is used to manufacture organic fertilizers. ✓
- Pollution is reduced, organic farmers process and use waste materials by ploughing them back into the soil. ✓
- It is healthier, it does not contain chemicals and pesticides which can harm your health. ✓
- Free-range and organically farmed animals are treated more humanely than factory-farmed animals. ✓
- Animals that are raised for organic meat, are not given growth hormones or unnecessary antibiotics. ✓
- More farmworkers are needed on organic farms, so it provides more jobs. ✓

ANY (3)

3.7 Heart and Stroke Foundation

3.7.1 Define the term obesity

Obesity is a condition of excessive fatness✓ to the extent that it has a harmful effect on your health. ✓ It is related to an unhealthy lifestyle. ✓ Higher than average BMI reading. ✓

(2)

3.7.2 TWO possible causes of obesity

- Is an energy imbalance between the kilojoules consumed and the kilojoules used. ✓ This means that people eat more kilojoules than they use and the excess energy is stored as fat. ✓
- It is the result of an unhealthy diet ✓ and inadequate physical activity. ✓
- People can also overeat because of stress, loneliness or boredom. ✓
- The genetic composition of a person can also contribute to obesity. ✓
- Metabolic disorder. ✓

(2)

3.7.3 Discuss TWO guidelines, with reasons, how you can manage obesity

- Do not skip breakfast✓, as this slows down the metabolism.✓
- Eat regular meals✓ Skipping meals often leads to overeating later in the day.✓
- Reduce the intake of fats,✓ this helps to reduce the total kilojoule intake. ✓
- Choose low-GI carbohydrate foods,✓ as this may assist with weight loss.✓
- Eat more fibre-rich foods,✓ as it fills you up and delays the feeling of hunger.✓
- Study food labels,✓ to check the kilojoule, fat and sugar content of foods.✓
- Exercise three times a week,✓ this will help burn excess fat and control your weight.✓

Any(2x2) (4)**3.7.4 Name TWO health problems an obese person can likely develop**

- Type 2 diabetes✓
- Coronary disease, high blood pressure, stroke✓
- Some cancers✓
- Respiratory illnesses✓
- Muscle and skeletal illnesses✓
- Weak healing of wounds✓
- Back problems✓

ANY (2)**TOTAL FOR QUESTION 3: 40**

QUESTION 4**Clothing****4.1 Case Study****4.1.1 Differentiate between classic styles and fashion fads.**

- Classic style: Timeless / are worn for a long time / meets the needs of most people/ considered good taste / remains popular / simplicity/ good quality/ expensive ✓
- Fashion fad: short lived/ lasts one season/ quickly accepted by a small group of consumers/ disappears quickly/ often presented in the form of accessories. ✓

(2)**4.1.2 "It is essential to dress professionally for the world of work." Discuss the suitability of the outfit selected by Shaun in terms of the above statement.**

- It is a **basic/ classic style / stylish/ formal** ✓
- Should **co-ordinate easily/ easy to mix and match** with his existing clothing ✓
- **Versatile** as it is a neutral colour. ✓
- It will reflect his personal style, within the work environment and the **nature of job** he does. ✓
- It will fit in with his **company's dress code** as sales representatives are expected to dress neatly. ✓
- It will create a positive image to customers/colleagues/ management and create a **good first impression** ✓
- The clothing will **not offend others** as it is not revealing and does not have offensive pictures or slogans. ✓
- **Well-fitted** suit ✓
- **Good quality / pure wool** ✓
- **Discreet** use of accessories ✓

ANY (4)

4.2 THREE technological factors that influence fashion change.

1. Electronic communication. ✓
2. Textile technology. ✓
3. Improved manufacturing methods. ✓
4. Methods of distribution. ✓

(3)**4.3 Describe the term “fashion accessories”.**

- Fashion accessories are distinguished pieces ✓ that are mostly used by women as well as men to add some detail and style/interest and colour to the outfit. ✓

OR

- Something that may be worn with an outfit ✓ to enhance the appearance. ✓

(2)**4.4 Explain the term counterfeit goods.**

An illegal copy/ replica/ fake of an original product. ✓

(1)**4.5 Eco-fashion takes the environment, health of consumers and working conditions into consideration.****4.5.1 Difference between organic and environmentally friendly textiles.**

Organic textiles are grown organically, without the use of herbicides or pesticides ✓ and other toxins and protects the environment and health of consumers. ✓

Eco-friendly fibres have a low carbon-footprint ✓ it is manufactured from crops that use less water and energy and produces less waste. ✓

(4)**4.5.2 Wearing vintage clothing reduces one’s carbon footprint - Explain**

Vintage clothes are of a previous year, ✓ it was someone else’s clothes once, if you buy these clothes you decrease your carbon footprint because you do not have to buy new clothes that uses resources, water and electricity to be made. ✓

(2)

4.6 Explain the purpose of brand labels for clothing manufacturers.

- To ensure that only✓ the manufacturers can use✓ the name/shows the uniqueness of the company.✓
- It is a marketing tool✓ to increase the sale of a specific product✓ by the registered company.

(2)**TOTAL FOR QUESTION 4: 20****QUESTION 5****Housing****5.1 List the supporting documents that you need when applying for a home loan at a bank – any FOUR**

- Proof that you have a stable income.✓
- Most banks insist that your bond repayment is not higher than 25% of your income or 30% of your joint income if you are married.✓
- Proof of income - six consecutive months of bank statements.✓
- Fully completed and signed bank application forms.✓
- Copy of South African identity documents or passport.✓
- Copy of offer to purchase document.✓
- Income tax reference number.✓

(4)**5.2 Name the organisation that the builder must registered with.**

- NHBRC✓
OR
- National Home Builders Registration Council

(1)**5.3.1 (a) Yaseem and Alyna's landlord.**

- Sectional-title ownership✓
- The landlord owns a unit/section of the building✓ and sublets it to Yaseem and Alyna. ✓

(1)

- The landlord/sectional-title holder also owns a share of all the common property✓including lifts/passages/stairways/ garden areas and the pool. ✓ **(2)**
Any

(b) Yaseem and Alyna, when they move into the house they are building. (1)

- Full-title/freehold ownership✓ **(2)**
- The couple is the legal owners✓ of the entire property/land✓ and all the structures✓ on it. **Any**

5.3.2 Comparison of full title and sectional title ownership

Criteria	Full title property	Sectional title property
a) Ownership	Own buildings and land✓	Sole owner of building but share ownership of land✓
b) Privacy	Plenty✓	Can be restricted✓
c) Maintenance	All maintenance is responsibility of owner✓	Responsible for maintenance inside the building✓

(6)

5.3.3 Financial responsibilities of renting a house

- When you first move in, the landlord usually requests a deposit in addition to the first month's rent.✓
- The deposit protects the landlord from any financial loss that might result from staying on his or her property.✓
- The deposit is usually equal to one month's rent, but can be more✓
- Rent is paid in monthly instalments.✓
- Depending on the lease agreement, the tenant may be responsible for paying for water, electricity and waste removal costs.✓ **(5)**

5.3.4 Evaluate decision to build a house – any FOUR

- Good decision.✓
- Built exactly as they want.✓

- Saving money because Yaseem will oversee building process.✓
 - Can extend as money is available.✓
 - Can use house as collateral for further loans.✓
- (4)**

5.4 Washing Machine comparison

5.4.1 Identify the washing machine which is likely to use the least electricity for a normal load.

- Washing machine C✓
- (1)**

5.4.2 Recommend best choice for a clinic

- Washing machine B✓ - Front loaders✓ use less electricity✓ than top loaders✓
OR
 - Washing machine A✓ has a bigger capacity to carry larger load than B✓ and less labour intensive than C✓ Mid-range price✓
or
 - Washing machine C✓ can process two big loads at the same time✓ one wash while other spins✓ cheapest option✓
- (4)**

5.4.3 Calculate cost

- R5 724 – R 2 698✓
= R 3 026✓
- (2)**

5.4.4 Reason for cost difference

- Interest added for hire purchase✓
- (1)**

5.5 THREE factors that should be considered when buying household appliances

- Electricity/energy consumption.✓
 - Water consumption.✓
 - Impact on the environment/carbon footprint.✓
- (3)**

5.6 THREE criteria to qualify for government housing subsidy

- Earn less than R3500✓
- Must be South African citizen✓
- At least 21 years old✓
- No-one else in household may have government housing subsidy✓
- First time house owner except for disabled people and people who qualify for a consolidation subsidy✓
- Must be married or live with long-term partner or have dependants✓

(3)**TOTAL FOR QUESTION 5: 40****QUESTION 6****Entrepreneurship****6.1 TWO criteria that are essential for a good advertisement.**

- Attracts attention/colourful/legible. ✓
- Create awareness about a product or service. ✓
- Arouse/generate customer interest. ✓
- Creates desire for a product/service. ✓
- Persuade customers to buy/leads to buying action. ✓
- Expand the market to new customers. ✓
- Announces a modification or expansion of a business. ✓
- Gives customers a telephone number/email address/information. ✓
- Announces the location of a business. ✓
- Maintains sales/reminding customers continuously about a business. ✓

ANY (2)**6.2 Explain the following terms with regard to small business practice:****6.2.1 Sustainable profitability**

A profitable business is one that has a plan to ensure that it will grow✓ and still show a profit in the long run. ✓

OR

Sustainable profitability is the business's ability to maintain a stable level of production and sales✓ without depleting available cash. ✓

(2)

6.2.2 Mark-up

The amount/percentage added to the cost price✓ of goods to cover overhead expenses✓ and still leave money for profit. ✓ (2)

6.2.3 Entrepreneur

A person who comes up with an idea, or recognises the need for a product/service✓ in a given target market, and transforms it into a successful and profitable business venture. ✓ (2)

6.3 TWO reasons for packaging products.

- To protect the product. ✓
- Keep the product safe and hygienic. ✓
- It could act as a 'silent salesman'/attract the attention of the consumer. ✓
- Well-designed packaging can reflect well on a business image. ✓ ANY (2)

6.4 List THREE important pieces of information that must be listed on a product label.

- Name of dish/product✓
- Weight✓
- List of ingredients✓
- Date of manufacture✓
- List of allergens✓
- Manufacturer contact details✓ ANY (2)

6.5 Case study**6.5.1 Helen should do routine maintenance or preventative maintenance instead of corrective maintenance of her sewing machines.**

- Regular maintenance prevents unexpected breakdowns during production✓ and ensures continuous production flow. ✓
- It reduces repairs and unscheduled maintenance. ✓
- Corrective maintenance will result in a stop of production when sewing machines breakdown, ✓ therefore time will be wasted✓ and garments will not be delivered on time. ✓
- Corrective maintenance will increase major repairs and unscheduled maintenance✓ resulting in extra money spent. ✓ ANY (2)

6.5.2 Describe how Helen achieves good customer relations.

Helen pays special attention to each customer. ✓ Customers do final fitting of the garments ✓ (and customers can give feedback after every fitting) ✓ which Helen uses to improve the garment/service/business. ✓ Helen therefore meets the needs of her customers. ✓ The garments are always ready on time/two weeks before the delivery date ✓ that can result in customer satisfaction. ✓ She serves refreshments to her customers which makes them feel important and thus ensures that they enjoy doing business with her. ✓

ANY

(5)

(paragraph format – deduct 1 mark if not)

6.5.3 THREE factors in the scenario that can contribute to the growth of Helen's small business enterprise.

- Helen has natural talent for sewing and will produce good quality items. ✓
- Helen ensures special attention/interest in her customers and ensures that their needs are met. ✓
- She had capital/start-up money, ✓ as she earned a salary, ✓ to buy sewing machines and an overlocker. ✓
- She had time ✓ as she is entitled to fourteen days off in a month. ✓
- She had a place for the business ✓ she converted a room into a sewing room. ✓
- She produces garments for formal events. ✓

ANY

(3)

6.5.4. Helen ensured that her staff are properly trained in the jobs that they perform. Explain the benefits of training her staff.

- Improves quality of work/ can work independently ✓
- Leads to reduced wastage ✓
- Improves the employees' morale ✓
- Employees obtain new skills ✓
- Acquiring of new knowledge ✓

ANY

(4)

6.6 Steven sells 100 doughnuts per day. The ingredients cost R35,00 and the other costs are R150,00. The mark up is 50%.

Calculate the selling price of ONE doughnut. Show ALL calculations and round off the final amount to the nearest rand.

Total cost of production = cost of raw materials + other expenses

$$R\ 35,00 + R\ 150,00 = R\ 185,00\checkmark$$

Selling price = Total production costs + mark-up

$$= R\ 185,00 + (50\%) \text{ or } 50/100$$

$$= R\ 92,50\checkmark$$

$$= R\ 185,00 + R\ 92,50\checkmark$$

$$= R\ 277,50\checkmark$$

$$= R\ 277,50 \div 100\checkmark$$

$$= R\ 2,78 \text{ rounded off}$$

$$= R\ 3,00\checkmark$$

(6)

6.7 Steven's cash-flow projection for January to May 2019

6.7.1 Reasons for the fluctuation in the cash-flow projection.

- In January Steven spent R 1 500,00 on ingredients as fewer doughnuts were produced and sold.✓ There were only two weeks of school due to the December school holidays.✓
- Sales increased during February✓ because the bakery closed down and Steven's business attracted more customers.✓
- March had the highest product sales✓ because of the big order for the sports day.✓
- In April sales dropped✓ due to school holidays.✓
- In May there was an increase in sales✓ as a result of the wider variety of products Steven started selling.✓

ANY (4)

6.7.2 Identify the month with the Best sales scenario and the month with the Worst sales scenario. Give a reason each of your answers

Best sales scenario : March✓

Sales were at their highest due to the order from the school for their sports day. ✓

Worst sales scenario: January✓

The business was still competing with the bakery down the road that had not yet closed down. ✓

OR

April ✓

School holidays therefore not many people around
to support his business. ✓

(4)

TOTAL FOR QUESTION 6: 40