

**EKURHULENI NORTH
CONSUMER STUDIES
GRADE 12
TOTAL: 200
PREPARATORY EXAM 2020**

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	40	40
6	Entrepreneurship	40	40
TOTAL:		200	180

2. ALL questions are **COMPULSORY**.
3. Answer **QUESTION 1** on the **ANSWER SHEET** and **QUESTION 2 – 6** in the **ANSWER BOOK** on the lined paper.
4. Number the answers correctly according to the numbering system used in this question paper.
5. Start **EACH** question on a **NEW** page.
6. You are allowed to use a calculator.
7. Write with black or blue ink only.
8. Pay attention to spelling and sentence construction.
9. Write neatly and legibly.

This paper consists of 19 pages

QUESTION 1 SHORT QUESTIONS

- 1.1 Various options are provided as possible answers to the following questions. Choose the answer and make a cross (X) over the letter (A–D) of your choice in the ANSWER SHEET.

EXAMPLE:

1.1.21	A	B	C	D
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- 1.1.1 A financial feasibility study ...

- A. is a detailed description of a marketing plan.
- B. is an evaluation of a business to determine if it will be a success.
- C. identifies the sales targets for the first two months.
- D. is a prediction of a future situation based on a study of the present situation.

(1)

- 1.1.2 A correct statement regarding principles for good customer relations in a business:

- A. The sales people should follow the customers around quietly.
- B. Attend only to serious consumer complaints.
- C. Record complaints and contact customers for follow-up.
- D. Only the business owner can satisfy customer needs.

(1)


Read the scenario below and answer QUESTIONS 1.1.3 – 1.1.5 that follow.

Chloe lives on a farm with many peach trees. She employs seven people to assist her to cook jam and chutney during the summer season. She sells high quality products with attractive labels to a number of shops in the community.

- 1.1.3 The factor that Chloe considered most when she decided on suitable products for production.

- A. Available raw materials
- B. Available work space
- C. Financial resources
- D. Consumer appeal

(1)

- 1.1.4 The most important factor to ensure that Chloe's products are of a high quality:
- A. Good equipment
 - B. Fresh products
 - C. Attractive labelling
 - D. Reasonable selling price
- (1)
- 1.1.5 The months that would be the best time for Chloe to do maintenance on her equipment:
- A. January and February
 - B. July and August
 - C. October and November
 - D. November and December
- (1)
- 1.1.6 Messages conveyed by clothing, are known as
- A. non-verbal communication.
 - B. communication.
 - C. verbal communication.
 - D. first impressions.
- (1)
- 1.1.7 To be dressed appropriately for each occasion means that you are...
- A. wearing a style that suits your personality.
 - B. dressed according to the latest fashion.
 - C. dressed according to your group of friends.
 - D. dressed according to the norms for a specific occasion.
- (1)
- 1.1.8 The logo illustrated below symbolizes.
- The image shows a square logo with a black background. Inside the square, there are two interlocking, curved shapes. The top shape is light blue and the bottom shape is yellow. Together, they form a stylized, abstract symbol that resembles a recycling symbol or a specific brand mark.
- A. Compliance to ethical production
 - B. Reduced clothing practices
 - C. Recycling of products
 - D. Reuse of products
- (1)

- 1.1.9 Anaemia can be caused by a lack of
- A. proteins and vitamins.
 - B. vitamin B12 and folic acid.
 - C. carbohydrates and fats.
 - D. zinc and phosphorus.
- (1)
- 1.1.10 An obsession with kilojoule intake to the point of dangerous weight loss.
- A. Bulimia
 - B. Malnourished
 - C. Obesity
 - D. Anorexia
- (1)
- 1.1.11 This type of food will increase your blood sugar levels the most.
- A. White bread
 - B. Fish
 - C. Apple
 - D. Milk
- (1)
- 1.1.12 are added to food to influence the physical qualities of food, and help to increase the shelf-life of the food.
- A. Emulsifiers
 - B. Bleaches
 - C. Preservatives
 - D. Sweeteners
- (1)
- 1.1.13 The following food additive allows oils and liquids to mix together.
- A. Emulsifiers
 - B. Stabilisers
 - C. Preservatives
 - D. Colourants
- (1)

1.1.14 The label below indicates that the food



(1)

- A. has been irradiated.
- B. is organic.
- C. has been genetically modified.
- D. is an allergen.

1.1.15 This document proves legal ownership of a property.

- A. Offer to purchase
- B. Deed of sale
- C. Title deed
- D. Lease

(1)

1.1.16 Leo's bank loan does not cover the entire purchase price of his house. He may be required to assist with ...

- A. collateral security.
- B. transfer fees.
- C. initiation fees.
- D. occupational rent.

(1)

1.1.17 The energy rating on a washing machine means that it...

- A. can operate with cold water.
- B. uses electricity efficiently.
- C. uses little energy to recycle water.
- D. washes with very little washing powder.

(1)

1.1.18 Compound interest is...

- A. financial profits and shares.
- B. interest from more than one saving account.
- C. money earned through capital investments.
- D. Interest calculated on the initial amount plus the interest already earned.

(1)

- 1.1.19 The interest rate set by the Reserve Bank is called the ...
- A. prime interest rate.
 - B. reproduction rate.
 - C. repo rate.
 - D. adjusted interest rate.
- (1)
- 1.1.20 Natasha has been living on an old age pension for the past 10 years. She is now finding it difficult to pay her bills, this is due to...
- A. inflation.
 - B. the recession.
 - C. commission.
 - D. interest rates.
- (1)
- 1.2 Give ONE word/term for each of the following descriptions below. Write only the word/term next to the question number.
- 1.2.1 A planned and organised effort to get new knowledge that will help the entrepreneur to make informed decisions about their product and marketing thereof.
- 1.2.2 This is the process of inspecting products to ensure that the required standards are met.
- 1.2.3 A specific identification that makes it easy to recognise and distinguish competitor's products.
- 1.2.4 Is a document that shows the movement of money over a future period.
- 1.2.5 A business that is in production for a long period of time, covers all expenses and shows a profit.
- (5)

- 1.3 Choose the correct term from COLUMN A to match the explanation in COLUMN B. Write the correct letter next to the correct question number on your answer sheet. Example 1.3.6. - J

COLUMN A Terminology	COLUMN B Explanation
1.3.1. Bond 1.3.2. Deposit 1.3.3. Bond protection security 1.3.4. Fixed interest rate 1.3.5. Transfer duties	A. The home loan repayment remains constant and you are protected against upwards fluctuations. B. The fee charged by the attorney to draw up the bond document. C. Tax collected by the Receiver of Revenue on behalf of the government. D. The down payment made at the time of purchase. E. Life assurance taken out so that the home loan can be settled if something unexpected happens to the buyer. F. Fees that must be paid before the bond is registered. G. A loan made to the owner of a property where the property is the security for the loan.

(5)

- 1.4 Identify FOUR statements in the list below that are CORRECT regarding the jersey in the photograph. Write only the letters (A–H) next to the question number (1.4) in the ANSWER BOOK.



- A. Black and white form a complementary colour scheme.
- B. The colours will not suit all skin tones.
- C. The design principle of rhythm is evident.
- D. The person wearing it will appear taller.
- E. Informal balance is evident.
- F. The person wearing it will look broader and shorter.
- G. The stripes draw attention to the upper body.
- H. Harmony of colour is created.

(4)

- 1.5 Match the **Food related health condition** in COLUMN A with the **description** in COLUMN B and **prevention or treatment** in COLUMN C. Write the letter (A-F) and Roman numeral (i-vi) next to the question number (1.5.1-1.5.3) on the attached ANSWER SHEET, for example 1.5.7 A (i).

COLUMN A FOOD RELATED HEALTH CONDITION	COLUMN B DESCRIPTION	COLUMN C PREVENTION OR TREATMENT
1.5.1 HIV 1.5.2 Osteoporosis 1.5.3 Hepatitis A	A. Mainly affect the lungs. B. When blood has lost its ability to carry oxygen. C. Brittle bones. D. Attacks mainly the liver. E. Your blood glucose levels are abnormally low. F. Attacks the immune system.	(i) Eat foods high in Calcium and Vitamin D. (ii) Cover your nose and mouth when someone coughs or sneezes near you. (iii) Eat foods that strengthen the immune system. (iv) Eat every three hours. (v) Avoid alcohol. (vi) Avoid dairy products.

(6)

TOTAL FOR QUESTION 1: 40

QUESTION 2: THE CONSUMER

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

HIGH COST OF LIVING IN SOUTH AFRICA LIMITS ABILITY TO SAVE

According to a research study conducted by FNB South Africans believe that the high cost of living is limiting their ability to save.

The issue becomes more pronounced with last week's announcement from Statistics SA that the annual CPI inflation rate has increased by 6,3%. "The change in the CPI between June 2013 and July 2013 is mainly owing to a 9,4% increase in water tariffs, a 7,2% increase in electricity tariffs and an 84c per litre increase in the price of petrol. These are basic necessities that have an impact on the pockets of almost every consumer and will certainly make their cost of living higher" says Lezanne Human, CEO of FNB Investment Products.

One of the main problems with inflation is that salaries do not always increase at the same rate, making the disposable income of the consumer lower.

"The harsh reality is that consumers may find themselves tempted to borrow money for everyday expenses. This could spiral into debt and diminish their ability to save even further. Our research shows that 73% of South Africans who do not save indicate that the high cost of living is preventing them from saving" says Human.

2.1.1 Define the following terms:

a) Inflation rate

(2)

b) CPI

(3)

2.1.2 Give THREE reasons for the change in the CPI between June 2013 and July 2013.

(3)

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

(4)

2.2 Define the following terminology:

2.2.1 Excise duty

(2)

2.2.2 VAT

(2)

- 2.3 Compare non-provisional and provisional tax. Redraw and complete the table in your answer book.

	Non-provisional tax	Provisional tax
Type of income that this tax is applied to		
How often is this type of tax paid		

(4)

TOTAL FOR QUESTION 2: 20

QUESTION 3 FOOD AND NUTRITION

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

SOUTH AFRICA RISKS FOOD INSECURITY DURING COVID-19

Covid-19 is a huge threat to food security and a large proportion of the population could experience food insecurity as a result of the pandemic, said Mondli Gungubele, Chairman of Parliament's Portfolio Committee on Social Development.


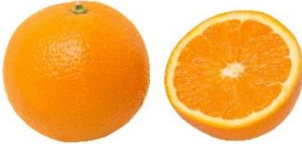
www.africa.gnt.com

Food insecurity is becoming a major worry in South Africa because of the Covid-19 pandemic. Explain how the Covid-19 pandemic has contributed to this. (5)

3.2 List THREE advantages of Genetically Modified foods for the consumer. (3)

3.3 Explain why is it important for a person with HIV/AIDS to eat foods that contain selenium and give two sources of selenium. (3)

3.4 Study the two fruit below and answer the questions that follow:

	
Watermelon High GI = 72 Sugar content = 6,4g/100g	Orange Low GI = 42 Sugar content = 8g/100g

3.4.1 Explain the term Glycaemic Index (GI). (1)

3.4.2 List two groups of people that would benefit from the information about the Glycaemic index of food and give an explanation for your answer. (4)

3.5 Study the two menus below and answer the questions that follow:

MENU A	MENU B
Open whole-wheat sandwich with Avocado pear Low-fat cottage cheese Smoked Salmon *** Apple Juice	Two slices of white bread Gouda cheese Eggs Bacon strips *** Coffee

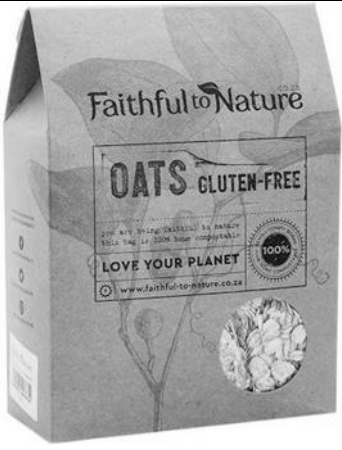
Redraw the table below in your answer book.

Choose the menu that will be the most and the least suitable for a person suffering from hypertension and high blood cholesterol and give THREE reasons for each choice.

	Most suitable	Least suitable
Choice of menu		
Reasons		

(8)

3.6 Study the information below and answer the questions that follow:

	<p>Faithful to Nature oats are gluten-free, 100% organic and high in soluble fibre. High in calcium magnesium and selenium.</p>
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3.6.1 Will this product be suitable for a person with Celiac disease? Motivate your answer. (2)

3.6.2 Explain why it would be advantageous for a person with Diabetes to eat this product. (1)

- 3.6.3 Define the term Organic food and discuss TWO advantages of organic manufactured food. (3)

3.7 Read the following article:

According to the Heart and Stroke Foundation of South Africa an average of 45% of men and 70% of women in South-Africa are overweight or obese and is responsible for more deaths worldwide than any other environmental factor.



- 3.7.1 Define the term obesity. (2)
- 3.7.2 Explain TWO possible causes of obesity. (2)
- 3.7.3 Discuss TWO guidelines, with reasons, on how you can manage obesity. (2 x 2) (4)
- 3.7.4 Name TWO health problems obese people are likely to develop. (2)

TOTAL FOR QUESTION 3: 40

QUESTION 4 CLOTHING

- 4.1 Read the scenario below. Study the illustration and answer the questions that follow.

Shaun is a sales representative for a well-known company. He feels that he does not have enough winter clothing and plans to expand his wardrobe. The grey, pure wool, three-piece suit is advertised at half price (NOW R699,00) at the winter sale at “His and Hers Boutique”. As they would like to sustain the environment for future generations, the boutique specialises in locally produced clothing made from natural fibres. Although Shaun prefers well-known brand labels, he decided to purchase the advertised outfit illustrated below.



- 4.1.1 Distinguish between classic styles and fashion fads. (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. (4)

- 4.2 List THREE technological factors that influence fashion change. (3)
4.3 Describe the term “fashion accessories”. (2)

- 4.4 Explain the term *counterfeit* goods. (1)
- 4.5 Eco-fashion takes the environment, the health of consumers and the working conditions into consideration.
- 4.5.1 Explain the difference between organic and environmentally friendly textiles. (4)
- 4.5.2 Wearing vintage clothing can make a contribution in reducing your carbon footprint. Explain this statement. (2)
- 4.6 Explain the purpose of brand labels for clothing manufacturers. (2)

TOTAL FOR QUESTION 4: 20

QUESTION 5 HOUSING

- 5.1 List any FOUR supporting documents that you need when applying for a home loan at a bank. (4)
- 5.2 A consumer is interested in buying a unit in a new development and wants to make sure that the builder is reputable. Name the organisation that the builder must be registered with. (1)
- 5.3 Read the scenario and answer the questions that follow:

Yaseem and Alyna, a young married couple, are both permanently employed by the government. They jointly earn more than R 300 000,00 per year. They are renting a unit, owned by Mr Lilah, in a complex while they are building a two-bedroom house on a stand/plot they bought with their savings. On completion of the house they will extend it as soon as possible. Alyna, a very creative woman, is looking forward to creating a dream house. Yaseem is a handyman and also loves designing gardens. He will oversee the building process.

- 5.3.1 Identify and explain the type of home ownership for: -
- a). Yaseem and Alyna's landlord. (3)
- b). Yaseem and Alyna when they move into the house they are building. (3)

5.3.2 Compare the ownership of a full title property and a sectional title property by referring to the following criteria:

- a) Ownership
- b) Privacy
- c) Maintenance

Tabulate your answer as follows:

Criteria	Full title property	Sectional title property
a) Ownership		
b) Privacy		
c) Maintenance		

(6)

5.3.3 Explain the financial responsibilities of renting a house.

(5)

5.3.4 Evaluate Yaseem and Alyna's decision to build their own home.

(4)

5.4 Game Stores advertised the following three washing machines in a pamphlet in April 2020. Study the advertisements below and answer the questions that follow.

A. SAMSUNG 9KG WHITE TOP- LOAD WASHING MACHINE.

Features: iamond drum
Wobble technology
Eco drum clean
Air turbo drying system
24 Months guarantee

CASH PRICE: R 2 698
Monthly instalment: R 159.00
Term: 36
Annual interest rate: 21.65%
Total repayable: R 5 724.00

B. SAMSUNG 6KG WHITE FRONT LOAD MACHINE

Features:
Spin speed 1000 RPM
Stainless steel diamond drum
4 Main washing programmes
29-minute quick wash
Pump filter
24 Months guarantee

CASH PRICE: R 3 590.00
Monthly instalment: R 189.00
Term: 36 months
Annual interest rate: 21.65%
Total repayable: R 6 804.00

C. SAMSUNG 13 KG WHITE TWIN TUB WASHING MACHINE

Features:
Two-way lint filter
Air turbo drying system
Pulsator technology
Splash proof system
24 Months guarantee

CASH PRICE: R 2 499.00
Monthly instalment: R 149.00
Term: 36 months
Annual interest rates: 21.65 %
Total repayable: R 5 364.00

- 5.4.1 Identify the washing machine which is likely to use the least amount of electricity for a normal load. (1)
- 5.4.2 Recommend which one of the washing machines will be the best choice for a clinic which has to wash sheets and towels every day. Motivate your answer. (4)
- 5.4.3 Calculate the difference between paying cash and buying on instalment sale transaction for machine A. (2)
- 5.4.4 State why there is such a big difference between paying cash and buying on instalment sale transaction. (1)
- 5.5 Name THREE factors an eco-conscious consumer should consider when shopping for household appliances. (3)
- 5.6 The government provides housing subsidies for low income individuals. List THREE criteria to qualify for a government housing subsidy. (3)

TOTAL FOR QUESTION 5: 40

QUESTION 6 ENTREPRENEURSHIP

- 6.1 Name TWO criteria that are essential for a good advertisement. (2)
- 6.2 Explain the following terms with regard to small business practice:
- 6.2.1 Sustainable profitability (2)
- 6.2.2 Mark-up (2)
- 6.2.3 Entrepreneur (2)
- 6.3 Give TWO reasons for packaging products. (2)
- 6.4 List TWO important pieces of information that must be listed on a product label. (2)
- 6.5 Read the scenario below and answer the questions that follow.

Helen is a theatre nurse in a private hospital and she is entitled to 14 days off a month. She has a natural talent for sewing and converted a room in her house into a sewing room. She bought two new high-quality sewing machines and one over locker. Helen employed two workers to ensure that garments are completed on time and to assist with the management of the finances and purchases. They produce garments for formal events. She pays special attention to each customer to ensure that all customer needs are met. Two weeks before the delivery date her customers have a final fitting for the garments. She also serves refreshments to her satisfied customers.

- 6.5.1. Explain why Helen should do routine maintenance or preventative maintenance instead of corrective maintenance of her sewing machines. (2)
- 6.5.2 Write a paragraph to describe how Helen achieves good customer relations. (5)
- 6.5.3 Consider THREE factors in the scenario that can contribute to the growth of Helen's small business enterprise. (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. (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. (6)

6.7

Steven's point of sale is next to the local high school. During January the bakery close to Steven's point of sale closed down. His client base became much larger and the school put in a big order for the interschool sports day at the end of March. Steven increased his product range and now sells doughnuts, muffins, cupcakes, pies and samosas as well as cold drinks and fruit juices.

Study Steven's cash-flow projection for January to May 2019 below and answer the questions that follow:-

	January	February	March	April	May
Product sales	R 5 000,00	R 7 000,00	R 12 000,00	R 5 000,00	R 8 000,00
Fixed expenses	R 2 500,00	R 2 500,00	R 2 500,00	R 2 500,00	R 2 500,00
Ingredients	R 1 500,00	R 1 750,00	R 4 500,00	R 1 500,00	R 1 750,00
Total expenses	R 4 000,00	R 4 250,00	R 7 000,00	R 4 000,00	R 4 500,00
Total income	R 1 000,00	R 2 750,00	R 5 000,00	R 1 000,00	R 3 750,00

- 6.7.1 Suggest reasons for the fluctuation in the cash-flow projection. (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. (4)

TOTAL FOR QUESTION 6: 40

GRAND TOTAL: 200 MARKS