



NATIONAL SENIOR CERTIFICATE EXAMINATION
NOVEMBER 2016

CONSUMER STUDIES

Time: 3 hours

200 marks

PLEASE READ THE FOLLOWING INSTRUCTIONS CAREFULLY

1. This question paper consists of 12 pages. Please check that your question paper is complete.
2. Start **each section** on a **new** page.

SECTION A: Food and Nutrition and The Consumer

SECTION B: Clothing and The Consumer

SECTION C: Housing and Furnishings and The Consumer

SECTION D: Integrated Extended Writing Response

3. Read the questions carefully.
 4. Some of the sections have multiple-choice questions. Write only the correct **letter** next to each question number, e.g. 1.1.8 A, in your Answer Book.
 5. Number the answers exactly as the questions are numbered.
 6. Leave adequate spacing between each answer.
 7. Do not write in the margins; leave these blank for the recording of marks.
 8. The marks allocated to each question will indicate the detail required.
 9. Calculators may be used.
 10. It is in your own interest to write legibly and to present your work neatly.
-

SECTION A FOOD AND NUTRITION AND THE CONSUMER**QUESTION 1**

Give the correct term associated with each of the following statements. Do not rewrite the sentences.

- 1.1 The disease where bones become weak, brittle and break easily due to a particular mineral deficiency.
- 1.2 An eating disorder characterised by voluntary self-starvation resulting in extreme weight loss.
- 1.3 The disease where the body is unable to control the glucose levels in the blood.
- 1.4 A system of ranking carbohydrate-containing foods according to how quickly they release their energy in the body.
- 1.5 A health condition that usually requires a reduction in sodium intake.
- 1.6 The narrowing of the arteries caused by a build-up of cholesterol and plaque in the blood vessels.

[6]**QUESTION 2**

Match each type of fat in Column A with the correct example in Column B. Write the capital letters only. Letters may only be used once.

Column A: type of fat/fatty acids		Column B: examples	
2.1	Saturated fatty acid	A	Brick margarine
2.2	Trans fatty acid	B	Olive oil
2.3	Mono-unsaturated fatty acid	C	Fish oil
2.4	Poly-unsaturated essential fatty acid	D	Butter

[4]**QUESTION 3**

Assess the following scenario and answer Questions 3.1 and 3.2.

17-year-old Sarah went to the doctor as she was feeling very tired all the time. Some dietary changes were recommended and she was advised not to drink tea, coffee or fizzy drinks with, or after, meals.

- 3.1 Identify the possible nutrient deficiency that Sarah was suffering from. (1)
- 3.2 Explain what led you to come to this conclusion. (3)

[4]

QUESTION 4

Differentiate (explain the difference) between a food intolerance and a food allergy and provide an example of each.

Tabulate your answer as shown:

	Intolerance:	Allergy:
Explanation:		
Example:		

(4)
(2)
[6]

QUESTION 5

Fair Lady magazine published an article entitled '**Is Genetically Modified Food the monster we think it is?**'

The readers' response was: YES 68%, NO 12% and DON'T KNOW 20%.

[Source: *Fair Lady*, November 2013]

- 5.1 Explain the term 'genetically modified organisms' (GMOs). (3)
- 5.2 There is a wide range of readers' reactions to the question posed in the article. Debate this issue, giving both advantages and disadvantages of genetically modified organisms (GMOs), and come to a conclusion.

Tabulate your answer as shown.

Advantages of GMOs	Disadvantages of GMOs
Conclusion:	

(8)
(1)
[9]

- 5.3 Propose reasons as to why the majority of the *Fair Lady* readers seemed to be aware of the disadvantages of GMOs. (5)
- [17]**

QUESTION 6

Recommend three foods/drinks from the list below that would be best for a person suffering from 'full blown' Aids. Motivate your choices by providing a valid nutrient-related benefit for each. Do not repeat reasons.

Tabulate your answer as shown:

Recommended foods/drinks:	Reasons:

List of foods/drinks:
Lentil soup Toasted wholewheat bread and Marmite Black coffee Flavoured milk Chocolate mousse Scrambled eggs on toast Fried fish and chips Macaroni and cheese

[6]

QUESTION 7

7.1 From the list below, identify three guidelines to manage obesity. Write the capital letters only.

- A. Limit fruit and vegetable intake.
- B. Limit alcohol intake.
- C. Choose salty savoury snacks rather than sugary foods.
- D. Avoid all foods that contain fat.
- E. Follow a diet high in refined carbohydrates.
- F. Follow a reduced kilojoule diet.
- G. Include high fibre foods.

(3)

Read the information below to help you answer Questions 7.2 and 7.3.

The Healthy Eating Pyramid is usually used as a guide to a balanced diet. Professor Tim Noakes, a South African doctor of sports science, is known for promoting a low-carbohydrate/high-fat (LCHF) diet that does not follow the food pyramid guidelines or quantities.

Researchers at the University of Stellenbosch investigated '**Low carbohydrate diets vs balanced diets for weight loss**'. (Naude et al., 2014).

What did the study find?

Effects on weight loss:

- It is the reduction in energy intake (either due to cutting down on total kilojoules or by omitting some foods) that produces weight loss in overweight and obese people.
- The weight loss is the result of the reduced energy intake, no matter how the proteins, fats and carbohydrates are arranged in the diet.
- The high-fat and protein diet tends to cause rapid and encouraging weight loss at the start of the diet that diminishes over time, while low-'carb' diets tend to produce slower, but steady weight loss over long periods.
- Both types of diets produce the same amount of weight loss over longer periods.

[Adapted from: <<http://www.health24.com/Diet-and-nutrition/>>]

7.2 Based on your knowledge of the nutrients and food groups, discuss in detail the findings of the researchers (in the resource material) compared to Professor Noakes's viewpoint that a low-carbohydrate, high-fat diet will have a bigger impact on weight loss. Conclude by recommending the best dietary approach for an obese person to follow. (10)

7.3 A middle-aged man has a BMI of 38. This puts him at risk of developing certain dietary-related diseases/health problems. Name and explain three of these health problems. (6)
[19]

QUESTION 8

Read the case study below to help you to answer Question 8.

The following complaint was received from a consumer by the Consumer Watch department of a local newspaper:

'A large supermarket advertised a special of R10 off when you buy two soups. However, at the till I was told that this only applied to certain soups, even though they were all on the same shelf. I angrily told the manager that this was false advertising and he was rude to me. I have therefore posted my complaint on the 'helo peter.com' website and I will not be shopping at this store again.'

(**Note:** helo peter.com is a website where consumers can post complaints or compliments about goods and services.)

To what extent do you think that this consumer behaved/reacted appropriately or inappropriately in this situation? Discuss in detail and come to a conclusion. [8]

70 marks

SECTION B CLOTHING AND THE CONSUMER

QUESTION 9

Match each example in Column A with the correct term in Column B. Write the capital letters only. Letters may only be used once.

	Column A: Examples		Column B: Clothing terms
9.1	Actress Angelina Jolie wears a beautiful, unique designer dress to a 'red carpet' occasion.	A	Classic
9.2	Ben wears a suit and tie to his friend's wedding.	B	Eco-fashion
9.3	Zandi wears a smart, grey skirt and dark blue jacket to work as required by her employer.	C	Obsolete fashion
9.4	Salma wears a modern, trendy outfit that she bought recently at a local department store.	D	Haute couture
9.5	Joe wears the khaki trousers, shirt and hat of a soldier.	E	Contemporary fashion
9.6	Thabo chose to buy an organic cotton shirt with his gift voucher.	F	Uniform
		G	Corporate wear

[6]

QUESTION 10

Name and discuss three social factors that influence fashion change.

[6]

QUESTION 11

Read the statement below made by the famous clothing designer Versace. Analyse what he meant by the statement and motivate whether or not you agree with his opinion.

'When a person alters their style too much from season to season, they become a fashion victim.'

[Adapted from: Versace <www.behtek.com>]

[5]

QUESTION 12

Examine the illustrations below of A: ladies' shoes and B: men's drop-crotch sweat pants, and answer Questions 12.1 to 12.3.

Illustration A: Ladies' shoes	Illustration B: Men's drop-crotch sweat pants
	
<p>[Source: <www.pixgood.com>]</p>	<p>[Source: <www.ebay.co.uk>]</p>

- 12.1 The illustrations A and B both depict a particular fashion cycle. Identify and explain this type of fashion cycle. (3)
 - 12.2 Draw a labelled diagram/graph of the fashion cycle that would apply to these illustrations. (3)
 - 12.3 Label the five stages of the fashion cycle on your diagram or graph. (5)
- [11]**

QUESTION 13

Compare the impact on the natural environment of the production of a shirt made from polyester and conventionally grown cotton by discussing the factors listed below.

Answer in tabulated format as shown.

	Polyester	Conventionally grown cotton
Sustainability		
Energy usage		
Pollution		
Biodegradability		
Water usage		

[10]

QUESTION 14

Read the extract below from a news article before answering Questions 14.1 to 14.3.

Cape's counterfeit crackdown

Cape Town – Dozens of bags of counterfeit goods were confiscated during a raid at the Bellville Shopping Centre. Knock-off Nike trainers, copies of Roxy T-shirts and even boxes of imitation Lion matches were just some of the counterfeit goods seized by police.

SARS spokesman Adrian Lackay said that last year illegal goods valued at R2,6 billion had been confiscated. Illegal clothing and textiles made up R1,1 billion of the amount. He said consumers may have been saving a bit of money, but the trade was ultimately hurting the economy.

[Adapted from <<http://www.iol.co.za/news/>>]

- 14.1 Give two examples of registered trade names in the article. (2)
- 14.2 Suggest four reasons why there is a large market for counterfeit brand name goods. (4)
- 14.3 Assess three ways in which 'the trade (of counterfeit goods) was ultimately hurting the economy' in South Africa. (6)
- [12]**

50 marks

SECTION C HOUSING AND FURNISHINGS AND THE CONSUMER

QUESTION 15

Match each statement in Column A with the type(s) of housing it relates to in Column B. Write the correct capital letter(s) next to each number 15.1 to 15.5. Letters may be used more than once, and questions may have more than one answer.

Column A: Statements about housing		Column B: Types of housing	
15.1	Has advantages that make it the most suitable for temporary residence.	A	Owning your own house.
15.2	Common areas such as driveway and pool are shared by all the residents.	B	Renting a house or flat.
15.3	Homeowners are required to contribute to a common fund that covers maintenance costs for shared areas.	C	Building your own home.
15.4	The individual is responsible for maintenance of property and bond/life insurance.	D	Living in a simplex.
15.5	Major structural changes are usually not permitted.		

[7]

QUESTION 16

Choose three correct statements for each question from Question 16.1 to Question 16.3. Write the capital letters only.

- 16.1 A lease is a legal document that must include the following information:
- A. Details of the neighbours.
 - B. Who is responsible for payment of water and electricity.
 - C. Rights and responsibilities of tenants and landlords.
 - D. The amount of the householder's comprehensive insurance premiums.
 - E. The number of children permitted.
 - F. Notice period required before moving out.
 - G. Visitors who are permitted onto the property.
- (3)
- 16.2 An estate agent's role includes the following in the sale of a home:
- A. Draws up a contract that exclusively takes care of the buyer's needs.
 - B. Applies to banks for home finance on behalf of the buyer.
 - C. Ensures that any defects in the home for sale are well hidden.
 - D. Investigates finance options from various financial institutions.
 - E. Negotiates an agreement acceptable to both buyer and seller.
 - F. Draws up the Deed of Sale for the Deeds Office.
 - G. Analyses the needs and finances of the potential buyer.
- (3)

16.3 Bulk engineering services that are provided by municipalities include:

- A. Water reservoirs/dams
- B. Amusement parks
- C. Art galleries
- D. Electricity substations
- E. Sewerage treatment facilities
- F. Museums
- G. Postal delivery

(3)
[9]

QUESTION 17

There is presently an energy crisis in South Africa. In view of this, explain two reasons why it is important for all consumers to use electricity sparingly.

[2]

QUESTION 18

Read the case study below and then answer Questions 18.1 to 18.9.

Newlyweds Alan and Mandy Jones are in the market for their first home. They both work in town. At weekends they enjoy entertaining. They are considering purchasing the flat advertised below.

FLAT FOR SALE:

Large 2-bedroom flat for sale: enclosed balcony, superb kitchen, one bathroom and one parking bay. Air-conditioned spacious rooms. Fully fenced with electric gate. Rates and taxes: R690 per month.

18.1 Identify the type of housing ownership depicted in the advertisement above.

(1)

18.2 Put the steps (below) of buying a house in the correct order. Write the capital letters only in the correct order.

- A. Buyer submits an 'Offer to purchase'.
- B. Sale is registered in Deeds Office.
- C. Bank pays seller.
- D. Buyer and seller sign 'Deed of sale'.
- E. Buyer applies (and is approved) for a mortgage bond.
- F. Seller contacts an estate agent/advertises his property himself.
- G. Documents are sent to a conveyancer who draws up transfer documents.

(7)

18.3 Provide the missing sections of the following statements. Write the missing words only; do not rewrite the entire sentence.

18.3.1 If the Jones family bought the flat, they would be responsible for paying property tax from the date that _____.

(1)

18.3.2 The property tax must be paid to _____.

(1)

18.3.3 The amount of tax payable is calculated according to the _____ of the property.

(1)

- 18.4 List four 'hidden costs' (over and above the price of the flat) that they would be responsible for if they were to buy the flat. Relate your answer specifically to the property purchase transaction. (4)
- 18.5 Explain the following terms in connection with buying/selling property:
- 18.5.1 Electrical Compliance Certificate (3)
 - 18.5.2 Title deed (2)
 - 18.5.3 Sole mandate (2)
- 18.6 Evaluate the suitability of this home for the needs of the couple by discussing three advantages and three disadvantages. Come to a conclusion. (7)
- 18.7 If Alan and Mandy were unable to find a suitable home on the market, another option would be to have a house built.
- List four contractual responsibilities they should be aware of when entering into a contract with a builder/property developer. (4)
- 18.8 Suggest, with reasons, five ways in which they could minimise electricity consumption in their home. (5)
- 18.9 Draw up a comparison for Alan and Mandy of two financial implications of owning and renting a home. Make direct comparisons.

Answer in tabulated format as shown below.

Owning	Renting

(4)
[42]

60 marks

SECTION D INTEGRATED EXTENDED WRITING RESPONSE**QUESTION 19**

Use the extract below taken from an article on the *City Press* website to assist you in answering Question 19. Write approximately 1½ to 2 pages. Allow about 18 minutes for this section.

'Many South Africans are paying up to 76% of their income on debt repayment,' Estelle Scholtz-Mare (head of financial wellness at Momentum*) said today.

'Living so close to the edge of their incomes means that they are highly vulnerable to the negative impact that increasing interest rates will have on their budgets. If you add this to increasing food inflation of about 5% or 6% – and increasing fuel and utilities costs – then you can say that many of us are teetering on the edge of insolvency*,' she said.

According to statistics from the National Credit Regulator, almost R160 billion in credit was outstanding. Of this, 24% of the loans were in arrears for 30 days or more. People acknowledged that their debt commitments ate up most of their incomes, which left them with very little savings.

[Adapted from <<http://www.citypress.co.za>>, 22 April 2014]

***Note:** Momentum is a financial institution.

Insolvency means bankruptcy or financial ruin.

It is recommended that total debt repayments should not amount to more than 30% of income but many South Africans are 'paying up to 76% of their income on debt repayment'. Discuss the following:

- The influence of inflation on consumers. (4)
- The impact of high debt levels on malnutrition amongst South Africans. (8)
- Other possible consequences that consumer debt will have on the South African nation as a whole. (8)

20 marks

Total: 200 marks