



NATIONAL SENIOR CERTIFICATE EXAMINATION
NOVEMBER 2017

CONSUMER STUDIES

Time: 3 hours

200 marks

PLEASE READ THE FOLLOWING INSTRUCTIONS CAREFULLY

1. This question paper consists of 16 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 **capital 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.
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SECTION A FOOD AND NUTRITION AND THE CONSUMER

Spend approximately 58 minutes on this section.

QUESTION 1

Write only the correct capital letter (A–D) next to Question 1.1 to 1.5.

- 1.1 A dairy intolerance is usually caused by an insufficient amount of the enzyme ... in the digestive system.
- A lactase
 - B maltase
 - C amylase
 - D protease
- 1.2 Choose the best recommendation for a person with HIV/Aids:
- A Eat three large meals per day in order to feel full and satisfied.
 - B Eat more fruit and vegetables for the vitamin, mineral and soluble fibre content.
 - C Eat more salty foods to replace the sodium lost through perspiration.
 - D Skip meals when a loss of appetite occurs.
- 1.3 The lipid that is popular in modern diets due to its cholesterol-lowering effect is:
- A Coconut oil.
 - B Butter.
 - C Soft margarine.
 - D Olive oil.
- 1.4 If weight is measured in kilograms (kg) and height is measured in metres (m), the formula to calculate body mass index is:
- A $\text{Weight (kg)} \times \text{height (m}^2\text{)}$.
 - B $\text{Weight (kg)}/\text{height (m)}$.
 - C $\text{Weight (kg)}/\text{height (m}^2\text{)}$.
 - D $\text{Weight (kg}^2\text{)}/\text{height (m)}$.
- 1.5 Identify the factor that may contribute to the development of hypertension:
- A Low iron intake.
 - B Smoking.
 - C Low fibre intake.
 - D Insufficient sleep.

[5]

QUESTION 2

Match each health problem/disease in Column A with the best food choice in Column B and the most suitable reason for the food choice in relation to the health problem/disease in Column C.

Write only the capital letter and Roman numeral for each answer, (for example: 2.6 A vii). Letters and numerals may only be used once.

| | Column A: Health problem/disease | | Column B: Best food choice | | Column C: Reason |
|-----|---|---|-----------------------------------|-----|---|
| 2.1 | Kwashiorkor | A | Oats porridge. | i | Provide valuable amounts of potassium to help balance sodium in the body. |
| 2.2 | Atherosclerosis | B | Fresh strawberries. | ii | Good example of protein complementation. |
| 2.3 | Hypertension | C | Samp and beans. | iii | Excellent source of vitamin C to boost the immune system. |
| 2.4 | HIV/Aids | D | Natural/plain yoghurt. | iv | Contain soluble fibre to help lower cholesterol levels. |
| 2.5 | Osteoporosis | E | Organic bananas. | v | Provide very good quantities of calcium. |

[10]

QUESTION 3

Study the nutritional information on the labels of three different breads and then answer Question 3.1 and 3.2.

(Nutritional information per 100 g.)

| BREADS | ENERGY (kJ) | PROTEIN (g) | CARBOHYDRATE (g) | GLYCAEMIC INDEX | TOTAL FAT (g) | DIETARY FIBRE (g) | SODIUM (mg) | IRON (mg) |
|-----------------------------|-------------|-------------|------------------|-----------------|---------------|-------------------|-------------|-----------|
| A Brown | 861 | 9,7 | 33 | 47 | 2,8 | 8,5 | 354 | 1,0 |
| B Low GI Brown | 1 070 | 9,1 | 38 | 56 | 1,6 | 8,0 | 253 | 3,9 |
| C White | 944 | 8,1 | 43 | 70 | 1,7 | 3,3 | 368 | 3,2 |

3.1 Select the most suitable bread (A–C) for a person suffering from each of the following conditions. In each case, give a valid explanation for your choice.

3.1.1 Constipation. (2)

3.1.2 High blood pressure. (2)

3.1.3 Anaemia. (2)

3.2 Examine the nutritional information of **bread C**. Assess the effect of the nutrients/factors listed below on the health of a diabetic patient. Conclude as to whether or not this product would be suitable for a diabetic person to consume.

Tabulate your answer as follows:

| Energy | Carbohydrate | Glycaemic index | Total fat | Dietary fibre |
|-------------|--------------|-----------------|-----------|---------------|
| (2) | (2) | (2) | (2) | (2) |
| Conclusion: | | | | (2) |

[18]

QUESTION 4

Study the lunch menus A and B below and answer Question 4.1 to 4.3.

| Lunch Menu A | Lunch Menu B |
|--|---|
| Whole-wheat wrap filled with crumbed chicken strips Mayonnaise Sweet chilli sauce Soy sauce Shredded lettuce, rocket and chives Glass of milk | Grilled chicken Mashed potatoes Minted peas Julienne carrots Glass of fresh orange juice (fortified with vitamin C and calcium) |

- 4.1 Menu B is the best option for a person suffering from Celiac disease. Justify this statement. (4)
- 4.2 Name two gastro-intestinal symptoms of Celiac disease. (2)
- 4.3 Explain the purpose of the following additives in the menu items listed below:
 - 4.3.1 Vitamin C added to fresh orange juice. (2)
 - 4.3.2 Lecithin in mayonnaise. (2)
 - 4.3.3 Sodium benzoate in sweet chilli sauce. (2)

[12]

QUESTION 5

Read the extract adapted from an article in the *Daily News, June 2016* and then answer Question 5.1 to 5.5.

The International Atomic Energy Agency (IAEA) is helping Mauritius to "step up its fight against fruit flies threatening valuable crops". The economic consequences of fruit flies are so great that countries free of such pests prohibit the importation of produce from countries where the pests are present. The IAEA has given Mauritius a new irradiator as a step towards increasing food security ...

5.1 Which of the following symbols signifies to a consumer that a product has been irradiated? Indicate your answer by writing the capital letter of your choice.

| A | B | C | D |
|--|--|---|--|
|  |  |  |  |

(1)

5.2 Give the name of the consumer organisation to which one could complain if one discovered false advertising of irradiated foodstuffs.

(1)

5.3 Define the following terms:

5.3.1 Food irradiation.

(2)

5.3.2 Food security.

(2)

5.4 Read the following statement:

'Irradiation of foodstuffs is a step towards food security in South Africa'.

To what extent do you agree or disagree with the statement? Justify your point of view and come to a conclusion.

(6)

5.5 The article mentions "the economic consequences of fruit flies ..."

Discuss the possible economic consequences that food irradiation may have on international trade (importation and exportation) of fresh produce, for countries such as South Africa and Mauritius.

(3)

[15]

QUESTION 6

Read the following extract adapted from an article in the *Daily News*, July 2016 and then answer Question 6.1 and 6.2.

KZN tops, by far, heart-related deaths in country

By Zohra Teke

KwaZulu-Natal has the highest number of heart-related deaths in South Africa – 36% more than the national average. The finding was based on total insurance claims finalised by SA insurance firm, Discovery Life. "The risk factors for heart diseases are often related to lifestyle factors such as diet and physical activity ..." said Dr Maritha van der Walt, Discovery Life's chief medical officer.

[Adapted from: *Daily News*, 29 July 2016]

6.1 Tabulate your answer as shown below.

6.1.1 From the extract, identify two risk factors for heart disease. (2)

6.1.2 For each risk factor give advice, with a reason, on how to implement a heart healthy practice. (4)

| 6.1.1 Risk factors | 6.1.2 Advice |
|--------------------|--------------|
| | |
| | |

6.2 Judge the impact on the family budget when the breadwinner suffers from heart disease. (4)

[10]

70 marks

SECTION B CLOTHING AND THE CONSUMER

Spend approximately 42 minutes on this section.

QUESTION 7

Write only the correct capital letter (A–D) next to question numbers 7.1 to 7.5.

7.1 Fashion can best be defined as the:

- A Fabrics and textures that are popular during a specific period.
- B Good choice of colours when putting together an outfit.
- C Width and length of trouser legs and sleeves.
- D Styles accepted by a large group of people at a particular time.

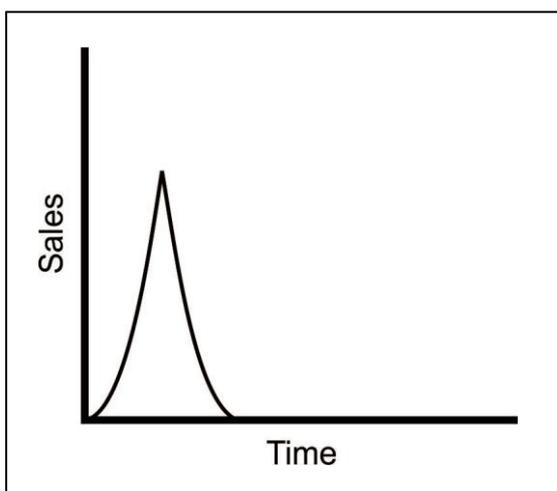
7.2 A characteristic of a good basic wardrobe is that it:

- A Contains several high fashion, eye-catching items.
- B Contains a selection of good quality classic styles.
- C Consists of items in a wide variety of fashion colours to mix and match.
- D Conforms to the standards of both the community and peer group.

7.3 A person who chooses clothing according to durability and quality is demonstrating the following value:

- A Economic value.
- B Comfort.
- C Aesthetics.
- D Social status.

7.4 Identify the fashion cycle depicted in the graph below.



- A Average fashion.
- B A classic fashion.
- C A fashion fad.
- D Retrospective fashion.

7.5 Which of the following textile fibres is the most eco-friendly?

- A Cotton.
- B Linen.
- C Silk.
- D Hemp.

[5]

QUESTION 8

Match each term in Column A with the best explanation in Column B. Write only the capital letter for each answer next to the question numbers 8.1 to 8.5. Letters may only be used once.

| | Column A: Term | | Column B: Explanation |
|-----|----------------------|---|---|
| 8.1 | Silhouette | A | Garments that are fashionable at present. |
| 8.2 | Brand name | B | Clothing that is no longer fashionable. |
| 8.3 | Obsolete fashion | C | Exclusive styles created by fashion designers. |
| 8.4 | Style | D | Registered names that are recognised world-wide. |
| 8.5 | Contemporary fashion | E | The outline of a garment. |
| | | F | A distinctive form of clothing with recognisable characteristics. |

[5]

QUESTION 9

State whether each sentence is TRUE or FALSE. For each false statement, **correct only the words typed in bold print**. Do not rewrite the entire sentence.

- 9.1 New types of synthetic fibres and improvements in production methods are **economic factors** that influence fashion trends.
- 9.2 **Foreign trade regulations** that allow for the import and export of textiles are political factors.
- 9.3 A type of consumer credit whereby a chosen item is put aside and kept by the retailer until the buyer has paid the full purchase price is known as a **lay-by transaction**.
- 9.4 A person who wears brand labels to fit in with their peers demonstrates **individuality**.
- 9.5 Counterfeit clothing is usually manufactured to the **same standards** as the original brand name product.

[8]

QUESTION 10

Read the consumer complaint below.

"I tried to return some items of clothing to ABC Stores. I had my receipt and the items were still tagged. I admit the items were 6½ months old but I didn't want my money back, I only wanted store credit. The store manager said that as they don't have those items in stock anymore, she cannot accept the items. I know their returns policy is 30 days, but surely they should give their customers better service?"

Devise a response to the above consumer, explaining what the Consumer Protection Act says about a consumer's rights and responsibilities concerning the return of unwanted goods.

[6]**QUESTION 11**

Read the extract below before answering Question 11.1 and 11.2.

Celebrity endorsement is one of the advertising world's most popular tools. Having a widely admired athlete, actress or musician attached to your product can work wonders in gaining the attention and trust of consumers.

More and more celebrities are putting their names to sustainable fashion.

[Adapted from: <<https://www.theguardian.com>>]

11.1 Discuss how celebrities "can work wonders in gaining the attention and trust of consumers" and how this leads to fashion change.

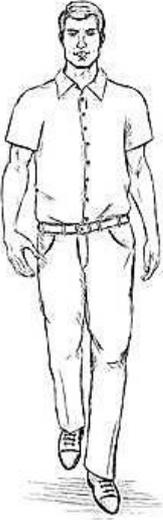
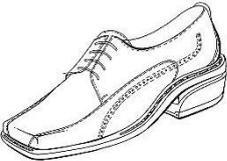
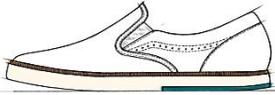
(5)

11.2 Name four requirements that would need to be met for a textile to be considered sustainable.

(4)**[9]**

QUESTION 12

Study the illustrations and descriptions below before answering Question 12.

| OUTFIT A | OUTFIT B | OUTFIT C |
|---|--|---|
|  |  |  |
| [Source: <www.shutterstock.com>] | [Source: <www.shutterstock.com>] | [Source: <www.shutterstock.com>] |
|  |  |  |
| [Source: <coroflot.com>] | [Source: <coroflot.com>] | [Source: <www.dreamstime.com>] |
| <p>Beige chino pants, white short-sleeve shirt, black leather belt and black leather lace-up shoes.</p> | <p>Blue denim jeans, white short-sleeve cotton tee-shirt, brown belt, beige slip-on canvas fabric shoes and a cap.</p> | <p>Above-the-knee black skirt, red button-front collared blouse, grey jacket, black medium high heeled shoes.</p> |

12.1 Consider the importance of first impressions. Select the most appropriate outfit (A, B or C) for each of the following interview scenarios. Motivate each choice with four valid reasons. The same outfit may not be chosen more than once.

12.1.1 An interview for a position in the Public Relations department at Edgars head office. (5)

12.1.2 An interview for a position as a sports coach at a high school. (5)

12.2 Using your knowledge of wardrobe planning, assess the versatility/flexibility of outfit B for a young adult who is a first year university student. (4)

12.3 Discuss why conforming to a company dress code would be necessary for the personal growth of a young adult entering the professional world of work. (3)

[17]

50 marks

SECTION C HOUSING AND FURNISHINGS AND THE CONSUMER

Spend approximately 50 minutes on this section.

QUESTION 13

Match the correct form of taxation in Column B with each example in Column A. Write only the correct capital letter (A–F) next to the question numbers 13.1 to 13.5. Letters may be used once only.

| | Column A: Example | | Column B: Form of taxation |
|------|--|---|---------------------------------------|
| 13.1 | Jess pays this type of tax on her monthly salary. | A | Capital gains tax. |
| 13.2 | Jess's father is an estate agent. He pays this tax on the commission he earns. | B | Import duty. |
| 13.3 | Jess's uncle has sold his holiday cottage at the coast. He has to pay tax on the profit from the sale. | C | Excise duty. |
| 13.4 | Jess's grandfather died recently. This tax was payable on his home and other assets. | D | Pay as you earn. |
| 13.5 | Jess's aunt ships furniture in from overseas to sell in her outlet. She pays tax on each shipment. | E | Estate duty. |
| | | F | Provisional tax. |

[5]

QUESTION 14

Study the following terms related to the buying or selling of a house. Explain each term and state whether the buyer or seller is responsible for the costs involved.

Tabulate your answer as follows:

| | Term (do not re-write this column) | Explanation | Payment by Buyer/Seller |
|------|---|--------------------|--------------------------------|
| 14.1 | A deposit. | | |
| | | (2) | (1) |
| 14.2 | An electrical compliance certificate. | | |
| | | (2) | (1) |
| 14.3 | Estate agent's commission. | | |
| | | (2) | (1) |
| 14.4 | Transfer duty. | | |
| | | (2) | (1) |

[12]

QUESTION 15

Read the scenario below before answering Question 15.1 to 15.3.

Buying large household appliances is a financial commitment. Steve needs to buy a new refrigerator but cannot afford the cash price of R8 999.00 for the one he wants. He is going to pay a deposit to the retailer (store) and pay the rest over two years.

- 15.1 Outline three factors that Steve should consider when selecting a refrigerator. (3)
- 15.2 Steve needs to enter into a contract with the retailer.
- 15.2.1 Name the type of credit agreement that Steve will enter into. (1)
- 15.2.2 State the likely percentage that Steve will be expected to pay to the retailer as a deposit. (1)
- 15.2.3 The retailer would use a Credit Bureau to check on Steve's credit worthiness before entering into a contract with him. Explain what this means. (3)
- 15.2.4 Stipulate two advantages for Steve of purchasing the refrigerator on credit. (2)
- 15.3 Steve noted that the refrigerator has an A+ energy ranking/rating. Explain the significance of this. (3)

[13]

QUESTION 16

Read the case studies based on four different families below to help you answer Question 16.

| FAMILY 1 | FAMILY 2 |
|--|---|
| <p>Nazreen and Devan are an active middle income family with two teenage children. They work in Cape Town but do not want to live in the city. They each have a car. They are planning to buy a home in a new housing development/complex with the aid of an estate agent.</p> | <p>Jane is a single mother with a young baby. Her monthly income is R2 000. Jane rents a two-roomed flat on the 6th floor. She participates in a monthly stokvel.</p> |
| FAMILY 3 | FAMILY 4 |
| <p>John and Suzie have five-year-old twins. They have recently moved from an area hit by drought. John has not yet found work, Suzie earns R600 per week. The family is living in a shack in an informal settlement, and often have to beg for food.</p> | <p>Themba and Busi have one child. They have a housekeeper and child-minder. They are well-off and have a large, comfortable house (freehold title). They are currently building a beach cottage.</p> |

16.1 Write only the correct capital letter (A–D) next to question numbers 16.1.1 to 16.1.8.

16.1.1 Jane as a tenant is likely to be responsible for the following costs:

- A Electricity and water.
- B Repairs to storm damage.
- C Maintenance of the building.
- D Levy.

(1)

16.1.2 Which family lives in "low density" housing?

- A Family 1.
- B Family 2.
- C Family 3.
- D Family 4.

(1)

16.1.3 A major advantage of a stokvel is:

- A It prevents people from taking out loans and getting into debt.
- B It is a safer means of saving than having money tied up in a bank account.
- C The members are committed to saving money each month.
- D There is no risk involved.

(1)

16.1.4 Family 4 should complain to the ... if they have any problems with the building of their beach house.

- A SABS
- B NHBRC
- C EAAB
- D NCF

(1)

16.1.5 Building plans must be approved by ...

- A the builder.
- B the architect.
- C the local municipality.
- D the engineer.

(1)

16.1.6 Identify the role of the estate agent when Nazreen and Devan are looking for a suitable home:

- A To apply for a home loan on behalf of the buyer.
- B To register the property in the buyer's name.
- C To help the seller to hide structural defects.
- D To be a link between the buyer and the seller.

(1)

16.1.7 Which families might benefit from the housing assistance that the government provides?

- A Family 2 and 4.
- B Family 1 and 3.
- C Family 2 and 3.
- D Family 1 and 4.

(1)

16.1.8 The assistance that the government can provide would be in the form of:

- A A housing subsidy from the national Housing Subsidy Scheme.
- B Collateral for a personal loan from the bank.
- C A housing subsidy from an employer.
- D Repayment of a mortgage loan from the bank.

(1)

16.2 Examine the advertisement below for Villa Pierro Estate in the Cape Town area and answer Question 16.2.1 to 16.2.3.



| CONVENIENTLY LOCATED | VILLA PIERRO ESTATE OFFERS |
|--|---|
| <ul style="list-style-type: none"> • In the Northern Suburbs. • 25 minutes from Cape Town city centre. • 16 km from Stellenbosch. • Only 3 km to N1 highway. | <ul style="list-style-type: none"> • Apartments and townhouses. • State-of-the-art security. • Lifestyle centre with communal pool and gym. • Shopping centre, petrol filling station. • Sports field & planned future crèche. |

16.2.1 Consider the housing needs of Family 1 (Nazreen and Devan). Judge how a townhouse in this estate might suit their needs in terms of the following:

- (a) Location. (4)
- (b) Sectional Title ownership. (4)
- (c) Amenities. (4)

16.2.2 A good infrastructure is the responsibility of the municipality. List four basic services that local government should provide for the residents of the Northern suburbs. (4)

16.2.3 Suggest three initiatives that the Villa Pierro Estate's Body Corporate could implement in the communal areas in order to demonstrate the responsible use of water. (6)

Tabulate your answer:

| Suggestions: | Reasons/explanations: |
|--------------|-----------------------|
| | |
| | |
| | |

[30]

60 marks

SECTION D INTEGRATED EXTENDED WRITING RESPONSE

Spend approximately 30 minutes on this section.

QUESTION 17

Read the sources provided below and answer the question that follows.

Illegal clothing imports threaten SA retail

Cape Town – The South African clothing industry is seriously concerned about the growth in illegal Chinese imports.

Research indicates that South African clothing retailers are selling around 50% local and 50% imported products.

However, there are an estimated 6 000 Chinese shops which are selling 99% Chinese products. Massive retail centres in Johannesburg, Durban and elsewhere are shooting up, accommodating clothing retailers on a huge scale.

Most such shops do not comply with legal requirements like registration with the South African Revenue Service (SARS).

[Adapted from: <<http://www.fin24.com>>]

10 fabulous South African online clothing stores you'll love – when it comes to fashion, we think our local designers and brands are tops!

We've put together a list of some of our favourite proudly South African online clothing stores — from jewellery and handbags to clothes and shoes, these sites have got everything you need to get your fashion fix.

Not only does *Tsonga** have a range of practical leather shoes and bags for men and women (their pumps and flats are our favourites), but all of the shoes are hand-stitched by locals from the community.

**Tsonga produces leather footwear, handbags and accessories all hand-made in South Africa. Their products are exported to USA, Australia and other countries.*

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

You believe that it is important to buy clothing that is made in South Africa but not everyone shares this view. Write a convincing explanation that shows your understanding of the following issues:

- The economic impact of cheap clothing imports on South Africa. (7)
- The benefits of buying "proudly South African" clothing and supporting local fashion designers and producers. (8)
- The advantages of buying classic fashions such as practical leather shoes and bags for one's working wardrobe. (5)

Your explanation must:

- be detailed and persuasive.
- refer to information in the sources.
- include your own knowledge of the issues.
- be 1½–2 pages long.

20 marks

Total: 200 marks