



education

Department:
Education
REPUBLIC OF SOUTH AFRICA

**NATIONAL
SENIOR CERTIFICATE**

GRADE 12

CONSUMER STUDIES

EXEMPLAR 2008

MEMORANDUM

This memorandum consists of (14) pages.

SECTION A/AFDELING A

ANSWER SHEET/ANTWOORDBLAD

EXAMINATION NUMBER / EKSAMEN NOMMER

CENTRE NUMBER / SENTRUM NOMMER

QUESTION/VRAAG 1.1

1.1.1	A	B	C	D	
1.1.2	A	B	C	D	3
1.1.3	A	B	C	D	2
1.1.4	A	B	C	D	2
1.1.5	A	B	C	D	2
1.1.6	A	B	C	D	2
1.1.7	A	B	C	D	2
1.1.8	A	B	C	D	2
1.1.9	A	B	C	D	2
1.1.10	A	B	C	D	2
1.1.11	A	B	C	D	2
1.1.12	A	B	C	D	3
					26

QUESTION/VRAAG 1.2

1.2.1	A	B	C	D	E	F
1.2.2	A	B	C	D	E	F
1.2.3	A	B	C	D	E	F
1.2.4	A	B	C	D	E	F
						(6)

QUESTION/VRAAG 1.3

1.3.1	A	B	C	D	E	F	G
1.3.2	A	B	C	D	E	F	G
1.3.3	A	B	C	D	E	F	G
1.3.4	A	B	C	D	E	F	G
1.3.5	A	B	C	D	E	F	G

(5)

QUESTION/VRAAG 1.4

1.4.1	A	B	C	D	E	F	G	
1.4.2	A	B	C	D	E	F	G	
1.4.3	A	B	C	D	E	F	G	
1.4.4	A	B	C	D	E	F	G	
1.4.5	A	B	C	D	E	F	G	
								(5)

TOTAL SECTION A / TOTAAL AFDELING A: 40

**SECTION B
FOOD AND NUTRITION****QUESTION 2****2.1 Food irradiation**

- Extends shelf life of food
- Food remains fresh for longer, ✓ so less waste, possible economic benefits. ✓
- Possibility of food poisoning reduced ✓ due to control of bacteria and moulds ✓
- Eliminates use of harmful chemical fumigants ✓ for insect control in cereals and spices. ✓
- Import-export of fresh fruit possible ✓ as quarantine requirements for international trade are standardized / maintained / assured. ✓

Knowledge question

3x2 (6)**2.2 Food allergy:**

- The type of intolerance which involves the body's immune system. ✓
- A person's immune system reacts strongly to particular food substances – called allergens. ✓ The immune system attacks harmless substances e.g. protein. ✓ It is often a mild reaction. ✓

Any two (2)

Food intolerance:

- Chemicals build up in the intestines ✓ when certain foods are incompletely digested. ✓
- A person with food intolerance is unable to digest and process certain foods correctly. ✓ Some people cannot produce enough of the enzyme required to digest a certain food. ✓

Any two (2)

Knowledge question

2.3 Guidelines for a balanced diet for an active young adult

- Eat starchy foods for the supply of energy and to keep body weight stable
- Eat lots of fruit and vegetables for supply of vitamins, minerals and fibre.
- Include meat, milk and pulses in a diet for the supply of proteins
- Eat fibre – good for digestive system
- Eat less fat – can contribute to obesity and other degenerated diseases.
- Drink a lot of water to allow for cleansing fluid replenishing

Application

Any 4 (4)

2.4 Food-related eating disorders**2.4.1 Bulimia:**

- Powerful urge to eat large amounts (binge) of food✓ and later get rid of the food either by using a laxative or self-induced vomiting (purging) ✓
- Alternates bingeing with sessions of eating almost nothing ✓
- Fasting or engage in excessive exercise✓
- Can lead to depression and unpredictable mood changes ✓
- Can be noticed when a person shows compulsive thought processes and irrational behaviour✓

Any 2 (2)

2.4.2 Anorexia

- Obsession with food intake, weight control and exercise. ✓
- Associated with severe loss of body weight✓
- Anorexic always thinking and talking about food ✓
- Normally terrified of becoming fat ✓
- Always see self as fat even though one is thin ✓
- Can be noticed by inability to concentrate ✓

Any 2 (2)

2.5 FOOD SECURITY**2.5.1 Sufficient food for future**

- Shortage of food in the market:✓ due to a rise in the cost of commodities like petrol and diesel, an increase of farmer's expenses reduces profits✓. Not a good sign for the future as many farmers are turning to other means of livelihood e.g. game farming for tourism ventures.✓ There is a need to encourage and support farmers in the production of food products. ✓

2.5.2 Impact of inflation

- Government is finding it difficult to control inflation due to rise in unrefined oil prices.✓This results in petrol and diesel price rises, leading to escalating food prices. ✓
- People use more credit facilities to purchase commodities thus reducing their available income by paying more interest. ✓

2.5.3 Lack of job opportunities:

- No jobs✓ and no income give rise to poverty✓ and therefore families cannot afford to buy enough food. ✓

Application question

2x3 (6)

2.6 Guidelines for improving the nutritional status of a HIV/AIDS patient

- Eat small quantities of food per day but frequent meals to encourage absorption of nutrients into the body and to maintain a healthy weight (neither underweight nor overweight is recommended). For example eat five small meals instead of two large ones. ✓
- Illnesses such as fever and diarrhoea in most cases reduce the absorption of nutrients especially protein and increase the nutrient needs of the body. So people with HIV/AIDS should keep eating during their illnesses in order to replace the loss of nutrients. ✓
- Eat nutritious foods, not necessarily more food. Try to have well balanced meals regularly using locally available ingredients (**Note:** candidates could give examples of foods popular in their area). ✓
- Exercise regularly because exercise helps to improve the appetite, thus encouraging eating more. ✓
- Eat lots of fruits and vegetables as they are the most important sources of vitamins and minerals. Eat them raw or preserve vitamins and minerals as far as possible by cooking them for a short time in a little amount of water. ✓
- Steam or cook vegetables with the skin e.g. cooking potatoes in jackets. Avoid using cooking utensils that destroy vitamins e.g. copper utensils react with Vitamin C. ✓
- Clean, safe water to replace losses. ✓

Any 6

(6)

Application question

2.7 Impact of malnutrition on economy

- Due to individuals possibly unemployed, poverty results. ✓ These individuals become malnourished and become the state's responsibility. ✓
- Poverty drains a lot of government funds ✓ as government has to supply free medication and food supplementation ✓ (giving food parcels and fortified milk to children)
- As a result of malnutrition and no employment ✓ crime escalates directly affecting the economy e.g. tourism. ✓
- Illnesses due to malnutrition lead to decreased income earnings ✓ lessening the buying power, ✓ thus not contributing to the economy of the country.
- Conclusion: As it seems from the above, the state of the health of the nation has a direct influence on the economy. ✓

A large portion of the South African population suffers from malnutrition and as a consequence does not contribute to the growth of the economic environment. ✓

(10)**[40]**

SECTION C
CLOTHING**QUESTION 3****3.1 Factors for selecting clothes for first year student**

- Mix and match ✓ - more cost effective ✓
- Social identity ✓ so to fit in with group (conform) ✓
- Dress in modesty ✓: respect other cultures. ✓
- Be aware of the accepted norm of clothing ✓ so that nobody is offended ✓
- Be aware of fashion trends ✓ - to be in style (fashionable) ✓
- Comfortable clothes ✓ doesn't deter the student from concentrating ✓ or distracting others.
- Ability to recycle ✓ - to save money ✓ or be aware of the environment (6)

Knowledge and application question

3.2 Guidelines to secure a good impression in an interview

- Remember first impressions last: as it is usually the first and the last chance of creating impressions. ✓
- Impressions communicate a lot of qualities a person has e.g. personality, self concept. ✓
- Colour combinations can detect certain moods in a person. ✓
- Remember a person is first judged by the physical appearance than who the person is. ✓
- Dress to suit your work environment. ✓
- Dress neatly and cleanly. ✓
- Use make – up and fragrance sparingly. ✓
- Hair must be neatly styled. ✓

(8)

Knowledge and application question

3.3 Discuss impacts and consequences that brand names have on a teenager's choice of clothing and apparel

Impacts	Consequences
1. Due to influence of peer pressure more teenagers will buy brand names. ✓	1. Encourages impulsive buying which may have cost implications. ✓
2. Sense of belonging : no one wants to be regarded out of fashion	2. May distort priorities leading to conflict within families and lead to class distinctions ✓
3. Loyalty : encourages brand loyalty ✓	3. Many fake/imitation brand names coming into the market at cheaper prices ✓
4. Ensures value for money ✓	4. Create consumers that attach quality to a brand name regarding other apparel as inferior. ✓
5. Distorted value system ✓	5. Perception that brand names are what one must always have, they are the best/ superior.

(8)

Knowledge and application question

3.4 Impact on the environment when using the following fibres:

3.4.1 Natural fibres:

- The production of natural fibres e.g. cotton requires heavy use of pesticides which cause pollution. ✓ This can harm the environment and people's health. ✓
- Irrigation, fertilizers and pesticides used as well as bleaching and dyeing (during processing) use great quantities of water and can lead to water pollution. ✓
- Growing cotton also takes large proportion of land thus reducing land for people to grow food – impacts on food security. ✓
- Woollen garments emit gases as they decay and this contributes to climate change ✓

Application question

(5)

3.4.2 Synthetic fibres:

- Produced in the laboratory by using chemicals and lubricants✓which may lead to possible contamination, e.g. nylon, polyester, viscose. ✓
- Manufacturing polyester for example takes up large amounts of water ✓
- Valuable non-renewable fossil fuels are used in the production, processing and transportation, releasing carbon emissions which contribute to climate change. ✓
- Production of rayon from wood pulp results in the depletion of forests. This gives rise to wide plantations of eucalyptus trees as replacement for this loss. These trees draw up lots of water from the soil which causes more ecological problems. ✓

(5)

Application question

3.5 The use of organic fibres in clothing industry to combat pollution:

- * Organic products are environmentally friendly and eco-friendly✓ because no pesticides or herbicides have been used during their production.✓
- * Hemp grows quickly and densely not allowing any possibility of weed growth.✓
- * Organic cotton – no pesticides, herbicides or insecticides are used.✓
- * Organic fibres are bio-degradable ✓ therefore environmentally friendly and reduce pollution.✓
- * Organic wool is an alternative – no toxic sheep dips are used.✓
- * Conclusion: The use of organic fibres will combat pollution because they do not need harmful chemical products in their production.✓ They are bio-degradable and reduce pollution.✓

Evaluation question

(8)**[40]**

SECTION D
HOUSING AND FURNISHINGS

QUESTION 4

4.1 Compare the implications of purchasing a house with renting a house (Answer in tabulation form)

Purchasing	Renting
1. More expensive ✓	1. Less expensive ✓
2. Sound investment	2. No investment
3. Gives the owner a sense of security and independence ✓	3. Does not give owner a sense of security and independence ✓
4. More maintenance of property	4. Less maintenance of property
5. Can adopt to own liking	5. Cannot change without permission ✓
6. The owner is responsible for rates and taxes. ✓	6. One does not pay rates and taxes
7. Peace of mind knowing the dependents are provided for should anything happen to the owner. ✓	7. The dependents will not have a shelter should anything happen to the owner. ✓

Any 3

Any 3

(6)

Application question

4.2 The importance of TWO of the following when buying a house:

4.2.1 Financial responsibilities of the home owner

- Transfer costs ✓
- Bond registration
- Stamp duty
- Deeds office costs ✓
- Inspection fees
- Agent's commission ✓
- Moving costs
- Telephone service connection fees ✓
- Water and electricity
- Interest rates

Any 6

(6)

4.2.2 Required contracts:

- When a person intends buying a certain property, ✓ a document called the **offer to purchase** is drawn up. ✓
- When both the buyer and the seller have signed it, ✓ it becomes a legally binding contract - **the deed of sale** ✓
- A deed of sale is therefore a **written agreement** between a buyer and a seller. ✓ It is drawn up by a lawyer ✓
- An "**escape clause**" - if one needs a mortgage bond to enable one to buy, ✓ one should insist on a clause stating that the deal falls through should the loan application be unsuccessful. ✓
- * Property is usually sold "**voetstoots**" ✓ which means "as it stands". ✓
- **Penalty clauses** stating what happen ✓ if either party breaks the contract should be Included ✓

3x2 (6)

4.2.3 The role of Estate Agents

- Provide local community information about schools, medical facilities, crime levels, shops, nearest police station. ✓
- Help determine one's buying power considering financial reserves and one's borrowing capacity. ✓
- Source information about the kind of property one is seeking by considering one's housing needs and investigate suitability (can expand one's housing options). ✓
- Can negotiate price, financing terms and date of occupation between the buyer and the seller. ✓
- Give guidance through the entire buying process ✓
- Select property for buyer to consider ✓

(6)

Application question

4.3.1 Thabo has the right to:

- complain ✓
- be protected ✓
- redress ✓
- good quality

(3)

Application question

4.3.2 Advice on correct complaining procedures

- * Have clarity on information regarding sales agreement. ✓
- Find out the right person to receive your complaint. ✓
- Be precise on your complaint – say exactly what the problem is. ✓
- Have all documents regarding sales agreement available. ✓
- Always be polite but firm and clear. ✓
- Complain as soon as possible ✓
- If the dealer does not attend to your complaint satisfactorily take it to a professional Council e.g. Consumer Council

(5)

Knowledge question

4.4 FOUR criteria for responsible use of water in the home:**Use water sparingly**

- Do not overfill sink/bath ✓
- Shower instead of bath ✓

Use water responsibly

- Do not leave tap unattended ✓
- Replace washers of dripping taps ✓
- Sprinkler in garden must not be used

Use water innovatively

- Can use rain water or use water from roof to water garden ✓
- Wash car with bucket instead of hose ✓
- Cover pool, less evaporation
- Do not rinse hands/clothes/dishes under running water, rather put in plug and add a little water.

Any 4

(4)

Knowledge question

4.5.1 Assess ways in which the consumption of electricity can be reduced in the home.

- * Use heaters and all appliances judiciously✓
- * Use oven for baking more than one item at a time✓
- * Use durable bulbs, appropriate voltage✓
- * Solar energy can be used for lights, especially garden and hot water✓
- * Purchase only long lasting energy light bulbs, although they are costly, they last longer.✓
- * Implement cost effective measures to limit the use of electricity in the home✓ e.g. use a micro-wave oven, switch off the geyser, boil small quantities of water✓
- * Conclusion: From the above it is clear that the consumption of electricity in the home can be drastically reduced✓ and in this way contribute to the economy of South Africa.✓

(10)

Evaluation question

[40]

SECTION E**QUESTION 5****5.1 Factors to consider when selecting a product to ensure profitability****Appropriateness of the product**

- Target market for that particular product ✓
- Needs and wants of the target market ✓

Correct pricing

- Price is market related ✓
- Marketing strategies possible to succeed ✓
- Economic use of production resources

(4)

Application question

5.2 Explain the importance of a production line in small scale production

- Ensures a smooth flow of processes from input to output. ✓
- Use of efficient methods and procedures. ✓
- Important for efficiency – reduce mistakes. ✓
- Saves costs through better utilization of time, material and labour. ✓
- Makes it easy to gather feedback at any point of production. ✓
- Quality assurance can be applied

Application question

(5)**5.3 THREE Criteria to ensure that quality control measures are in place**

- Capability of production line staff ✓ – ensure they have the necessary skills and appropriate knowledge to produce a quality product ✓
- Regular checks ✓ – ensure each stage is correct and of high standard, according to production line plan. ✓
- State / quality of equipment ✓ – maintain equipment to ensure the best possible product ✓
- Regular breaks to prevent fatigue ✓ - to maintain high standard of work ✓
- Regular staff developmental programmes ✓ – to improve skills / cope with technological developments ✓
- Capability of quality controller ✓ to ensure understanding of required standards. ✓

3x2

(6)

Application question

5.4 Explain the Unemployment insurance fund:

- Requires compulsory registration of all employers ✓ who must according to law make the necessary deductions from the worker's salaries / wages ✓
- Provides short term relief when workers become unemployed. ✓
- Financed by the monthly contributions of employers and employees. ✓

(4)

Knowledge question

5.5 Explain the importance of accurate stock control

- Aware of stock on hand ✓ so to meet the demands of the clients ✓
- Aware of stock shortage to allow for reorders ✓ and so not to suffer losses due to inability to meet demand. ✓
- Awareness to replenish ✓ so as to purchase wisely and cost effectiveness ✓
- Aware of the state of equipment ✓ to allow for an effective maintenance plan ✓

3x2

(6)

Application question

5.6.1 Ready to eat scones

- * List of ingredients
 - * Handling and storage instructions
 - * Preparatory and cooking instructions
 - * Price
 - * Quality regarding nutritional value and health properties
 - * any relevant emblems e.g.Halaal
 - * Manufacturers's name and address
 - * Quantity
 - * Best before date
- Any 5 (5)

5.6.2 A reversible waistcoat

- * Size measurement
 - * Care instructions
 - * Special instruction e.g. Do not wring
 - * Price
 - * Symbols indicating quality
 - * Customer care number
 - * Environmentally friendly
 - * Textile information
- Any 5 (5)

5.6.3 Bed linen

- * Type (fitted or flat sheet)
 - * Care instructions
 - * Special instructions
 - * Special information
 - * Symbols indicating quality
 - * Customer care number
 - * Price
 - * Textile information
- Any 5 (5)

5.7 Entrepreneurial skills and knowledge will determine the success of producing quality products. Evaluate.

- True ✓will have the knowledge to select an appropriate product for the target market.✓
- Skills to make the product to specifications ✓as determined by the target market✓
- Knowledge to cost the product accurately ✓to ensure that expenses are covered✓ and a profit is generated.✓
- Conclusion: It is evident from the above that an entrepreneur requires skills and knowledge in order to create an demand✓ for the products produced.✓

The entrepreneur's skills and knowledge will ensure that the product selected meets the needs of the target market selected and in this way success is guaranteed.✓

Evaluation question (10)

[40]

GRAND TOTAL: 200