GRADE 10

BERGVLIET HIGH SCHOOL

CONSUMER STUDIES

NOVEMBER 2024

MARKING GUIDELINES

This marking guidelines consists of 11 pages

QUESTION 1: SHORT QUESTIONS

1.1.1 A✓

1.1.2 A✓

1.1.3 A✓

1.1.4 C✓

1.1.5 D✓

1.1.6 A✓

1.1.7 A✓

1.1.8 C✓

1.1.9 D✓

1.1.10 B✓

1.1.11 B✓

1.1.12 C✓

1.1.13 B✓

1.1.14 C✓

1.1.15 D✓ (15)

1.2.1 F✓
1.2.2 C✓
1.2.3 B✓
1.2.4 E✓
1.2.5 D✓ (5)

1.3 B✓ C✓ D✓ E✓ H✓ (5)

1.4.1 Full title✓
1.4.2 Ergonomics✓
1.4.3 Sectional title✓
1.4.4 Shack✓
1.4.5 Physical need/ Physiological needs✓ (5)
[30]

QUESTION 2: THE CONSUMER

2.1

- Motivation and needs✓
- Personality✓
- Perceptions✓
- Values and beliefs✓
- Attitude and knowledge✓ any 3 (3)

Remembering, Successful p.20,21; Focus p. 32,33

2.2.1

- Habitual✓
- Spur-of-the-moment✓ (2)

Understanding, Successful p.16; Focus p.22

2.2.2

- Habitual✓–Every year the Roux family always spend their holidays near the sea✓.
  Always go shopping for her family's clothes✓. Any 1 (2)
- Spur-of-the-moment✓- Mr Roux came across packets of chips that were on special and bought them✓. (2)

Apply, Successful p.16; Focus p.22

2.2.3

- Right to safety✓ – They were sold expired packets of chips✓.
- Right to redress✓ – The shop owner refused to exchange the packet of chips or give their money back✓. (4)

Apply, Successful p.14; Focus p.18

2.2.4 Be well informed ✓– Mr Roux should have read the information on the food label before buying the packet of chips✓. (2)

Analyse, Successful p.15; Focus p.19

2.2.5 Because of the availability of credit facilities✓ the Roux are able to buy clothes for the family on credit✓ using their credit cards and credit accounts✓. (3)

Evaluate, Successful p. 22; Focus p.35

2.3.1

- Ingredients✓
- Quantity✓
- Expiry date✓
- Nutritional information✓
- Manufacturer and address✓
- Name of product✓ Any 3 (3)

Remembering, successful p.39; Focus p.88

2.3.2

- Advertising✓
- Identify/ displays the product/ brand names✓
- Provide information about the product✓
- Protect the product✓ Any 3 (3)

2.3.3

- Re-use✓ – buy products with packaging that can be used again once what was previously contained has been finished✓.
- Recycle✓ – buy products with packaging that can be recycled✓.
- Reduce✓ – buy products with minimal packaging✓. (6)

Analyse, Successful p.18, Focus p.26

[30]

QUESTION 3: FOOD AND NUTRITION

3.1.1 Nutrient – a substance found in food that performs a specific function in the body✓. (1)

Remembering, Successful p.50; Focus p.110

3.1.2 Nutrition – scientific study of the process by which food is taken in and used for growth✓. (1)

Remembering, Successful p.50; Focus p.110

3.2

- Do not eat pork✓.
- Do not drink alcohol or eat any food with alcohol✓.
- During Ramadan, they do not eat or drink anything between sunrise and sunset✓. (3)

Understanding, Successful p.45; Focus, p.97

3.3.1

- Careful purchasing of food✓.
- Careful storage of food✓.
- Safe preparation, cooking and serving food✓. (3)

Remembering, Successful p.82

3.3.2

	Perishable	Semi perishable	Non perishable
Food	Chicken✓	Brown bread✓, oranges✓	Rice✓, dried beans✓

(5)

3.3.3 Chicken is regarded as a potentially hazardous✓ food and was therefore exposed to danger zone✓ temperature for a long time✓ and it is likely that pathogenic✓ organisms flourished on it and thus causing food poisoning✓. Any 3 (3)

Apply, Successful p.76; Focus p.129

3.4.1 Grilled fish✓, fried eggs✓, milk shake✓, biltong✓, cheese✓. Any 1 (1)

Remembering, Successful p.61; Focus p.116

3.4.2 Essential for the growth, repair and maintenance of body tissues✓. (1)

Apply, Successful p.61; Focus, p.116

3.4.3

- Vegetable group – spinach✓.
- Fruit group – strawberries fruit salad✓.
- Meat and meat alternatives – grilled fish✓. (3)

Analyse, successful p.59; Focus p.111

3.4.4 Not all food groups✓ are present in the menu and therefore lacks nutrients such as carbohydrates✓, calcium✓ and fats and oils✓, thus it does not contain all the necessary nutrients✓and therefore not balancing. (3)

Analyse, Successful p.66; Focus p.110

3.4.5 Not suitable.

Has lots of fats from fried eggs, cheese and bacon✓ and therefore no less fat✓.

Too much salt from biltong and bacon✓, no less salt✓.

Too much sugar in chocolate milk shake✓, no less sugar✓. (6)

Evaluate, Successful p.53; Focus p.110

[30]

QUESTION 4: CLOTHING, FIBRES AND FABRICS

4.1

- Aesthetics and fashion✓.
- Fashion✓.
- Status✓.
- Protection✓.
- Modesty✓.
- Status✓. Any 3 (3)

Remembering, Successful p.118; Focus p.166-167

4.2.1 Socio-economic status.

- The social group to which a person belongs and the economic position dictates the clothing a person wears.✓
- A person's social group is determined by factors such as where a person lives, income, religious affiliation and age group.✓
- The amount of money that a person or a group has available determines how much a group or a person will spend on clothing.✓
- Higher level of education influences the quality and quantity of the clothes people buy.✓ (any 2) (2)

Understanding, Successful p.121; Focus p.169

4.2.2 Culture.

- In some countries people wear traditional clothing because of their religion or weather.✓
- Some wear traditional clothes because of special occasions.✓
- It shows diverse and richness of some cultures in South Africa.✓ (2)

Understanding, Successful p. =122; Focus p.169

4.2.3 Peer preferences.

- Many young adults are self-conscious about their physical appearance.✓
- Young adults become more confident when they are judged as stylish by their peers.✓
- Clothes with specific brand names are very popular amongst young adults.✓
- Clothes with brand names may be expensive but many teenagers want to buy them.✓ (any 2) (2)

Understanding, Successful p.122; Focus p.170

4.3.1

- To improve appearance.✓
- To improve performance.✓
- For comfort.✓
- For easy maintenance.✓
- To reduce cost of expensive fabrics by combining an expensive fibre with a cheaper fibre.✓ (any 2) (2)

Understanding, Successful p.107; Focus p.155

4.3.2 it will have good resiliency and will not crease, cotton creases badly.✓
Polyester is not affected by sunlight, cotton does not withstand sunlight.✓
Polyester breathes and dried quickly .✓ (2)

Analysing, Successful p.98, 100, 104, 105; Focus p. 148, 150, 152, 153

4.3.3 Has anti-microbial✓ properties and will kill the odour causing bacteria.✓

Is anti-allergenic✓ and will not cause itching when worn next to the skin.✓ (3)

Analysing, Successful p.104; Focus p.152

4.3.4

- Care instructions✓.
- Fibre content✓.
- Manufacturer✓.
- Size✓.
- Brand name✓. Any 4 (4)

Synthesis, Successful p.127; Focus p.172,173

[20]

QUESTION 5: HOUSING AND INTERIOR

5.1 Products that everyone can use regardless of their age, size or ability✓. (1)

Remembering, Successful p.142; Focus p.222

5.2.1 A – Developing family.✓

B – Young adult.✓ (2)

Understanding, Successful p.139; Focus p.204

5.2.2

	A	B
(a) Effective use of natural light	Many windows and glass doors to bring in a lot of natural light✓.	One small window and the door to bring in natural light✓. (2)
(b) Time to build	Takes time to build – weeks, months✓.	Quick to build, less than a day✓. (2)

Analyse, Successful p.137; Focus p.199

5.2.3

- Put strong locks✓ and peepholes✓ on external doors
- Put fence✓ and gate ✓ (electrical) to limit access
- Burglar bars on doors and windows✓ and burglar✓ alarms
- Use proper building materials and construction methods for the structure to be safe and secure✓
- House with no pollution problems✓
- No water or poor sanitation problems✓ (any 3) (3)

Analysis, Successful p.137; Focus p.199

[10]

QUESTION 6: ENTREPRENUERSHIP

6.1

(a) Entrepreneur- Is someone who combines skills and knowledge with raw materials and inspiration to create something of value then transform these ideas into economic value.✓ (1)

Remembering, Successful p.148; Focus p.245

(b) Overhead costs – The general running cost of a business which includes electricity and water.✓ (1)

Remembering, Successful p.152; Focus p.247

(c) Work Simplification- The elimination of unproductive tasks✓ and unnecessary movements from the work flow✓. (2)

Remembering, Successful p.159; Focus p.253

6.2.1.

(a) $\frac{90cm}{100cm}$ = 0.9m✓ x R 22.00

(b) R19.80✓

(c) R9.00÷4 ✓ (price to make one skirt)

(d) R1.50✓

(e) R28.50✓ (5)

Applying, Successful p.153; Focus p.248

6.3.1

- They do not plan carefully or do enough research before they start the business✓.
- They do not identify and focus on the needs of their target market✓.
- They do not keep up to date with the current trends and possible future trends✓.
- They do not keep strict control of their finances and budget✓.
- They try to do everything themselves instead of focusing on their strengths✓.
- They are greedy and take too much money out of the business for their own use✓.
- They do not keep strict control of overhead costs✓. (4)

Remembering, Successful p.150; Focus p.245

6.3.2

	Human resource	Material resource	Environmental resource
Examples from the scenario	Employs three people.✓	Public transport.✓	Raw materials.✓

(3)

Understanding, Successful p.157; Focus p.251

6.3.3

- It leads to job creation ✓
- Stimulates the country ✓
- It contributes to social development ✓
- Empowers citizens ✓
- Improves the economy of the country which lessens unemployment ✓ (Any 4) (4)

6.3.4

- Product✓ – cushions✓.
- Place✓ – Home, double garage✓.
- People✓ – tourists✓.
- Promotion✓ – (Word of mouth✓, internet✓) any 1.
- Price – R150.00✓. (10)

Analysis, Successful p.34-36; Focus p. 81

[30]

GRAND TOTAL:150