BERGVLIET HIGH SCHOOL

GRADE 10

CONSUMER STUDIES

NOVEMBER EXAMINATION

15 NOVEMBER 2024

MARKS: 150 **TIME: 2,5 hours**

EXAMINER: MS A MAMHENDE **MODERATOR:MRS F CHIRINDA**

NAME:			
	SECTION	**POSSIBLE MARKS**	**LEARNERS MARK**
1.	Short Questions (All topics)	30	
2.	The Consumer	30	
3.	Food and Nutrition	30	
4.	Clothing: Fibre and fabrics	20	
5.	Housing	10	
6.	Entrepreneurship	30	
	TOTAL	**150**	

Detach this page and use as your cover page.

This question paper consists of 13 printed pages.

INSTRUCTIONS AND INFORMATION

1. This question paper consists of SIX questions.

QUESTION	CONTENT	MARKS	TIME (minutes)
SECTION A (Short questions)			
1	Short question (ALL topics	30	20
SECTION B (Long questions)			
2	The Consumer	30	30
3	Food and Nutrition	30	35
4	Clothing Fibres and fabrics	10 10	10 10
5	Housing and Interior	10	10
6	Entrepreneurship	30	35
	TOTAL:	**150**	**150**

2. ALL questions are COMPULSORY and must be answered on your lined paper.
3. Number the answers correctly according to the numbering system used in this question paper.
4. Start each question on a NEW page.
5. You may use a calculator.
6. Write only in black or blue ink.
7. Pay attention to spelling and sentence construction.
8. Write neatly and legibly.

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SECTION A: SHORT QUESTIONS

1.1 Various options are provided as possible answers to the following statements. Choose the Correct the answer and write only the correct letter (A - D) next to the correct question number (1.1.1 – 1.1.10) on your lined paper e.g. 1.1.11 D.

QUESTION 1

1.1.1 The quantity of food served during a meal is a …

A. portion
B. ration
C. serving
D. limit (1)

1.1.2 … cause chemical changes in food.

A. Enzymes
B. Radiation
C. Toxins
D. Pollution (1)

1.1.3 One of the following fibres is classified as a natural cellulose fibre?

A. cotton
B. silk
C. rayon
D. acrylic (1)

1.1.4 …. are foods that deteriorate easily

A. High-risk foods
B. Snacks
C. Perishables
D. Seafood (1)

1.1.5 To look aesthetically pleasing refers to clothing that is:

A. Felting
B. progressive
C. relaxing
D. looks and feels good (1)

1.1.6 Cotton is mostly used for making towels because it/ is…

A. very absorbent
B. very strong
C. easy to wash
D. can be coloured in many colours (1)

1.1.7 A decision that is made after all the possible alternatives have been carefully considered is a …decision.

A. rational
B. technical
C. social
D. economical (1)

1.1.8 School uniforms in South Africa are typically worn because of…

A. beauty
B. conformity
C. identification
D. of protection (1)

1.1.9 When a workplace is designed to meet both the requirements of the worker and the task it is…

A. decorative
B. structural
C. applied
D. functional (1)

1.1.10 The cost of a basic unit of an item used to compare prices among similar products is called …

A. selling price
B. unit price
C. coupons
D. purchase price (1)

1.1.11 To protect the environment and binning of unwanted packaging, you can do your share and…

A. advertise
B. recycle
C. label
D. display (1)

1.1.12 A good source of starch is:

A. canned peaches
B. fried fish
C. whole wheat sandwich
D. milk shake (1)

1.1.13 A polyester fabric is popular for garments because

A. absorb very little water
B. it is wrinkle-resistant
C. pick up dye and oily stains
D. builds up static electricity (1)

1.1.14 Linen is made of……. fibres

A. chemical
B. weak fibres
C. flax
D. oily (1)

1.11.5 The type of lighting that enters the house through the window is

A. fluorescent light
B. incandescent light
C. artificial light
D. natural light (1)

1.2 Match the **Consumer Responsibility** in Column B with the **description** in Column A. Write only the letter (A- G) next to the question numbers (1.2.1 – 1.2.5) on your lined paper, e.g.1.2.6 A (5)

COLUMN A (Description)		**COLUMN B Consumer Responsibility**	
1.2.1	Ronin paid his monthly account on the due date	A	To save for emergency expenses
1.2.2	Zac received a fine for smoking in a very popular restaurant.	B	To preserve the natural environment
1.2.3	Reece was taught from a very young age not to litter and to save water.	C	To follow rules and regulations
1.2.4	Hannah accidentally dropped a bottle of tomato sauce in the shop and reported it to the manager	D	To air your views and complaints
1.2.5	Zoe took the cash slip and the sour milk back to the supermarket where she bought it and requested to speak to the manager	E	To be careful with all goods
		F	To honour your commitments
		G	To keep a budget

1.2 From the list below, identify **FIVE** examples that refer to the social needs of a hockey player according to Maslow's hierarchy of needs. Write only the correct letters next to the corresponding question number on your lined paper.

A High-energy meal before matches.
B Team spirit.
C Joy after a victory.
D Member of the U/16 hockey team.
E The support of parents, teachers and learners.
F Sponsorship for the players' hockey kits.
G Good night's sleep before matches.
H Team talk during the interval. (5)

1.4 Give ONE term for each of the following descriptions. Write only the term next to the question numbers (1.4.1 – 1.4.5) on your lined paper.

1.4.1 Legal owner of the whole property, land and the house built on it.
1.4.2 Study of the relationship between people and their working environment.
1.4.3 System in which units or sections of buildings are individually owned.
1.4.4 Tin shanty that is quick to build and can be easily removed.
1.4.5 Need for food, shelter and warmth. (5)

[30]

SECTION B
QUESTION 2: THE CONSUMER

2.1 State THREE psychological factors that influence consumer behaviour. (3)

2.2 Read the following case study and answer the questions that follow.

Every year, the Roux family always spend their December holidays in a rented house near the sea. When they reach their destination, Mrs Roux always goes shopping for clothing and groceries. She buys clothes using her credit cards and credit accounts she has with various stores.

While they were shopping, Mr Roux bought packets of chips that were on special. It was only later, while relaxing in their rented holiday house, did he notice that the chips were expired. Fortunately, he had not thrown his receipt away and therefore went back to the shop for other packets of chips or a refund, of which the shop owner refused.





2.2.1 Identify, from the case study, TWO types of decisions that were made by the Roux family. (2)

2.2.2 Quote the TWO statements from the case study that support your answer to question 2.2.1. (4)

2.2.3 Some of the Roux's rights were violated in this case.
Identify TWO rights and briefly explain how these rights were violated.
Tabulate your answer as follows:

RIGHT	VIOLATION
A)	i)
B)	ii)

(4)

2.2.4 Suggest responsible consumer behaviour to avoid what happened to this family. (2)

2.2.5 Comment on how economic influences impact this family's buying behaviour. (3)

2.3 Use the picture below to answer the following questions.



2.3.1 List the information that needs to appear on the label of the above product. (Information that's not shown on this image) (3)

2.3.2 Using the above picture, explain the importance of packaging as a marketing tool. (3)

2.3.3 Discuss how the 3 R's can be applied to this product to ensure sustainability. 2x3 (6)

[30]

QUESTION 3: FOOD AND NUTRITION

3.1 Define the following terms:

3.1.1 Nutrient. (1)

3.1.2 Overnutrition. (1)

3.2 Muslims eat Halaal food. Describe other food practices they have to follow. (3)

3.3 Read the following scenario and answer the questions:

> Jihad went to town to do his family's groceries. Some items on the list that he bought were chicken, rice, dried beans, brown bread and oranges. On his way home he met his friend and put his groceries in the car's boot. They roamed around in his friend's car for almost five hours which made him arrive home in the evening.
> The chicken was refrigerated and cooked the next day. It was eaten by everyone at home. Hours after eating the chicken everyone started to vomit and had stomach cramps and diarrhoea. Two children ended up in hospital as the illness became too severe for them.

3.1.1 State any THREE points in the scenario at which the chicken could have spoiled. (3)

3.1.2 Classify all the food in the scenario under the following headings:

Perishable, semi-perishable and non-perishable. Tabulate your answer as follows:

	Perishable	Semi perishable	Non-perishable
Food			

(5)

3.1.3 Explain why the chicken would have caused illness for family members. (3)

3.2 Study the following menus and then answer questions.

MENU A	MENU B
Grilled fish Spinach Strawberry fruit salad	Fried eggs Bacon and cheese Biltong Chocolate milkshake

3.2.1 Identify from menu A, ONE food item that contains proteins. (1)

3.2.2 Explain the main benefit of consuming the food with proteins from menu A. (1)

3.2.3 Arrange foods in menu A according to the food guide pyramid. (3)

3.2 4 Explain why menu A can be regarded as not providing a balanced meal. (3)

3.4 5 Evaluate the suitability of Menu B concerning meeting the Food Based Dietary Guidelines. (6)

[30]

QUESTION 4: CLOTHING, FIBRES AND FABRICS

4.1 State THREE reasons for wearing clothes. (3)

4.2 Explain how the following factors affect the clothing choices of teenagers.

4.2.1 Socio-economic status. (2)

4.2.2 Culture. (2)

4.2.3 Peer preference. (2)

4.3 Caeleb decided to buy himself a Billabong T-shirt. Study the label on the T-shirt and answer the questions.

Billabong

Style no:J605ReP3
55% cotton
20% polyester
30% bamboo



4.3.1 Give reasons for the blending of fabrics. (2)

4.3.2 Explain how the use of polyester fibres will overcome the undesirable properties of cotton. (2)

4.3.3 Discuss the positive impact bamboo will have on the T-shirt when Johan is wearing it. (3)

4.3.4 Propose suitable information that needs to appear on the label of the above T-shirt. (4)

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QUESTION 5: HOUSING

5.1 **Explain the following terminology:**

5.1.1 Full-title (1)

5.1.2 Sectional- title (1)

5.2 Study the following types of houses and answer the questions that follow.

	
House A Landi and Thomas live with their three-year-old son and one-year-old daughter.	**House B** Bongo just got a job and decided to build himself two rooms on a vacant land that is closer to his work.

5.2.1 Identify the stage of the family life cycle for each type of housing on the above pictures. (2)

5.2.2 Compare house A and B based on the effective use of natural light. (2)

5.3 Explain how the following needs are satisfied by owning a home:

5.3.1 Social needs (2)

5.3.2 Self-actualisation (2)

[10]

QUESTION 6: ENTREPRENEURSHIP

Read the case study below and answer the questions on the answer sheet provided:

Lana is a 16-year-old girl who is very good with money and enjoys baking and planning family events. She has decided to combine her strengths and start an event planning business that caters only for kid's parties, Lana's Fun Events. She prepares all the party food such as hot dogs, pizzas, and cupcakes etc., does the décor, organizes the entertainment such as games and jumping castles, a photographer to capture all the special moments, and provides personalised party packs that tie up her events. She plans to market on Facebook and Instagram as well as posters at her local church.





Pictures: https://za.pinterest.com/artandsoulevent/childrens-theme-party/

6.1.1 Lana is offering both products and services. Differentiate between the two. (2)

6.1.2 Lana is very good with money but that is not enough. State any **TWO** other qualities she must have to become a successful entrepreneur. (2)

6.1.3 Explain the benefits of offering a variety of products/services. (2)

6.2 Explain how Lana can contribute to an improved community as an entrepreneur. (3)

6.3 Create a marketing mix for Skyla from the information supplied in the case study. Tabulate your answer as follows:

Marketing Mix Element	Example from case study

(10)

6.4 Lana plans to create a poster for advertising and to also use Facebook and Instagram.

6.4.1 Draw a 15cm x 15cm box/ frame on your page and use that space to create a poster that meets the four AIDA principles. (4)

6.4.2 Explain the value of Facebook and Instagram as marketing tools. (4)

6.5 Lana will need to come up with a price for the food she provides for parties.
List **THREE** costs she would have to consider when doing the costing. (3)

[30]

GRAND TOTAL:150