# BERGVLIET HIGH SCHOOL

## GRADE 10

# CONSUMER STUDIES

# NOVEMBER EXAMINATION:MEMORANDUM

## 15 NOVEMBER 2024

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

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

***This marking guideline consists of 9 pages.***

**QUESTION 1: SHORT QUESTIONS**

1.1.1 B ✓
1.1.2 B ✓
1.1.3 A ✓
1.1.4 C ✓
1.1.5 A ✓
1.1.6 D✓
1.1.7 C ✓
1.1.8 C ✓
1.1.9 A ✓
1.1.10 D ✓
1.1.11 B ✓
1.1.12 C ✓
1.1.13 D ✓
1.1.14 A ✓
1.1.15 C ✓

(15)

1.2.1 B ✓
1.2.2 F ✓
1.2.3 D ✓
1.2.4 E ✓
1.2.5 H ✓

(5)

1.3.1 B✓
1.3.2 C✓
1.3.3 G✓
1.3.4 E✓
1.3.5 A✓

(5)

1.4.1 Sectional-title ownership ✓
1.4.2 Habit ✓
1.4.3 Organic fibres ✓
1.4.4 Anaerobic bacteria✓
1.4.5 Homogeneous ✓

(5)

**QUESTIONS 1 = [30]**

**QUESTION 2: THE CONSUMER**

**2.1 Differentiate between impulsive decisions and intuitive decisions and give an example of each. (4)**

- Impulsive decision – decision made in a hurry √. Little attention is paid to its possible consequences. √ Eg: to buy a chocolate when you are waiting in line to pay. √
- Intuitive decision – People use their intuition, inner knowledge or feelings that something is right to do. √ Little or no logic or reasoning involved in the decision making. √ Eg: to choose your life partner. √

(Understand, p. 22. Focus. Mild)

**2.2 Sophia has just finished school and is considering completing her studies abroad. Unfortunately, she already has to pay R10 000 in cash to the University, but she doesn't have that type of cash right now. She decided to do more research on universities in South Africa.**

**2.2.1 Rational decision-making involves reasoning to the best of your ability to get results. List the steps for the rational decision-making process and describe how Sophia could have used the process to make the best decision. (10)**

Step 1: Determine the problem or need √
Sophia does not have R10 000 cash to go abroad. √

Step 2: Find information √
Sophia got information from other universities to make sure she makes the best choice. √

Step 3: Evaluate alternatives √
Sophia must compare the different universities with each other. √

Step 4: Make a choice √
Sophia must choose which University she would like to go to. √

Step 5: Do a post-selection analysis √
Sophia has to think about her decisions and decide if she has chosen the correct university. √

(Understand, p. 23. Focus. Mild)

**2.3 Describe the term sustainable consumption. (2)**

- It refers to the way in which people use their resources to satisfy their own needs √ while assuring that the future will also satisfy their needs √ without harming the environment. √

(Understand, p. 25. Focus, easy)

**2.4 Not only must consumers be able to make sustainable consumer decisions, they must also learn good buying habits. Name TWO good buying habits which will contribute to sustainability. (2)**

-Determine how much money you have in your budget to spend on purchases. √
-Decide which products and services you need and which features are important to you. √
- Do your homework and compare prices, sizes, materials used, quality and safety features of the products you want to buy. √
- Check if the items have an indication of quality such as a government rating BS mark. √
- Make sure that the weight, quantity, size and price are clearly marked on the packaging or label. √
- Compare brands. Talk to friends for recommendations or consult the consumer columns of newspapers and magazines to compare brands. √
- Compare stores. Find a store with a good reputation and plan to take advantage of sales. √
- When purchasing larger items, check if there are any additional charges for delivery and installation. √
-Read the product's warranty so that you know what your responsibilities are as well as the responsibilities of the manufacturer, if you experience a problem with the product. √
-Read all contract terms very carefully and make sure you understand the agreement before signing it. Ask for clarification in a language you understand. √
- Make sure all open spaces are filled in before you sign a contract. √
-Ask the sales person to explain the store's return or exchange policy. √
-Read labels and instructions so you know how to use and care for the product as well as what you can expect from the product. √
-Remember that an item is not necessarily a bargain just because it is advertised as a bargain! Be aware of all the techniques advertisers use to encourage consumers to buy. √

(Understand, easy. p. 29. Focus)

**2.5 Read the case study below and answer the questions that follow:**

> Pete wants to raise money to be able to play rugby trials. He decided to sell nougat cookies in the dormitory during their study breaks. He sells them for R5 each or if you take 3 you only pay R12. The boarding students love it and he has to bake almost all the time at weekends to have enough stock for the week.

**2.5.1 From the case study name and identify the 5 P's of marketing. (10)**

Product √ - nougat cookies V
Price √ - R5
Promotion √ - R12 for 3
Place√ - His mother's kitchen / the school dormitory √
Persons √ - Boarding children √

(Application. Difficult. P.80.Focus)

**2.6. Marketing is done to inform consumers about the new product on the market.** Explain **TWO** other benefits of marketing **(2)**

- Which groups of potential buyers, or market exist √
- To which groups of buyers you would like to provide a service (target market) √
- What is the need of these buyers. √
- What products and services you can develop to meet their needs. √
- How the buyers may prefer to use the products and services. √
- What your competitors are up to. √
- How your pricing should be √
- How you should distribute and promote your products and services to your target market. √

**QUESTIONS 2 = [30]**

**QUESTION 3: FOOD AND NUTRITION**

3.1.1 Mould✓ (1)

3.1.2 Moist conditions - mould grows easily on moist food. ✓
Foods like bread, jam, cheese. ✓
Heat or the correct temperature - moulds can grow in the fridge themselves ✓ (3)

3.1.3 (a) <u>Natural spoilage by enzymes</u>
Enzymes are chemicals that occur naturally ✓ occurs in food
Most enzymes only become active after the food has been harvested or slaughtered ✓.
Once enzymes are activated, they speed up the decay process by breaking down the components of the food ✓ e.g., the browning of sliced or crushed fruit. Enzymes cause unwanted colour and odour changes ✓, but does not produce hazardous substances ✓.
(any 2) (2)

(b) <u>Natural spoilage by oxidation.</u>
Oxidation is a chemical reaction ✓ which takes place between food and oxygen in the air ✓.
Enzymes in plant and animal foods promote oxidation ✓.
It affects the colour and texture of certain foods ✓.
Oxidation enzymes destroy certain nutrients, especially Vitamin C ✓.
(any 2) (2)

3.1.4 Acid conditions prevent mould growth.✓ Cool✓, dry storage ✓ will prevent mould from growing for a limited period. (any 2) (2)

3.2.1 (a) muesli and yoghurt / any protein food ✓ (1)
(b) Water / orange juice✓ (1)
(c) Whole grain bread ✓ (1)
(d) Cheese spread / ham and cheese / tomato and lettuce. ✓ (1)
(any relevant answer)

3.2.2 Age✓ - she is 15 years old✓
Activity✓ - she has an active lifestyle and participates in many sports.✓
Religion✓ – eats Kosher foods ✓
(2x1 per factor, 2x1 for example from case study) (4)

3.2.3 Enjoy a variety of foods. ✓
Make starchy foods the basis of every meal. ✓
Eat lots of fresh fruits and vegetables. ✓
Eat dry beans, peas, lentils and soybeans regularly. ✓
Chicken, fish, milk or eggs can be eaten daily. ✓
Limit fat intake. ✓
Limit salt intake. ✓
Drink plenty of clean water (that is safe for ingestion).✓
Use alcohol moderately. ✓
Limit sugar intake. ✓ (any 5) (5)

3.2.4 The colour of the meal is not good ✓.
Everything has a brown colour/ no variety in colour✓.
Chocolate spread, chocolate milkshake and nuts are all brown ✓. (2)

3.2.5 Cereals and cereal products: doughnuts, white bread, white rice✓
Fruits and vegetables: none
Milk and milk products: Milkshake✓
Meat and alternatives: Nuts, lentil and bean salad✓
Fats, oils and sugars: Chocolate butter, fizzy drinks✓

Not all food groups are included in the meal. There are no fruits and vegetables in the meal. ✓ (5)

**QUESTIONS 3 = [30]**

**QUESTION 4: CLOTHING & FIBRES AND FABRICS**

4.1.1 Fashion and convenience/comfort ✓ / Sport✓ / decency / modesty✓ (2)

4.1.2 Absorbency so that the sweat is not absorbed by the material✓
Comfortability it must be able to stretch as you exercise in it. ✓
Strength so that it cannot tear easily during use. ✓
Wrinkle-resistant so you can pack it in without it wrinkling ✓
Colour fastness so that the colour does not wash out.
(any 2, award marks for 2 discussing the properties only, ignore the naming of property) (2)

4.1.3 A – do not iron ✓
B – tumble dry at low temperature ✓
C – do not bleach✓
D – wash in cool water ✓ (4)

4.2.1

| Fibre | Properties | Disadvantages |
|---|---|---|
| Linen | • Resistant to sunlight/ strong✓<br>• Can be rubbed when washed / strong. ✓<br>• Good conductor of heat and will leave room cool.✓<br>(1) | • It will shrink if it is not treated to be shrink-free. ✓<br>• It can be damaged by mildew and bacteria if not stored properly. ✓<br>• A very hot steam iron is needed to remove creases./ wrinkles easily ✓<br>• Very expensive✓<br>(1) |
| Silk | • It will not shrink or stretch. ✓<br>• Strong and wear resistant. ✓<br>• Natural resilience and creases will hang out. ✓<br>• Luxurious ✓<br>(1) | • Decomposes in fierce sunlight. ✓<br>• Stain easily. ✓<br>• Needs to be dry cleaned/ can't be washed in water. ✓<br>• Very expensive✓<br>(1) |

(4)

4.3

- Pants should be cut higher at the back and lower at the front. ✓
- Jackets and shirts must have enough space to move easily. ✓
- Shoes should be sturdy with non-slip soles.✓
- Clothes must be easy to put on. ✓
- Fasteners should be large enough for easy handling / use Velcro that is easier to fasten / ties to zipper.✓
- Fabrics and styles should be comfortable to wear.✓ (3)

**QUESTIONS 4 = [15]**

**QUESTION 5: HOUSING**

**5.1.1 Discuss ONE advantage of each of the housing types above. (2)**

Apartment:

Cheap √
Centrally located √
Very little maintenance required √
Convenient for people who have to travel √
(Only 1)

Single family home:

Your own privacy and space √
Can sell property and make a profit √
Can change the house and improve as you like √
No need to pay owner management fees √
Not bound by the regulations of governing boards. √

Outhouses are beneficial for social interaction √ Can keep pets √

(Understand, easy. p. 196. Focus)

**5.1.2 Make a recommendation to Bernice which unit will best suit her needs and provide TWO reasons for your answer. (3)**

- The apartment will work for her √
- It is cheaper √ and a bit smaller than a house. She is going to stay alone √
- It is centrally located for her who will have to stay there alone √
- She is also a woman who cannot do a lot of maintenance work herself, so it is better to have someone close to her who can help her. √

(Evaluate, difficult. p. 198. Focus)

**5.2.1 Identify the type of life stage the family living in this house is in. (1)**

- The expanded family. √

(Analysis, moderate. p. 205. Focus)

**5.2.2 Evaluate the functionality of the 4-bedroom house in the floor plan above using the following criteria.**

**(i) Room layout (2)**

- The bedrooms are close to the kitchen and the dining room where a lot of noise can occur. √
- The rest area and the social areas are not very clearly separated from each other. √
- The rooms also do not all face in the Northern direction, which means that not everyone gets sun. √ What makes the rooms cold. √
- The rooms are not all connected, which can make it difficult in the family if they have small children. √ (2 only) (Any relevant answer)

(Application, p. 200. Moderate, Focus)

**5.3 Provide THREE suggestions on how the social spaces of the house can be adapted to be suitable for persons in a wheelchair. (3)**

- Social spaces must be open plan√
- Furniture must be strong, safe and durable√
- Surface of dining room table should be 0.67m from the floor. √
- Furniture arrangement must facilitate movement and is safe. √
- Floors must be non-slippery. √
- Furniture must be adjustable. √ (3 only) (Any relevant answer)

**5.4 Explain the term 'Ergonomics'. (2)**

Ergonomics is the science that studies the relationship between people and their work environment ✓ and aimed the improving of work environments✓. Ergonomics focuses on the worker ✓, the work being done ✓ and the workplace ✓, e.g. height of work surfaces, space available to move in✓

**5.5.1 Analyse the picture and determine whether it would be to the advantage or disadvantage of the person's posture to work on a computer in this way. (2)**

Disadvantage ✓ OR This position will be negative for the persons posture and put

too much strain on the body. ✓ (ONE mark)

Table is too low. ✓
Chair does not provide back support ✓
Wrong wrist posture ✓ (any ONE mark)

**QUESTIONS 5 = [15]**

**QUESTION 6: ENTREPRENEURSHIP**

6.1.1 She was retrenched at her previous job.✓
She dreamed a long time of starting her own business.✓
She needs an income. ✓ (3)

6.1.2 Knowledge✓
passion✓
energy✓
skills✓
originality /creativity✓
time✓ (2)

6.1.3 Food storage centre ✓
Mixing centre ✓
Washing up centre ✓
Cooking centre ✓ (4)

6.1.4
It helps to plan all the steps in the manufacturing process in a logical order√
Help to the plan work scheme so that each team member knows what to do when √
Ensures efficient use of time. √
It shows the critical points where quality control needs to be done. √ (4)

6.1.5 Her target market may be too small / moved away✓
Lack of experience ✓
Ineffective management planning ✓
Lack of finances - she used up all her savings ✓
Not enough and effective advertising.✓ (2)

6.1.6 She can move her business to another location ✓
She can find a bigger / different target market ✓
She can advertise more ✓
She can sell a wider range of products ✓ (1)

| **6.7.1 COSTING OF: One tea scone** | | | | | |
|---|---|---|---|---|---|
| **Calculation of the cost of the product** | | | | | |
| **Food-item** | **Quantity purchased** | **Price of amount purchased** | **Quantity used in recipe** | **Quantity purchased** | **Price of amount purchased** |
| Butter | 250 g | R10.50 | 50 g | 50 x R10.50/250✓ | 2.10✓ |
| Sugar | 1000g✓ | R28.00 | 125g | 125 x R28.00/1000 | 3.50✓ |
| Egg | 6 | R15.99 | 1 | 1 x 15.99/6✓ | 2.66✓ |
| Cake flour | 1000g | R16.00 | 200g | 200 x 16.00/ 1000 | 3.20✓ |
| Baking powder | 200g | R20.95 | 5g | 5 x 20.95/200 | 0.52✓ |
| Milk | 1000ml✓ | R12.90 | 70 ml | 70 x 12.90/1000 | 0.90✓ |
| | | | | **Cost of recipe** | R12.88✓ |
| | | ✓ (entire column is correct) | ✓ entire column is correct) | **Cost of ONE tea scone** | R2.14✓ |

**TOTAL: 150 MARKS**