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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This question paper consists of 16 pages.

INSTRUCTIONS:

1. Answer all SIX questions on the folio paper provided.
2. Number your answers EXACTLY as the questions have been numbered.
3. **SECTION A** (Question 1) –write ONLY the correct letter on the folio paper.
4. Answer **SECTION B** (Questions 2 - 6) on folio paper.
5. Write neatly and **legibly in blue or black ink** leaving enough space between each question or subsection of a question.
6. Start questions 1-6 on a new page. **Complete question 6.7.1 on Annexure A provided.**
7. **Detach Annexure A and staple with the rest of your answer script.**
8. A calculator may be used.

QUESTION 1: SHORT QUESTIONS

1.1 Multiple Choice. Choose the answer and write only the letter (A-D) next to the question number on the paper provided. NO marks will be given for more than one answer.

1.1.1 To draw up a budget before you buy a new fridge for yourself, is a … decision.

A habitual
B rational
C social
D impulsive (1)

1.1.2 Choose one of the following standards that is NOT a requirement for Proudly South African membership.

A High-quality products
B Good service
C Environmental standards
D Fair labour practices (1)

1.1.3 Abstract ideas of what is right and wrong are known as ...

A values
B feeling
C beliefs
D attitudes (1)

1.1.4 The process by which people acquire the skills, knowledge and attitudes they need to function as members of society.

A Learning school
B Socialism
C Socialization
D Culture (1)

1.1.5 ... is NOT an economic influence that influences consumer behaviour.

A Lifestyle
B Income
C Price of items
D Availability of credit (1)

1.1.6 Choose the lunch that provides the most balanced meal.

A Fatcake (“vetkoek”) with minced meat and orange juice.
B Tomato and cheese sandwich with tea and sugar.
C Sausage roll with tomato sauce and chips.
D Chicken burger with lettuce, tomato and cheese, apple juice. (1)

1.1.7 Light entering the room through the window.

A Synthetic light
B Direct light
C Natural light
D Tube light (1)

1.1.8 Dark green vegetables such as spinach are a good food source for:

A Protein, iron and B vitamins.
B Calcium, phosphorus, Vitamin D.
C Iron, zinc, magnesium.
D Calcium, B vitamins, Vitamin A. (1)

1.1.9 The main reason for the South African food-based Dietary Guideline:
“Eat lots of vegetables and fruits every day”, is because fruits and vegetables ...

A protects the body against diseases.
B provides energy.
C helps with tissue growth.
D build strong bones and teeth. (1)

1.1.10 The main function of fibre in the body is:

A Protects the body against diseases.
B Keep eyes and mucous membranes healthy.
C Build haemoglobin.
D Stimulates peristaltic movement in the small intestine and large intestine. (1)

1.1.11 When an apple is sliced, it turns brown. It is caused by ...

A bacterium.
B enzymes.
C mould.
D Vitamin C. (1)

1.1.12 A refrigerator should be set at the following temperature:

A 0˚ C - 5˚ C
B 1˚ C - 3˚ C
C 2˚ C - 4˚ C
D 2˚ C - 6˚ C (1)

1.1.13 The person who buys a ... becomes the legal owner of the entire property.

A sectional title apartment
B townhouse
C detached sectional title house
D detached full title house (1)

1.1.14 The use of the correct muscles to complete a task safely and efficiently, without unnecessary strain on any muscle or joint, is known as:

A Body Mechanics
B Posture
C General movements
D Ergonomics (1)

1.1.15 The cost of the materials or ingredients used to make the items:

A Production cost
B Fix costs
C Actual cost
D Financial cost (1)

(15)

1.2 Match the example in column B to the factors in column A. Only write down the correct letter (A–F) next to the question number (1.2.1–1.2.5), e.g., 1.2.6 G.

COLUMN A FACTORS		COLUMN B EXAMPLE	
1.2.1	Socio-economic status	A	My grandmother and I don't wear the same clothes.
1.2.2	Culture	B	Living in a good neighbourhood in Pretoria.
1.2.3	Religion	C	Difficulty to fasten a clothing item.
1.2.4	Personality	D	Women must cover their whole body except their face and hands.
1.2.5	Lifestyle	E	I have a lot of self-confidence and don't let fashion influence my style of clothing
		F	African beadwork worn as accessories.
		G	Must wear orthopaedic shoes.
		H	Enjoy outdoor activities.

(5)

1.3 Match the term in column A with the explanation in column B. Write down only the correct letter (A–G) next to the question number (1.3.1–1.3.5), e.g., 1.3.6 G.

COLOMN A TERM		COLOMN B EXPLANATION	
1.3.1	Levy	A	Non-permanent residences in informal settlements.
1.3.2	Townhouses	B	A monthly fee paid by owners for the maintenance of common areas in sectional title complexes.
1.3.3	Free-standing homes	C	All the houses in a complex have the same features.
1.3.4	Condominium	D	A form of ownership where the entire property and the land belong to the owner.
1.3.5	Shacks	E	A unit in a multi-unit development that is sold and owned individually.
		F	High-density housing units that provide housing for many people on a relatively small piece of land.
		G	Single family home on its own piece of land.

(5)

1.4 Give one word/term for the following descriptions. Write only the word/term next to the question number in your ANSWER BOOK.

1.4.1 A form of ownership where the person is the legal owner of a part of a housing complex and has shares in the undivided land on which it was built. (1)

1.4.2 An act or a pattern of behaviour that is repeated so often that it become typical of the person. (1)

1.4.3 Fibres grown without chemical fertilizers and pesticides. (1)

1.4.4 Microorganisms that do not need oxygen to grow. (1)

1.4.5 A group of people with the same cultural beliefs, habits and practices. (1)

(5)

QUESTIONS 1 = [30]

QUESTION 2 : THE CONSUMER

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

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)

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

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)

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 hostel during their study breaks. He sells them for R5 each or if you take 3 you only pay R12. The hostel students love it and he has to bake the whole weekend to make sure that he has enough stock for the week.

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

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

QUESTIONS 2 = [30]

QUESTION 3: FOOD AND NUTRITION

3.1 Study the following illustration and answer the questions that follow:



3.1.1 Identify the microorganism that appears in the photo above. (1)

3.1.2. Discuss the favourable conditions for the growth and development of the micro-organism mentioned in 3.1.1. (3)

3.1.3 Explain each of the following:

(a) Natural spoilage by enzymes. (2)

(b) Natural spoilage by oxidation. (2)

3.1.4 Describe how the food spoilage shown in the picture above can be delayed / slowed down. (2)

3.2 Read the case study below and answer the questions that follow:

Sheila is a 15-year-old girl who eats Kosher food. She has a very active lifestyle and participates in various sport codes. She grows very fast and loves eating. However, she very rarely eats healthy nutritious foods. She eats the following during the day.

Breakfast: Doughnuts

Lunch: White bread sandwich with butter and chocolate spread
Chocolate flavoured milkshake
A packet of nuts

Dinner: Lentil and bean salad
White rice
Fizzy drink

3.2.1 Sheila needs to learn healthier eating habits. Make recommendations by giving suggestions for healthier alternative foods for the following:

(a) Doughnuts (1)
(b) Fizzy drink (1)
(c) White bread (1)
(d) Chocolate spread (1)

3.2.2 Identify TWO factors that could influence Sheila's food practices. Support your answer with examples from the case study. (4)

3.2.3 Name FIVE Food-Based Dietary Guidelines that Sheila can use as a guideline to make healthy food choices. (5)

3.2.4 Evaluate the lunch regarding the use of colour in the meal. (2)

3.2.5 Analyse Shelia's diet with reference to the food groups and determine whether all the food groups are included in her diet. (5)

QUESTIONS 3 = [30]

QUESTION 4: CLOTHING & FIBRES AND FABRICS

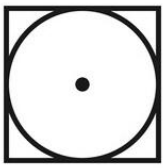
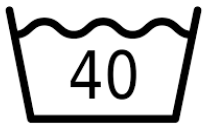
4.1 Study the outfit below and answer the questions that follow:



4.1.1 Name TWO reasons why clothes in the picture above are worn. (2)

4.1.2 Discuss TWO desired properties that textiles should have when choosing the above garments. (2)

4.1.3 Name each of the care symbols below that appear on this clothing care label. (4)

A	B	C	D
			

4.2 Your mom wants to buy new curtains for the living room that gets sun all day long. She is on a tight budget and must choose between linen or silk curtains.

4.2.1 Copy the table in your answer book and compare ONE property and ONE disadvantage of each fiber. (4)

Fibre	Properties	Disadvantages
Linen	•	•
Silk	•	•

4.3 James has arthritis. His hands are deformed and painful. He has limited movement in his hands. Suggest garment characteristics in terms of physical comfort, which he should consider when buying clothes. (3)

QUESTIONS 4 = [15]

QUESTION 5: HOUSING

5.1 Read the case study below and answer the questions that follow:

Bernice is a single lady who has just finished her studies and is moving to Cape Town where she will start a new job. She is looking for a place to live and saw the following two advertisements in the local newspaper. Help her decide which one is best by answering the following questions.

A

2 Bedroom apartment for sale



R750,000

2 bedrooms, 1 bathroom, open plan kitchen and living area, 220m^2. Small garden, Garage

Security gate with intercom.

B

3 Bedroom single family home for sale



R1 100 000.00

3 bedrooms, 2 bathrooms, open plan kitchen and living area 120 m^2. Small garden.

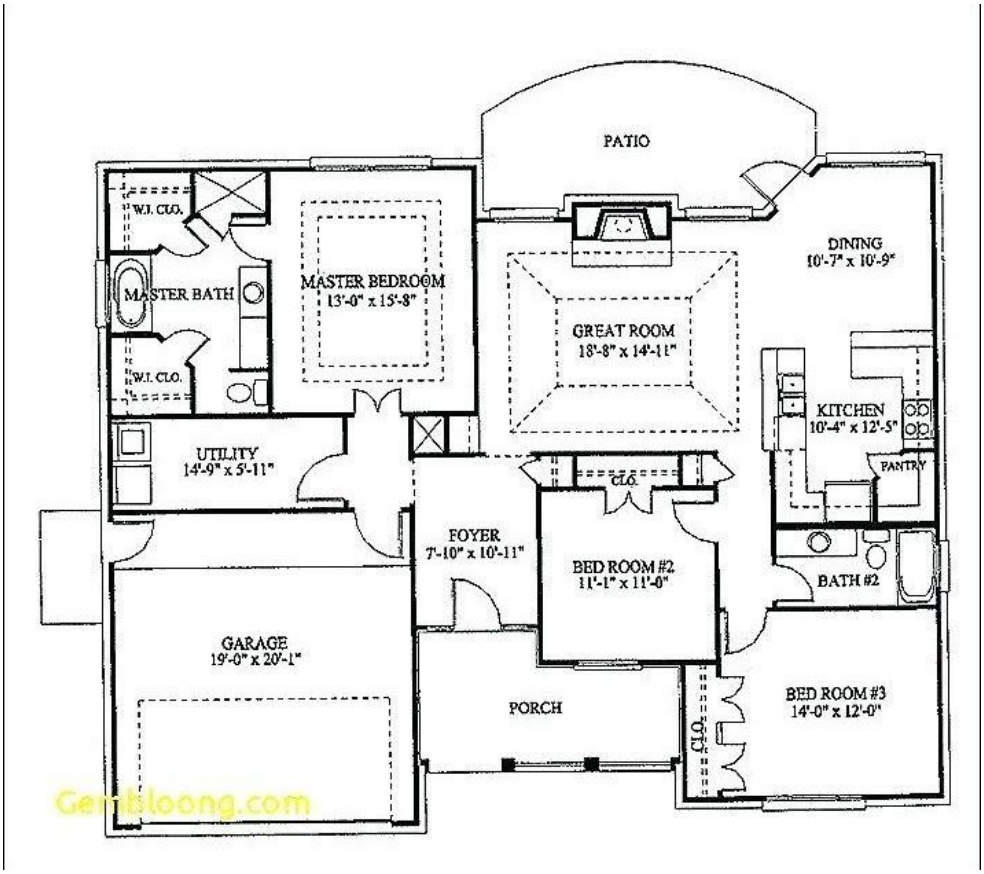
Secure covered parking and anti-theft

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

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

5.2 Study the floor plan below and answer the questions that follow:

A couple living in the house below has three children. The eldest is in her last year of university and is preparing to rent out a bachelor flat soon after graduation.



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

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

(i) Room layout (2)

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)

5.4 Explain the term 'Ergonomics'. (2)

5.5 Study the posture of the person in the picture below and answer the questions that follow:



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)

QUESTIONS 5 = [15]

QUESTION 6: ENTREPRENEURSHIP

6.1 Read the following case study and answer the questions that follow:

Jess, an energetic young adult, is passionate about healthy meals that can be easily prepared. She has dreamed ages of starting her own business. After being retrenched from her previous job, she started a small takeaway business away from home. She made some changes to her kitchen to turned it into a food manufacturing centre. With her originality and creativity she prepared interesting and healthy meals. She used her savings for advertising, as well as for buying modern equipment. Her target market was mainly office workers from an office block opposite her home. Unfortunately, after 3 months, the office block was declared unsafe and the workers were moved to a new location, 10 km away.

6.1.1 Identify THREE reasons that made Jess decide to become an entrepreneur. (3)

6.1.2 Identify TWO human resources that Jess has available. (2)

6.1.3 Name FOUR work centres that should be in a food manufacturing centre. (4)

6.1.4 Explain the purpose of a flow chart in the manufacturing process. (4)

6.1.5 Discuss TWO reasons why Jess's business is likely to fail. (2)

6.1.6 Make ONE suggestion on how Jess can make this business a success. (1)

6.7 Use the information below and answer the questions that follow:

Tea Scones
Servings: 6

Ingredients
50g butter
125g sugar
1 egg
200g cake flour
5g baking powder
70ml milk



6.7.1 Use the following price list and calculate the production cost For one tea scone.

Complete **ANNEXURE A** to do the calculations. Show ALL calculations. (14)

PRICE LIST
250 g butter @ R10.50 1 kg sugar @ R28.00 6 eggs @ R15.99 1 kg cake flour @ R16.00 200 g baking powder @ R20.95 1 litre milk @ R12.90

QUESTIONS 6 = [30]

GRAND TOTAL = 150

ANNEXURE A

Name and surname:

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**	**Calculation**	**Cost**
Butter					
Sugar					
Egg					
Cake flour					
Baking powder					
Milk					
				Cost of recipe	
				Cost of ONE tea scone	

(14)