# BERGVLIET HIGH SCHOOL

## CONSUMER STUDIES

## GRADE 11

## NOVEMBER EXAMINATION

## 08 NOVEMBER 2024

**3 Hours** **200 Marks**

**EXAMINER: Mamhende. A** **MODERATORS: Chirinda. F**

| **NAME:** | | | **MARK** |
|---|---|---|---|
| QUESTION 1 | MULTIPLE CHOICE QUESTIONS | 40 | |
| QUESTION 2 | THE CONSUMER | 40 | |
| QUESTION 3 | FOOD AND NUTRITION | 40 | |
| QUESTION 4 | DESIGN ELEMENTS & PRINCIPLES | 20 | |
| QUESTION 5 | HOUSING | 20 | |
| QUESTION 6 | ENTREPRENEURSHIP | 40 | |
| | TOTAL | 200 | |

This question paper consists of 18 pages.

**INSTRUCTIONS AND INFORMATION**

1. This question paper consists of SIX questions.

| QUESTION | CONTENT | MARKS | TIME (minutes) |
|---|---|---|---|
| 1 | Short Questions (All topics) | 40 | 20 |
| 2 | The Consumer | 40 | 40 |
| 3 | Food and Nutrition | 40 | 40 |
| 4 | Design Elements and Principles | 20 | 20 |
| 5 | Housing | 20 | 20 |
| 6 | Entrepreneurship | 40 | 40 |
| | **TOTAL:** | **200** | **180** |

2. ALL the questions are COMPULSORY and must be answered in the ANSWER BOOK.

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 with black or blue ink only.

7. Pay attention to spelling and sentence construction.

8. Write neatly and legibly.

***DETACH this page and attach it to your script as the cover page.**

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 & 3) 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 each of the SIX questions on a **new page.**

## SECTION A: SHORT QUESTIONS

### QUESTION 1

Various possible options are provided as answers to the following questions. Choose the correct answer and write only the letter (A –D) next to the question number (1.1.1 – 1.1.20) on the answer sheet provided e.g. 1.1.21 D.

1.1.1 A basic principle of budgeting is to …

A use a credit card so that the basic needs are met.
B spend more than you earn to achieve your goals.
C control and keep a record of money spent.
D buy luxuries to make the money work for you. (1)

1.1.2 Variable expenses include:

A Clothing, entertainment and food
B Rent, insurance and petrol
C Water, electricity and medical aid
D School fees, labour and jewellery (1)

1.1.3 The National Credit Regulator …

A is an institution that provides credit to consumers.
B registers credit providers and debt counsellors.
C established the National Consumer Tribunal.
D makes sure that consumers can afford credit. (1)

1.1.4 An advantage of debit cards:

A Difficult to keep track of expenses
B The interest charged is very high
C Fees are charged for ATM withdrawals
D Money is deducted immediately once swiped (1)

1.1.5 Excess fat in the diet can lead to …

A fatigue and dental decay.
B heart disease and weight gain.
C certain cancers and a lack of energy.
D constipation and cancer of the colon. (1)

1.1.6 The fat found in plant oils that lowers cholesterol levels:

A Trans-fatty acids

B Dietary fat
C Polyunsaturated
D Saturated (1)

1.1.7 This dish will be suitable for a person suffering from high blood Pressure because …

A no salt is added.
B it contains saturated fat.
C it has a high percentage of water.
D it has plant protein. (1)

1.1.8 Food sources most likely to contain fibre:

A Milk, oats and fruit
B Oats, fruit and pulses
C Fish, meat and fruit
D Milk, fish and pulses (1)

1.1.9 A food source that will help a person who has osteoporosis:

A Butternut
B Strawberries
C Legumes
D Low-fat yoghurt (1)

1.1.10 An ingredient that will contribute the most for a teenager's/young adult's growth:

A Chicken and green leafy vegetables
B Tomatoes and broccoli
C Red meat and cabbage
D Canned fish and low-fat yoghurt (1)

1.1.11 Mercerising is a process that …

A provides a smooth surface.
B creates a raised pattern.
C makes fabrics crease resistant.
D prevents fabrics shrinking. (1)

1.1.12 A chemical fabric finish that prevents the fabric from clinging to the body:

A Water repellent
B Anti-bacterial
C Drip dry
D Static control (1)

1.1.13 When black is added to a colour it results in:

A Tint
B Shade
C Tone
D Neutral colour (1)

1.1.14 The light source that illuminates an entire room is called … lighting.

A functional
B decorative
C general
D task (1)

1.1.15 Good orientation to the sun for a house in South Africa:

A South-facing rooms to receive maximum sunlight in winter
B South-facing rooms to be cool in winter when the sun is high
C North-facing rooms to receive maximum sunlight in winter
D North-facing rooms to be cool in summer when the sun is low (1)

1.1.16 An advantage of a closed floor plan:

A Has a sense of spaciousness
B Is more suited for people with disabilities
C Allows for maximum interaction
D Offers privacy for different activities (1)

1.1.17 The entrepreneur should identify products and services that …

A can be mass produced quickly.
B can provide for customers' needs.
C requires cheap labour to produce.
D requires semi-skilled labour. (1)

1.1.18 Promotion in the marketing mix involves:

A Advertising and sales promotions
B Skilled, hardworking people
C Financial planning to cover overheads and making a profit
D Product development and competitive pricing (1)

1.1.19 The mark-up is the amount added to the production cost to …

A offer the consumer a discount.
B cover the total cost incurred.
C to calculate a profit and selling price.
D ensure a return on the investment. (1)

1.1.20 Overhead costs in a business refers to …

A the ongoing expense of operating the business.
B expenses incurred when creating a business.
C costs that depend on the sales volume.
D costs that do not change in the business activity. (1)

| COLUMN A<br>COLOUR HARMONY | | COLUMN B<br>COLOUR COMBINATIONS | |
|---|---|---|---|
| 1.2.1 | Triadic | A | yellow, lemon-yellow |
| 1.2.2 | Complementary | B | yellow, yellow-green, purple, red-purple |
| 1.2.3 | Analogous | C | yellow, blue-purple, red-purple |
| 1.2.4 | Double complementary | D | yellow and purple |
| | | E | yellow, green, purple, red |
| | | F | yellow, blue and red |
| | | G | yellow, yellow-green, green |

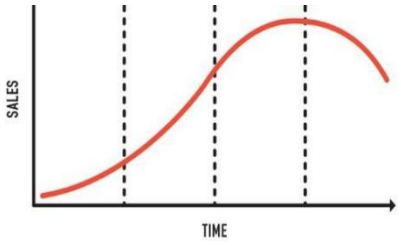
**[20]**

1.2 Choose the colour combination from COLUMN B that matches a colour harmony in COLUMN A. Write only the letter (A–G) next to the question numbers (1.2.1 to 1.2.4) in the ANSWER BOOK, for example 1.2.5 H.

(4 x 1) (4)

1.3 Match the stage from COLUMN B and the description in COLUMN C with a sketch in COLUMN A. Write only the (A–D) from COLUMN B and the correct number (1–4) from COLUMN C next to the question numbers (1.3.1 to 1.3.4) in the ANSWER BOOK, for example 1.3.5 E.

| COLUMN A<br>PRODUCT LIFE CYCLE | COLUMN B<br>STAGE | COLUMN C<br>DESCRIPTION |
|---|---|---|
| 1.3.1 1.3.2 1.3.3 1.3.4 | A Growth | 1. Demand at a slower rate but still profitable. |

| | | |
|---|---|---|
|  | B Decline<br><br>C Introduction<br><br>D Maturity | 2. Profit increases as demand increases.<br><br>3. Decreasing sales with less to no profit made.<br><br>4. Emphasis on gaining customers as the product is new. |

(4 x 2) (8)

1.4 Give ONE word/term for each of the following descriptions. Write only the word/ term next to the question numbers (1.4.1 to 1.4.4) in the ANSWER BOOK.

1.4.1 A consumer whose records show that they have struggled to pay their debt over a consistent period. (1)

1.4.2 When a person or small business receive funds from individuals instead of a bank. (1)

1.4.3 When a credit provider grants credit to a consumer without conducting an affordability assessment. (1)

1.4.4 A fraudulent system of making money based on recruiting members where at each level the number of new members increases. (1)

(4)

1.5 Identify FOUR statements in the list below that identifies the correct vitamin to its function in relation to the blood. Write the letters (A–H) next to the question number 1.5 in the ANSWER BOOK.

A Vitamin A is necessary for the formation of haemoglobin
B Vitamin B12 is essential for the formation of red blood cells
C Vitamin C promotes the absorption of iron
D Vitamin D plays a role in thinning the blood
E Folic acid is needed to produce red blood cells
F Vitamin B1 to prevent bleeding gums
G Vitamin K is essential for blood clotting
H Vitamin B2 prevents blood cells from rupturing (4)

**[40]**

## SECTION B: LONG QUESTIONS

## QUESTION 2: THE CONSUMER

2.1 Give the name of the organization that keeps a record of an individual's credit information. (1)

2.2 State the main difference between cash transactions and credit transactions. (2)

2.3 List THREE consumers' rights relating to credit transactions. (3)

2.4 Suggest FOUR ways to reduce bank charges. (4)

2.5 Read the information below and answer the questions that follow.

> Data published by Stats SA on 08/06/21 showed that household final consumption expenditure increased in the first quarter of this year compared with the fourth quarter of 2020. This indicates that households are slowly getting back on their feet after the financial repercussions of the pandemic. The increase was driven largely by miscellaneous goods and services (9,8%), clothing and footwear (22,2%), and furnishings (8,9%). There has been a decline in spending at restaurants and hotels.
>
> [Adapted from https://businesstech.co.za/news/finance, 8June 2021]

2.5.1 Quote ONE sentence that gives the reason why household expenditure has shown an increase. (1)

2.5.2 State the category in household expenditure that showed the most growth. (1)

2.5.3 Give the full name for the abbreviation Stats SA. (2)

2.5.4 Describe the term expenditure patterns. (2)

2.5.5 Explain why the expenditure group, restaurants and hotels showed a decline. (4)

2.6 Study the table below and answer the questions that follow.

| | **Low income and Lower middle-income group** | **Upper middle-income and Affluent group** |
|---|---|---|
| SA households' composition | 60% | 40% |
| Housing budget expenditure | 24% | 34% |
| Food budget expenditure | 37% | 14% |

2.6.1 Explain why there is a big difference in the percentage of the household income spent on food, when comparing the two income groups. (3)

2.6.2 Analyse why the percentage of the salary that goes towards housing in the higher income group is much greater than that of the lower income group. (6)

2.7 Study the information of the planned finances for Ted, a student at a tertiary education college. Answer the questions that follow.

| | |
|---|---|
| Money – living expenses from a bursary fund | R8 000,00 |
| Rent for student room | R3 500,00 |
| Cellphone contract | R425,00 |
| Entertainment | R550,00 |
| Transport | R575,00 |
| Estimated printing costs for assignments | R350,00 |
| Part-time job | R1 500,00 |
| Savings (10% of income) | R950,00 |
| Food | R2 000,00 |
| Clothing and sport equipment | R1 150,00 |

2.7.1 Identify the expense in the budget that is put aside to achieve a long-term goal. (1)

2.7.2 Identify TWO sources of income in this budget. (2)

2.7.3 Calculate the total expenditure of the fixed costs. (2)

2.7.4 Discuss how his financial resources have influenced the expenses in his budget. (6)

**[40]**

**QUESTION 3: FOOD AND NUTRITION**

3.1 Give the name of the structural units that make up proteins. (1)

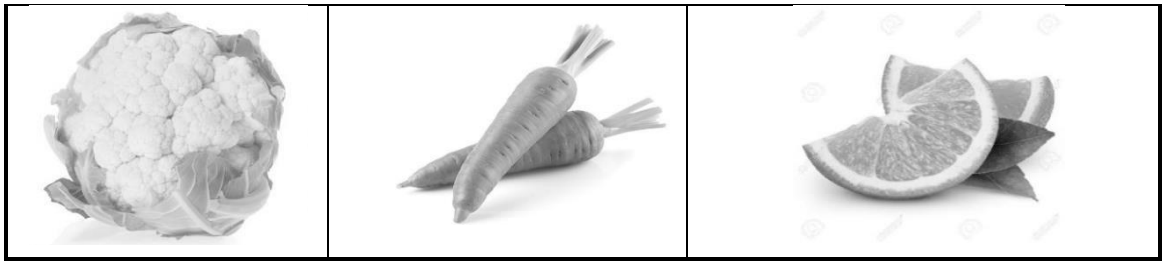
3.2 State TWO types of carbohydrates that provide the body with energy. (2)

3.3 List TWO health problems that result from eating too much fat. (2)

3.4 Complete the table below. For each vitamin listed below, select ONE good food source from the pictures provided. Classify the vitamins as water soluble or fat soluble. (Do not redraw the table). Write (A–D) the letters in your ANSWER BOOK. (4)

| | **A good source from the picture** | **Water- or fat-soluble vitamin** |
|---|---|---|
| Vitamin C | (a) _____ | (b) _____ |
| Vitamin A | (c) _____ | (d) _____ |

| **A** | **B** | **C** |
|---|---|---|



3.5 Study the table below and answer the questions that follow.

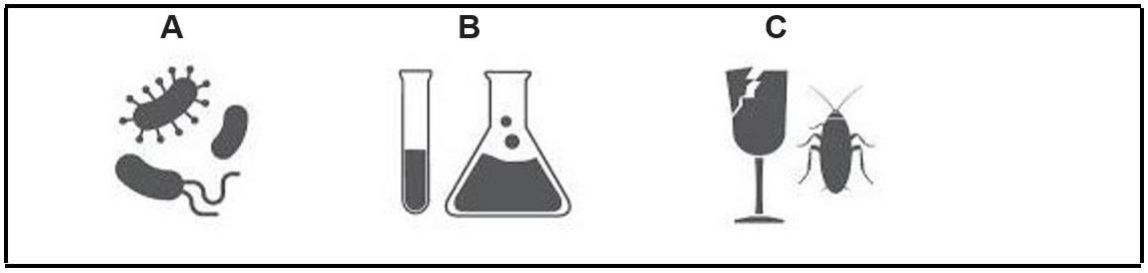
| Nutrient content of pulses | | | | |
|---|---|---|---|---|
| Nutrient | Sugar beans | Chickpeas | Lentils | Soya beans |
| Protein (g) | 7,1 | 8,9 | 8,6 | 16,6 |
| Carbohydrates (g) | 19,5 | 20,8 | 13,7 | 4,8 |
| Magnesium (mg) | 32 | 49 | 27 | 102 |
| Potassium (mg) | 55 | 48 | 27 | 86 |
| Iron (mg) | 368 | 291 | 270 | 515 |

3.5.1 Identify the pulse with the highest starch content. (1)

3.5.2 Differentiate between macronutrients and micronutrients by referring to the information in the nutrient column. (4)

3.5.3 Describe in detail the term biological value and its function in the diet. Refer to the pulses in the table in your answer. (6)

3.6 Identify the THREE types of food contamination in the illustration below. (3)



3.7 Describe THREE possibilities how cross contamination could take place when preparing broccoli and chicken as seen in the picture below. (3)



[Source: google images]

3.8 Discuss why a person who has food poisoning is at risk for dehydration and how can this be prevented. (4)

3.9 Read the information below and answer the questions that follow.

> In March 2019 Danone started fortifying the Nutriday yoghurt with zinc and continued with iron fortification from May 2020. The brand aims to evolve from just a yoghurt to a convenient, affordable, fortified, nutritional product that addresses nutritional deficiencies through a nutritional solution that can drive our children forward.
>
> [Adapted from https://www.danone.com/integrated-annual-reports/]

3.9.1 Define the term food fortification. (2)

3.9.2 Analyse how this initiative by Danone complements the existing National Food Fortification Programme in South Africa. (8)

**[40]**

## QUESTION 4: CLOTHING AND FIBRES & FABRICS

4.1 Define the following terms:

4.1.1 Colourfastness. (2)

4.1.2 Heat conductivity. (2)

4.2 Explain why it is advantageous to apply anti-bacterial finish on socks. (3)

4.3 Study the illustration below and answer the questions that follow.



4.3.1 Identify the type of balance in picture above. (1)

4.3.2 Mention TWO types of body shapes that should avoid wearing garments with details around the waist and hips. (2)

4.3.3 Explain how rhythm has been achieved on the dress. (2)

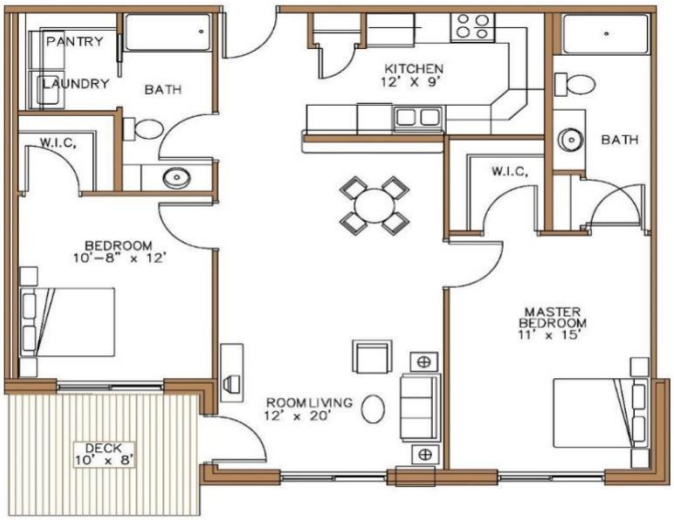
4.3.4 Analyse the suitability of the illustrated dress for an inverted triangle body shape. (4)

4.4 Seventeen-year-old Patricia has just moved into her own bedroom. She wants to try to fit in all her belongings and display all her ornaments. Give her some advice to make the room appear bigger and uncluttered. (4)

**[20]**

**QUESTION 5: HOUSING**

5.1 Study the floor plan and then answer the questions that in follow.




Two Bedroom 1,003 sq.ft.

5.1.1 Is this an open or closed floor plan? (1)

5.1.2 Explain what the advantages of a closed-floor plan would be. (3)

5.1.3 Analyse the placement of furniture in the living room with regard to the guidelines of furniture placement. (3)

5.1.4 Recommend **TWO** types of lighting that would be the best for the bedroom and state where each could be used. Tabulate your answer as follows:

| **Types of lighting** | **Where in the room** |
|---|---|
| **(2)** | **(2)** |

(4)

5.2 Read the scenario below and answer the questions that follow.

After thorough research, Zuri decided to buy patio furniture made from bamboo and aluminium. Upon delivery, she signed proof of delivery indicating that the chairs were in good condition. Three days later she saw one of the chairs is starting to unravel. She tried to repair it herself, but in the process everything only got worse. The next day she took the chair back to the store as it was under warranty. The store manager refused to take it back.

5.2.1 Outline the consumer responsibility Zuri failed to fulfil during the delivery of the chairs. (2)

5.2.2 Explain why the manager was not wrong when he refused to take the chair back. (2)

5.2.3 Motivate whether Zuri considered her environmental responsibility when buying bamboo furniture. (5)

**[20]**

## QUESTION 6: ENTREPRENEURSHIP

6.1 Give the name of the term used for a written statement which outlines the key requirements for making an item. (1)

6.2 Define the term target market. (2)

6.3 Explain how a business can develop a competitive edge. (3)

6.4 List TWO factors to consider in the choice of a suitable product for a small-scale business. (2)

6.5 Read the case study below and answer the questions that follow.

**TSHEPO THE JEAN MAKER**

TSHEPO is an authentic South African brand and one of South Africa's most popular denim labels.

Tshepo Mohlala grew up in a household which includes his grandmother, and she influenced his decision to pursue a career in fashion.

He started a course in Fashion Design but dropped out in 2011 due to financial difficulties. He had learned the basics of sewing and pattern making. He broadened his knowledge of denim by researching on the internet. Tshepo started making custom jeans for clients and built up a customer base. He would sell his jeans from a backpack. He then sold his jeans from a motorbike, and the business started to grow. He got a loan for R8 000 and created men's jeans called 'The Presidential Slim Fit'. He created 100 pairs of jeans and that is how the brand was born. In 2015 he launched his brand 'Tshepo' with a crown logo. Specializing in one pair allowed him to perfect his craft. He made them available in four different washes. He opened a retail store in Johannesburg. They offer custom-made jeans where customers have their measurements taken. A variety of jeans styles can be made.

Tshepo now offers a range of denim clothing from jeans to shirts. He also sells golf T-shirts which are more affordable.

He would like to expand by offering more inclusive items of ladies' wear.

TSHEPO
The JeanMaker




6.5.1 Give the factor that Tshepo considered when his product choice was designing jeans due to his love of denim fabric and fashion. (1)

6.5.2 State how Tshepo achieved the following before he created 100 pairs of jeans:

(a) Start with a low capital outlay (1)

(b) Obtain some skills before you start (1)

(c) Have a form of transport (1)

6.5.3 Identify which P in the marketing mix is represented by the following:

(a) The Presidential Slim fit (1)

(b) Selling his jeans from a backpack (1)

6.5.4 Analyse how Tshepo continued to meet his customers' needs once he launched his brand name, which ensured the growth of his business. (6)

6.5.5 Calculate the selling price of one pair of men's jeans if the production cost is R475,00 and 80% was added for the profit. Show all calculations. (3)

6.5.6 Calculate the profit he makes on 10 pairs of jeans. (2)

6.5.7 Calculate the production cost of 10 pairs of ladies' jeans if the production cost was 20% higher per pair to make, in comparison to the men's pair. (4)

6.5.8 Draw up a SWOT analysis for Tshepo's Business.
Tabulate your answer as follows:

| | |
|---|---|
| S | (2) |
| W | (2) |
| O | (2) |
| T | (2) |

4X2 (8)

6.6 Explain the step "control" in the marketing mix process. (1)

6.7 Differentiate between demographic segmentation and psychographic segmentation. (2)

**[40]**

**TOTAL: 200**