BERGVLIET HIGH SCHOOL

CONSUMER STUDIES

GRADE 11 NOVEMBER EXAMINATION

3 Hours **180 MARKS**

EXAMINER: Mrs F Chirinda **13 November 2025**

MODERATOR: Ms A Mamhende

NAME…….Class:…….

INSTRUCTIONS AND INFORMATION

1. This question paper consists of SIX questions. The column below is a summary of the allocation of marks and the approximate time to be taken for each question

QUESTION	CONTENTS	MARKS	TIME (MINUTES)	LEARNERS MARKS
SECTION A				
1	Short questions (all topics)	40	40	
SECTION B				
2	The Consumer	30	30	
3	Food and Nutrition	30	30	
4	Design Elements and Principles	20	20	
5	Housing and Interior	20	20	
6	Entrepreneurship	40	40	
TOTAL		180	180	

2. ALL the questions are COMPULSORY.
3. Number the answers correctly according to the numbering system used in this question paper.
4. Start EACH question on a NEW page.
5. Make sure that your work is neat and easy to read (legible). Leave enough space between each question or sub-section of a question.
6. Read the relevant instructions carefully before you answer a question.

This question paper consists of 14 pages

SECTION A:

QUESTION 1: SHORT QUESTIONS

1.1 MULTIPLE CHOICE

Various possible answers are provided for each of the following questions. Write only the **letter** of the correct answer next to the corresponding number. e.g., 1.1.10 C

1.1.1 The National Consumer Tribunal:

A It is an informal consumer credit court.
B Covers all aspects of credit.
C Offers credit to a consumer who cannot afford credit.
D It is dedicated to the promotion of consumer rights. (1)

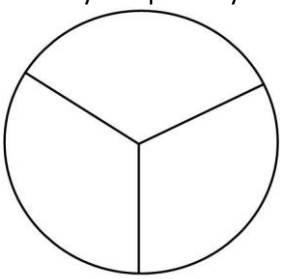
1.1.2 The following fats or oils will contribute to coronary heart disease

A Olive oil
B Canola oil
C Butter
D Avocado oil (1)

1.1.3 Food source 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)

1.1.4 Identify the primary colours:



A Orange, green and purple.
B Red, blue and orange.
C Yellow, purple and green.
D Blue, red and yellow. (1)

1.1.5 Traffic patterns are …

A spaces devoted to each zone on the floor plan.
B activities that takes place in each zone of a floor plan.
C areas that provide enough space on the floor plan.
D natural routes that people use when they enter or leave a room.

(1)

1.1.6 … finish reduces the clinging effect on garments.

A Shrink resistance
B Flame resistance
C Anti-static
D Anti-bacterial (1)

1.1.7 When everything in an outfit looks as if it belongs together, the design has …

A balance.
B rhythm.
C proportion.
D harmony. (1)

1.1.8 The end product will always look and taste the same when the ….

A business idea is identified.
B business idea has been formulated.
C recipe/pattern has been standardised.
D concept statement is written. (1)

1.1.9 An objective for advertising new products to promote sales is :

A To have job creation.
B For customers to be aware of competitors.
C To assist customers in making a comparison.
D To make customers aware of the product. (1)

1.2 Match the minerals in Column A with the function in Column B and food source in Column C. Write only the correct letters (A-F) and roman figures (i-v) next to the corresponding question number. e.g. 1.2.6 G (vi)

COLUMN A **Minerals**	**COLUMN B** **Functions**	**COLUMN C** **Food sources**
1.2.1 Zinc 1.2.2 Manganese 1.2.3 Iodine 1.2.4 Potassium 1.2.5 Magnesium	A. Component of an enzyme. B. Necessary for normal muscles and nerve functioning. C. Provide energy. D. Plays a role in a healthy immune system E. Synthesis of the hormone thyroxine. F. Controls blood pressure and fluid balance in cells.	(i) Tea. (ii) Dark green leafy vegetables. (iii) Banana. (iv) Saltwater fish. (v) Liver.

(5x 2) (10)

1.3 From the list below, identify FIVE functions of the National Credit Regulator (NCR). Write only the letters (A -G) next to the question number (1.3) on the folio paper.

A. Enforces the rules and regulations of the NCA.
B. Educate consumers and create awareness of the rights and regulations.
C. Ensures the rights of the consumers are protected.
D. Require credit bureaus to provide information on credit trends.
E. Investigate complaints from credit providers, credit bureaus and consumers.
F. To take reasonable steps to check that any credit information submitted is correct.
G. Advise the government on policy and legislation concerning credit.

(5)

1.4 Choose the explanation in COLUMN B that matches the banking method/payment in COLUMN A. Write only the letter (A–H) next to the number (1.5.1–1.5.6) on the folio paper, e.g. 1.5.7 I.

COLUMN A BANKING METHOD		COLUMN B EXPLANATION
1.4.1 Credit account	A	Transferring funds online
1.4.2 Current account	B	The customer only receives the goods once the full purchase price is paid
1.4.3 Instalment sales	C	The selling price of the item is paid over a specific number of months
1.4.4 Fixed deposit	D	To buy goods on credit up to a specific limit
1.4.5 Lay-by	E	Invest money for a fixed period of time
1.4.6 Money market	F	A type of account that offers the option of withdrawing more money than one has available
	G	A short-term investment with a low interest rate
	H	Used as an investment account and you need to keep a large minimum balance

(6 x 1) (6)

1.5 Choose the term from COLUMN B that matches a description in COLUMN A. Write only the letter (A–M) next to the number (1.4.1–1.4.10) on the folio paper, e.g. 1.4.11 N.

COLUMN A DESCRIPTION		COLUMN B TERM	
1.5.1	The left-hand side of the plate is a mirror image of the right-hand side	A	Rhythm: repetition
1.5.2	The brick wall has a rough feel when you run your hand over it	B	Complementary colour scheme
1.5.3	Using the same decoration in the same manner repeatedly on a serving tray creates movement	C	Emphasis
1.5.4	The ornaments on one side of the table are arranged differently from the other side, but the visual weight on each side is equal	D	Task lighting
1.5.5	The duvet cover is blue, the lampshade is green, and the curtains are blue-green	E	Symmetrical balance
1.5.6	The light is directed towards a painting	F	Split complementary colour scheme
1.5.7	Using a colourful decoration in a bright colour attracts attention and acts as a focal point	G	Visual texture
1.5.8	The duvet cover is blue-purple, the lampshade is orange, and the curtains are blue-green	H	Asymmetrical balance
1.5.9	A light situated above the counter where Mary chops vegetables	I	Rhythm: alternation
1.5.10	The granite countertop has a marbled appearance	J	Decorative lighting
		K	Analogous colour scheme
		L	General lighting
		M	Tactile texture

(10 x 1) (10)
[40]

SECTION B:

QUESTION 2: THE CONSUMER

2.1 Define the term reckless lending. (2)

2.2 Name the organisation that was established to develop, promote and maintain standards for products and services in South Africa. (1)

2.3 Read the following scenario and answer the questions that follow.

> Iman and her husband often find themselves short of money before the end of each month. They spend without planning and have no savings. After attending a financial literacy workshop, they decided to draw up a household budget to manage their income and expenses.

2.3.1 Iman and her husband will benefit from preparing and following a budget. Give any FOUR benefits they will get from budgeting (4)

2.3.2 List FOUR steps Iman must follow when creating a household budget. (4)

2.3.2 Give ONE example of an unexpected event that she should provide for in her household budget. (1)

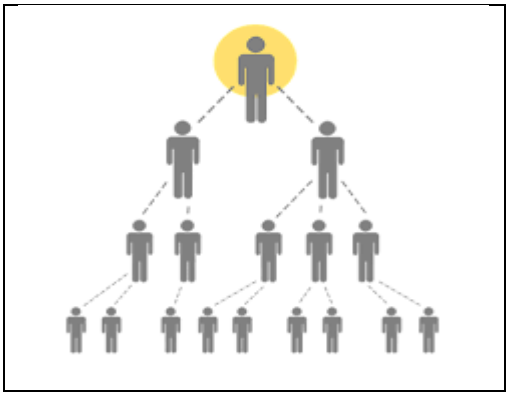
2.4 Give TWO examples of fixed payments commonly found on a household budget. (2)

2.5 Read the following scenario and answer the questions that follow.

> Zac has noticed that he is being charged high amounts in bank fees. Before every shopping trip, he makes the effort to visit his bank in person to withdraw the cash he needs. Being old-fashioned, he also prefers to pay his monthly rent in cash during a personal visit to his landlord. Zac admits that when he shops, the total at the checkout is often higher than he expected. When this happens and he does not have enough cash, he has to leave some items behind, find the nearest ATM to withdraw more money, and then return to the store to complete his payment.

Suggest FOUR ways Zac could minimise the amount she pays in bank charges. (4)

2.6 Explain why pyramid schemes are seen as a form of consumer exploitation. (2)



2.7 Study the picture below and answer the questions that follow.



2.7.1 Define the term Blacklisting. (2)

2.7.2 State the information that is recorded by a credit bureau about consumers. (2)

2.7.3 Discuss any TWO aims of the Consumer Protection Act (2X2) (4)

2.7.4 Explain to the lady in the picture above what to do when she is incorrectly blacklisted. (2)

[30]

QUESTION 3: FOOD AND NUTRITION

3.1 Study the image below and answer the questions that follow:



3.1.1 Identify the main nutrient found in the food above. (1)

3.1.2 List THREE functions of the nutrient identified in question 3.1.1. (3)

3.1.3 Give the THREE main groups into which the nutrient you mentioned in Question 3.1.1 can be divided. (3)

3.2 Read the following scenario and answer the questions that follow.

On a very hot afternoon, Zoe was busy cutting chicken to cook when a friend called her outside for a talk. After an hour, she got back to her cooking. The supper was delicious, but about two hours later, she showed symptoms of food poisoning.



3.2.1 Give THREE examples of symptoms she suffered. (3)

3.2.2 Discuss TWO guidelines to follow when treating a person with food poisoning. (4)

3.2.3 Advise when Zoe should see a doctor instead of treating herself at home. (3)

3.3 Study the picture below and answer the questions that follow.



3.3.1 State THREE ways in which food can become physically contaminated. (3)

3.3.2 Discuss TWO guidelines for people working in a kitchen to prevent physical contamination. (2x2)(4)

3.4 Discuss the role of the following nutrients in the growth and development of young adults.

3.4.1 Iron. (2)

3.4.2 Vitamin B1. (2)

3.4.3 Calcium. (2)

[30]

QUESTION 4: DESIGN ELEMENTS AND PRINCIPLES

4.1 Define the following terms:

4.1.1 Formal balance (2)

4.1.2 Texture. (2)

4.2 The images below illustrate the use of different lines:

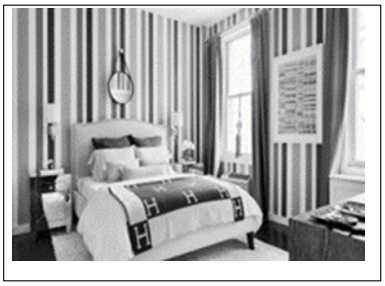
A



B



C



4.2.1 Identify the dominant type of line in pictures A, B and C. (3)

4.2.2 State the line that should be used if picture C`s room must appear wider. (1)

4.2.3 Name the illusion created by the type of line used in picture A. (1)

4.2.4 Explain how rhythm was achieved in picture B. (2)

4.3 List FIVE guidelines used to evaluate good design (5)

4.4 Study the picture below and answer the questions that follow:

A



Person A wants to appear thinner. Discuss the statement by studying her outfit and advising her on the changes that she should make to her outfit to appear thinner. (4)

[20]

QUESTION 5: HOUSING AND INTERIOR

5.1 State THREE factors to consider when creating traffic patterns. (3)

5.2 Give TWO advantages and TWO disadvantages of a closed floor plan.
Tabulate your answer as follows:

Advantages	Disadvantages
(2)	(2)

(4)

5.3 State THREE consumer responsibilities that should be observed before purchasing furniture and TWO responsibilities after the purchase. Tabulate your answer as follows: (5)

Consumer Responsibility Before Purchase	Consumer Responsibility After Purchase
(1)	(1)
(1)	(1)
(1)	

5.4 Study the pictures of a living room and answer the questions that follows:



5.4.1 Name the type of balance in this room. (1)

5.4.2 Give a reason why this space can be identified as a social area. (1)

5.4.3 Identify ONE element of design evident in the picture above and explain its effect on the general design of the room. (3)

5.5 Explain the impact of each of the following when purchasing furniture:

a) Economy
b) Environmental responsibility
c) Strength and durability (3)

[20]

QUESTION 6: ENTREPRENEURSHIP

6.1 Explain the following terms:

6.1.1 Target market (2)

6.1.2 Product specification (2)

6.1.3 Break-even point (2)

6.2 You have decided to make and sell hair scrunchies like the one shown below.



The requirements and the cost of materials and packaging for ten hair scrunchies are as follows.

REQUIREMENTS	**COST**

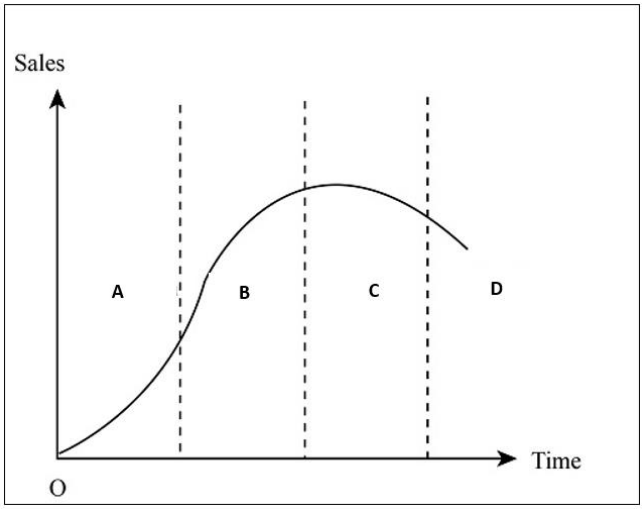
Fabric: needs 1 metre	R79,99 per metre
Sewing thread: needs ¼ reel	R15,65 per reel
Elastic: 3 metres	R5,95 per metre
Labels: pack of 10	R2,70
Packaging: pack of 10	R10,00

6.2.1 Calculate the production cost for 10 hair scrunchies. (3)

6.2.2 Calculate the profit on 10 hair scrunchies if she adds 75% markup. (2)

6.2.3 Calculate the selling price of ONE hair scrunchy. Round off to the nearest rand. (3)

6.2.4 Use the graph below to predict the product life cycle of the scrunchies. (8)



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

THE IDEA:
Unemployed and looking for a new challenge, Delia realised she could use her passion and skills to launch a line of gourmet biscuits.

WHAT HAPPENED NEXT?
I used my kitchen as my workspace. I had to perfect my recipe so that when I start baking, I have fewer flops. My family was happy to be my taste testers!

I transformed my dining room into a packaging and storage area. I spent R5000,00 on extra equipment, ingredients and packaging materials. My first order came in and I made R500.00. I went around to shops with samples of biscuits, and many agreed to sell my biscuits.

WHERE I AM NOW:
I moved into a factory and have a list of regular buyers. I also supply corporate gift companies. I've hired staff to do the baking, but I'm involved in each step and supervise everything in the business. My biscuits are extra special as I only use free-range eggs and butter, and couverture chocolate.

THE FUTURE:
I've just launched a new line of iced animal biscuits for children.

NB: Couverture chocolate is a very high-quality chocolate that contains extra coca butter.



6.3.1 Identify TWO core principles of marketing evident in the paragraph 'WHERE I AM NOW'. (2)

6.3.2 Identify and give an example from the case study FOUR P's of the marketing mix. (4x2) (8)

6.3.3 Conduct a SWOT analysis of Delia's biscuit business using information from the case study. (4x2) (8)

[40]

GRAND TOTAL: 180