



CONSUMER STUDIES

Time: 3 hours

200 marks

PLEASE READ THE FOLLOWING INSTRUCTIONS CAREFULLY

1. This question paper consists of 16 pages and an Insert of 1 page (i). Detach the Insert from the middle of the question paper. Please check that your question paper is complete.
 2. This paper is divided into four sections:
SECTION A: Food and Nutrition and The Consumer
SECTION B: Clothing
SECTION C: Housing and Furnishings and The Consumer
SECTION D: Extended Writing Response
 3. Read the questions carefully.
 4. Start **each section** on a **new** page.
 5. Number the answers exactly as the questions are numbered.
 6. Some of the sections have multiple-choice questions. Write only the question number and the correct **capital letter**, e.g. 1.1.8 A, in your Answer Book. Do not use the grid printed on the inside front cover of the Answer Book to answer these questions.
 7. Leave an open line between all answers.
 8. Do not write in the margins; leave these blank for the recording of marks.
 9. The marks allocated to each question will indicate the detail required.
 10. Calculators may be used.
 11. It is in your own interest to write legibly and to present your work neatly.
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SECTION A FOOD AND NUTRITION AND THE CONSUMER

Spend approximately 60 minutes on this section.

QUESTION 1

Do not use the grid printed on the inside front cover of the Answer Book to answer these questions.

Write only the correct capital letter (A–D) next to the question number.

1.1 Select the option that is not direct taxation.

- A Income tax
- B Value-added tax
- C Property tax
- D Capital gains tax

1.2 Choose the most appropriate definition for inflation.

- A The change in cost of a hypothetical basket of goods, over a period of time.
- B A percentage of the full amount owed to the bank or any other financial institution.
- C The interest that the commercial bank group and other lending institutions must pay.
- D The percentage at which the prices of goods and services increase in a year.

1.3 Identify a symptom of *bulimia nervosa*.

- A Eating huge quantities of food
- B Tightness of the chest
- C Life-threatening allergic reaction
- D High level of HDL-cholesterol

1.4 For a food label to claim that the food product is "low in fat" it must have ...

- A 2 g of fat per 100 g of solids
- B 1 g of fat per 100 g of solids
- C 3 g of fat per 100 g of solids
- D 0 g of fat per 100 g of solids

1.5 Identify the correct unit for measuring BMI.

- A $\frac{\text{kg}^2}{\text{m}}$
- B $\frac{\text{kg}}{\text{m}}$
- C $\frac{\text{kg} \times \text{age}}{\text{m}}$
- D $\frac{\text{kg}}{\text{m}^2}$

[5]

QUESTION 2

Match a function in Column B to a food additive in Column A.

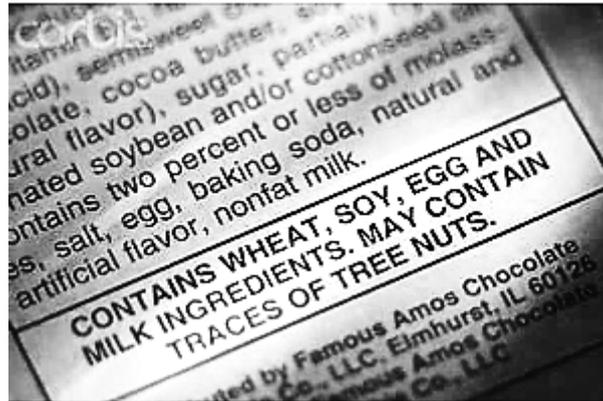
Write only the capital letter (A–J) next to the question number.

| Column A Food Additive | | Column B Function | |
|-----------------------------------|------------------|------------------------------|--|
| 2.1 | Vitamin C | A | A stabiliser used for an even texture and improved appearance. |
| 2.2 | Lecithin | B | Oxidising agent used in yeast baked products. |
| 2.3 | Pectin | C | Prevents fats and oils from becoming rancid. |
| 2.4 | Tartrazine | D | Natural dye extracted from foods. |
| 2.5 | Vitamin E | E | Preserves fruit or enriches orange juice. |
| 2.6 | Sodium Nitrate | F | Base of chewing gum. |
| 2.7 | Calcium Peroxide | G | Improves the taste of foods. |
| | | H | An emulsifier that ensures a smooth texture. |
| | | I | Yellow food colouring. |
| | | J | Used as a preservative in meat. |

[7]

QUESTION 3

Study the food label below and then answer the questions that follow.



[Source: <<https://glutenfreewewillbe.files.wordpress.com/2012/06/contains.jpg>>]

- 3.1 Name an ingredient on the food label that should be avoided by a person who is gluten intolerant. (1)
- 3.2 Complete the table below with regard to gluten allergy and gluten intolerance.
 - 3.2.1 definition
 - 3.2.2 visible symptoms
 - 3.2.3 management

Table:

| | Gluten allergy | Gluten intolerance |
|-------------------|----------------|--------------------|
| Definition | (2) | (2) |
| Symptoms | (2) | (2) |
| Management | (2) | |

[11]

QUESTION 4

- 4.1 Define *osteoporosis*. (2)
- 4.2 State four biological factors that increase the risk of osteoporosis. (4)
- 4.3 Name three calcium substitutes for individuals with lactose intolerance to prevent osteoporosis. (3)

[9]

QUESTION 5

Study the patient profile below and then answer the questions that follow.

Patient profile:**Gender:** Female**Age:** 15**General:**

- Tired all the time
- Shortness of breath and dizziness
- Lack of appetite

Physical observations:

- Very pale
- Inside of lower eyelid very pale, instead of red
- Fingernails – thin and flat (spoon-shaped)

Blood test results:

- Decreased iron and haemoglobin levels

5.1 Identify the diet-related health condition evident in the above patient profile. (2)

5.2 Compile a list of food to be included and excluded from this patients' diet to manage this health condition. Motivate your choices.

(8)

[10]

QUESTION 6

Study the nutritional information below of items sold at a school tuckshop and then answer the questions that follow.

| | Serving Size | Kilojoules | Total Fat | Cholesterol | Sodium | Dietary Fibre | Sugars | Protein | Vitamin C | Calcium | Iron |
|--------------------------------------|--------------|------------|-----------|-------------|----------|---------------|--------|---------|-----------|---------|------|
| Brownies choc/ fudge | 1 | 2 268 | 24 g | 40 mg | 640 mg | 0 g | 54 g | 4 g | 0% | 4% | 12% |
| Greek salad | 2 cups | 1 764 | 42 g | 10 mg | 400 mg | 2 g | 2 g | 4 g | 40% | 8% | 8% |
| Sausage roll | 1 | 2 583 | 41 g | 120 mg | 1 560 mg | 5 g | 2 g | 17 g | 0% | 9% | 18% |
| Cheese burger | 1 | 2 520 | 12 g | 45 mg | 680 mg | 2 g | 7 g | 15 g | 2% | 20% | 15% |
| Toasted chicken mayo sandwich | 1 | 2 012 | 28 g | 0 mg | 701 mg | 2 g | 0 g | 24 g | 0% | 0% | 0% |
| Macaroni and cheese | 2 cups | 3 024 | 50 g | 149 mg | 861 mg | 1 g | 7 g | 31 g | 0% | 80% | 9% |

[Source: <<http://myfitnesspal.com/food/calories/>>]

- 6.1 Select from the tuckshop the food item that should be avoided by a diabetic individual and give a reason for your answer. (2)
- 6.2 Evaluate the food items sold at the school tuckshop with regard to their suitability for children. (6)
- 6.3 Parents and caregivers of children should be educated with regard to healthy eating habits. Formulate reasons for healthy eating habits of school-going children. (4)
- 6.4 Eating foods high in fat and sodium, like the food items on this tuckshop menu, might lead to coronary heart disease and high blood pressure (hypertension).

State four dietary guidelines for each of the above-mentioned health conditions. (8)

[20]

QUESTION 7

Read the statement below and then answer the questions that follow.

Is organic food really safer and more nutritious?

The majority of consumers who purchase organic food perceive it to be healthier, but is it really worth spending up to 40% more on what could be essentially the same product?

[Source: <www.health24.com/Diet-and-nutrition/Healthy-foods/is-organic-food-really-safer-and-more-nutritious-20161125>]

- 7.1 Briefly explain what is meant by the term *organic food*. (2)
- 7.2 To what extent do you agree or disagree with this statement? Justify your point of view and come to a clear conclusion. (6)
- [8]

70 marks

SECTION B CLOTHING

Spend approximately 40 minutes on this section.

QUESTION 8

Do not use the grid printed on the inside front cover of the Answer Book to answer these questions.

Write only the correct capital letter(s) next to the question number.

8.1 *Haute couture* can best be defined as:

- A fashion that is rapidly accepted and worn by a relatively small group of consumers.
- B new, unique and exclusive styles that are created by fashion designers.
- C timeless fashion that remains in fashion because of its simplicity.
- D a style that is currently accepted and worn by many people. (1)

8.2 Select the combination of factors that will influence fashion change:

- A economic recession
- B retrospective fashions
- C famous personalities
- D geographical living patterns
- E cultural festivals
- F choice of individual
- G ending of classic styles
- H fashion cycles (4)

8.3 Select two consequences of trademark piracy.

- A These brand names are recognised worldwide.
- B Loss of income for the manufacturer of registered trademarks.
- C Negative impact on the reputation and image of the trademark.
- D Clothing is made from more sustainable textiles.
- E Less electricity and energy are used to manufacture imitations. (2)

8.4 Upcycling can be best defined as:

- A Fibres are treated with care.
 - B Spinning fibres into new clothes.
 - C Only locally manufactured textiles are used.
 - D Making something new from old pieces of clothing. (1)
- [8]**

QUESTION 9

Study the pictures below and then answer the questions that follow.

| Outfit A | Outfit B | Outfit C |
|--|--|---|
|  <p data-bbox="188 842 544 891">[Source: <https://za.pinterest.com/pin/63754150956235208/?lp=true>]</p> |  <p data-bbox="600 842 995 913">[Source: <https://www.stunningstyle.com/blog/2018/8/10/how-to-dress-minimal-classic>]</p> |  <p data-bbox="1062 842 1390 891">[Source: <https://za.pinterest.com/dusekannon/>]</p> |
|  <p data-bbox="225 1402 507 1451">[Source: https://vipoutlet.com/product/goodfellow-co-mens]</p> |  <p data-bbox="632 1402 962 1451">[Source: <https://za.pinterest.com/mensfashion/>]</p> |  <p data-bbox="1062 1402 1390 1451">[Source: <https://za.pinterest.com/80smensfashion/>]</p> |

- 9.1 Identify the different types of fashion in Outfit A and C. (2)
 - 9.2 Outfit B can be identified as classic fashion. Why is it important to include classic styles in the wardrobe of a young adult entering the world of work? (5)
 - 9.3 Draw a graph of the fashion cycles represented by Outfit A, B and C. Label the graphs and the various stages of the fashion cycles. (10)
- [17]**

QUESTION 10

Explain the effect of textile research and new technology on clothing production, resulting in fashion change.

[5]

QUESTION 11

Study the outfits below and then answer the questions that follow.

| OUTFIT A | OUTFIT B |
|--|--|
|  |  |
| <p>[Source: <http://za.pinterest.com/rippedjeans/>]</p> | <p>[Source: <http://za.pinterest.com/miniskirts/>]</p> |
| <p>Description:</p> <ul style="list-style-type: none"> • yellow frayed jersey • ripped boyfriend jeans • high heels • bright red lipstick | <p>Description:</p> <ul style="list-style-type: none"> • white sweater • denim mini skirt • black boots • subtle nude lip gloss |

- 11.1 Explain why the appropriate choice of clothing for a work interview is important. (4)
- 11.2 Provide reasons why neither of these outfits would be appropriate for an interview as a receptionist of a hotel. (4)
- 11.3 Suggest four guidelines regarding suitable clothing choices for a work interview. (4)
- [12]**

QUESTION 12

- 12.1 Predict the outcome on the South African clothing industry if consumers keep supporting illegal clothing imports. (4)
- 12.2 Formulate a strategy to promote local or "Proudly South African" clothing products. (4)
- [8]**

50 marks

SECTION C HOUSING AND FURNISHINGS AND THE CONSUMER

Spend approximately 50 minutes on this section.

QUESTION 13

13.1 Choose the correct term in brackets. Write only the term next to the question number in your Answer Book.

13.1.1 (Monthly insurance / Mortgage protection insurance) will protect the consumer against damage to their home. (1)

13.1.2 (Initiation fee / Inspection fee) will be charged for an assessment of the property. (1)

13.1.3 (Occupational rent / Interim rate) is the hidden cost agreed upon between the buyer and seller as compensation if the occupation date and actual bond registration date do not coincide. (1)

13.2 Give the term for each of the descriptions below. Write only the term next to the question number in your Answer Book.

13.2.1 This type of interest is calculated on the original principal amount and is paid out at the end of each investment period. (1)

13.2.2 These are the legal fees paid by the buyer at the conclusion of the sale of a property. (1)
[5]

QUESTION 14

Study the advertisement below and then answer the questions that follow.

| | |
|---|---|
|  | <p style="text-align: center;">Heritage Estate Features</p> <ul style="list-style-type: none"> • Modern architecture and finishes • Landscaped gardens • Secure perimeter • Controlled access • Assisted care service • Shopping shuttle service • Library • Business centre and coffee shop • Wheelchair-friendly • Close to OR Tambo International Airport and Sandton |
|---|---|

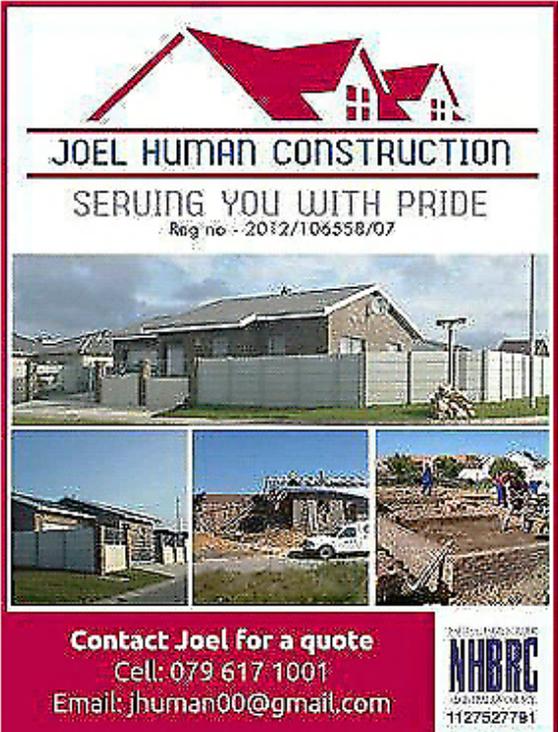
[Source: <<https://www.pamgolding.co.za/property-development/modderfontein/heritage-estate>>]

Khumo is a young, independent, single woman who enjoys travelling. She just landed her dream job as a flight attendant for a well-known airline company based at OR Tambo International Airport, Johannesburg.

- 14.1 Give reasons why the above-mentioned townhouse would be suitable for Khumo's lifestyle. (4)
- 14.2 Khumo is a first-time buyer and does not know whether she should buy or rather rent a property. Suggest, with supporting reasons, the best choice for Khumo. (6)
- [10]**

QUESTION 15

Study the advertisements below and then answer the questions that follow.

| Advertisement A | Advertisement B |
|---|--|
|  <p>[Source: <https://www.gumtree.co.za/a-building-trades/>]</p> |  <p>[Source: <https://www.gumtree.co.za/a-building-trades/>]</p> |

- 15.1 Select a builder and give a reason for your choice. (2)
 - 15.2 State the advantages and disadvantages of building your own home. Tabulate your answer. (10)
 - 15.3 List the documentation needed by the bank before approving a building loan. (4)
- [16]**

QUESTION 16

The following complaint was received by hellopeter.com.

**Bad Service on Repairs of Washing Machine**

For 3 weeks now my Wishy-Washy washing machine has been broken. Every single day I get promises from the service department that they will come and fix my machine. The technician walks in and his response is: "Sorry I do not have any parts and your machine needs to be booked in for repairs". It is taking the workshop more than a week to contact me to come and collect my washing machine after they confirmed that my machine will be collected by a certain day and resulted in nobody arriving for collection. Call centre can only listen to one's complaint and cannot do much about it. Speak to management and receiving promises of feedback after which you also do not get ANY feedback. Laundry bill is almost R2 000 and who is going to pay for that?! I will never purchase any Wishy-Washy washing machine again – worst service ever.



[Source: <<https://www.hellopeter.com>>]

- 16.1 Draw a flow diagram / chart of the correct channels (ports of call) for consumers to follow when they have a complaint. (5)
- 16.2 The complaint received by Hellopeter.com lacked important information.
Write an e-mail to the manufacturer, including all the relevant information, to achieve the best possible outcome. (This e-mail should be no longer than one page). Fictional information must be used. (8)
- 16.3 The outcome of the complaint was that the consumer received a refund and must now buy a new washing machine.
Explain to the consumer the financial responsibility before buying new appliances. (4)

16.4 The consumer needs to choose between the following three washing machines. Study the labels below and then answer the questions that follow.

| Machine A | Machine B | Machine C |
|--|--|---|
| <p>Energy Washing machine Manufacturer Model More efficient A B C D E F G Less efficient A</p> | <p>ENERGY Washing machine LG F12U2QNP7S A+++ A++ A+ A B C D A+++</p> | <p>Energy Washing machine Manufacturer Model More efficient A B C D E F G Less efficient B</p> |
| Energy Consumption = 0,95 kWh/cycle | Energy Consumption = 0,55 kWh/cycle | Energy Consumption = 1,75 kWh/cycle |
| Washing performance A BCDEFG | Washing performance A BCDEFG | Washing performance A BCDEFG |
| Spin drying performance A BCDEFG | Spin drying performance A BCDEFG | Spin drying performance A BCDEFG |
| Water consumption = 55 litre | Water consumption = 42 litre | Water consumption = 55 litre |
| Noise – washing = 5,2 spinning = 7,0 | Noise – washing = 5,5 spinning = 7,2 | Noise – washing = 5,2 spinning = 7,5 |
| [Source: https://jtmservice.co.uk/commercial-washing-machine-efficiency-ratings/] | [Source: https://www.hirschs.co.za/lg-f-l-w-machine-7kg-silver-f12u2qnp7s] | [Source: https://michaelbluejay.com/electricity/laundry.html] |

16.4.1 Rank the three washing machines with regard to their energy consumption from best to worst. (3)

16.4.2 Rank the three washing machines with regard to their water consumption from best to worst. (3)

16.4.3 Choose the machine that is the most sustainable with regard to energy and water consumption. (1)

16.4.4 Evaluate the impact on the environment when a family uses a tumble dryer every day. (5)

[29]

60 marks

SECTION D EXTENDED WRITING RESPONSE

Spend approximately 30 minutes on this section.

QUESTION 17

"Genetically modified foods have never been popular with consumers, but perhaps science is changing opinions" – Sahil Lala

[Source: Sunday Times, Food Basket, April 2017]

Study the extracts below. Using the information, write an essay, debating whether the use of Genetically Modified (GM) food should be allowed. You must form a clear opinion on the issue and substantiate your position.

Use the following points in your preparation:

- Provide a title for your essay.
- Organise your essay by using paragraphs.
- Provide a definition for the term *Genetically Modified Organisms (GMOs)*.
- Come to a clear conclusion.

Marks will be allocated according to the rubric.

| |
|---|
| Statement 1 |
| <p>South Africa's unique position on GM</p> <p>While many countries allow GM production, South Africa's Genetically Modified Organisms Act of 1997 is more or less unique. It allows maize modified to contain soil protein fatal to insects to enter the human food chain – most countries that allow GM staples to be grown do so only for use in animal food. According to one study, GM planting in South Africa increased production by 1,1%, although attempts to evaluate the benefits are strangely few and far between.</p> <p style="text-align: right;">[Adapted from: Sunday Times, Food Basket, April 2017]</p> |
| Statement 2 |
| <p>All over Europe and the USA, anti-GM activists tore up crops and dug for legislation to close down trials. In the years since, several studies suggest that public opinions have calmed down. Consumers had two primary concerns: that GM foods pose an inherent health risk, and that the corporations who create GM seeds would dominate chains and penalise smaller, poorer growers with high prices.</p> <p style="text-align: right;">[Adapted from: Sunday Times, Food Basket, April 2017]</p> |
| Statement 3 |
| <p>Most South Africans, without their knowledge or consent, are unknowingly consuming genetically modified food products every single day.</p> <p>"Local farmers are continuing to use toxic glyphosate-based products and are farming crops that have been genetically modified and are therefore Genetically Modified Organisms. Even if these products were correctly labelled, the majority of South Africans would have little choice but to consume them," said Haidee Swanby from the African Centre for Biosafety (ACB).</p> <p style="text-align: right;">[Source: <https://www.health-e.org.za/>]</p> |
| Statement 4 |
| <p>Significant developments in GM crops have been made in South Africa's agricultural sector, including increased crop yield, which has a direct impact on food production and food security, as well as a decreased use of pesticides and herbicides in GM crop fields. "This has a considerable impact on the environment, biodiversity and health of farm workers who could be exposed to chemicals while applying them to the fields," says the Council for Scientific and Industrial Research biosciences principal researcher, Dr Eugenia Barros.</p> <p style="text-align: right;">[Source: <http://www.engineeringnews.co.za/>]</p> |

20 marks

Total: 200 marks