



Province of the
EASTERN CAPE
EDUCATION

**NATIONAL
SENIOR CERTIFICATE**

GRADE 11

NOVEMBER 2015

**CONSUMER STUDIES
MEMORANDUM**

MARKS: 200

This memorandum consists of 11 pages.

QUESTION 1: SHORT QUESTIONS

- | | | | | |
|-----|--------|---|---|-----|
| 1.1 | 1.1.1 | C | Credit Bureau | (1) |
| | 1.1.2 | D | Electronic Funds Transfer. | (1) |
| | 1.1.3 | B | start at the level of the first point of contact. | (1) |
| | 1.1.4 | D | Pay the credit card account when you can | (1) |
| | 1.1.5 | A | Macro nutrients | (1) |
| | 1.1.6 | C | Cheddar cheese and yoghurt | (1) |
| | 1.1.7 | A | kidney problems. | (1) |
| | 1.1.8 | D | Maltose, galactose, sucrose, bran | (1) |
| | 1.1.9 | A | milk and fruit | (1) |
| | 1.1.10 | D | fortification. | (1) |
| | 1.1.11 | A | horizontal | (1) |
| | 1.1.12 | A | an area enclosed by lines. | (1) |
| | 1.1.13 | C | cool colours. | (1) |
| | 1.1.14 | B | Static control | (1) |
| | 1.1.15 | A | be different from other segments. | (1) |
| 1.2 | 1.2.1 | E | Night blindness | (1) |
| | 1.2.2 | B | Constipation | (1) |
| | 1.2.3 | D | Muscle cramps | (1) |
| | 1.2.4 | G | Stunted growth | (1) |
| | 1.2.5 | C | Lowered resistance to infection | (1) |
| 1.3 | 1.3.1 | E | Symmetrical balance | (1) |
| | 1.3.2 | M | Tactile texture | (1) |
| | 1.3.3 | A | Rhythm: repetition | (1) |
| | 1.3.4 | H | Asymmetrical balance | (1) |
| | 1.3.5 | K | Analogous colour scheme | (1) |
| | 1.3.6 | J | Decorative lighting | (1) |
| | 1.3.7 | C | Emphasis | (1) |
| | 1.3.8 | F | Split complementary colour scheme | (1) |
| | 1.3.9 | D | Task lighting | (1) |
| | 1.3.10 | G | Visual texture | (1) |
| 1.4 | 1.4.1 | D | To buy goods on credit up to a specific limit | (1) |
| | 1.4.2 | F | A type of account that offers the option of withdrawing more money than one has available | (1) |
| | 1.4.3 | C | The selling price of the item is paid over a specific number of months | (1) |
| | 1.4.4 | E | Invest money for a fixed period of time | (1) |
| | 1.4.5 | B | The customer only receives the goods once the full purchase price is paid | (1) |
| | 1.4.6 | H | Used as an investment account and you need to keep a large minimum balance | (1) |
| 1.5 | A | | Serve simple uncomplicated foods | (1) |
| | D | | Serve healthy snacks in between meals | (1) |
| | E | | Water must be available within easy reach | (1) |
| | G | | Small portions of protein- rich should be included at each meal | (1) |

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QUESTION 2: THE CONSUMER

- 2.1 2.1.1 (a) Food (1)
- (b) Food is essential to survival; so because they have a smaller income, food will reflect a greater percentage of their total income. (2)
- 2.1.2 They earn a greater income; therefore can service bigger bonds. This group would own homes and therefore rates (property tax) is also a cost. (2)
- 2.1.3
- Furnishings//household equipment/maintenance
 - Recreation/culture
 - Communication
 - Education
 - Restaurants and hotels
 - Health
 - Clothing and footwear
 - Insurance/financial services (Any 2) (2)
- 2.1.4 *Location*
 People who live far from their workplace will spend more on transport, example – rural people. OR
 Cheaper areas charge less rates therefore less money. (Any 1)
- Cultural/religious beliefs*
 The different practices and norms will affect the products and services they buy and consume. (Any 2) (2)
- 2.2 2.2.1 (a)
- Access your funds immediately electronically OR
 - You pay with the card and the bank immediately gives the money to that business OR
 - You can withdraw cash at ATM OR
 - Used for mail order or online/internet purchases or telephone purchases. It is seen as a form of cash transaction.
 - Withdraw cash at the same time as paying for purchases (cash back facilities). (Any 2) (2)
- (b) (i) Interest
- Is the price that borrowers pay for using someone else's money OR
 - Additional money that is added to the selling price of the product i.e. customers pay more than the original selling price OR
 - Extra money that is paid for a product for the privilege of paying later to the shopkeeper who then is waiting for his money. (2)
- (ii) NCA (National credit act) (2 x 1) (2)

- 2.2.2 (a) homework help
 (b) R200,00 (R50 x 4) [the budget is for a month, there is an average of 4 weeks per month]
 (c) Craft market/cupcake wrappers
 (d) R250,00
Please note: look at table in the question. (a) and (b) CAN BE (c) and (d) answers and vice versa
 (e) tablet flip case
 (f) R299,90
 (g) R249,00
 (h) Savings for Samsung
 (i) R666,50 (R3999 ÷ 6) [She is buying this over 6 months]
 (j) R666,50
Please note: e, f, g as a set of answers can be interchanged with h, i, j (10)
- 2.3 2.3.1 Variable/day-to-day (1)
- 2.3.2 Emergency (1)
- 2.3.3 Fixed (1)
- 2.4 Salaries/wages, government social grants/pensions, family and friends, business profits/investments, casual wage, rental income, UIF (Any 2) (2)
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QUESTION 3: FOOD AND NUTRITION

- 3.1 3.1.1 Vitamins K, A, D (3)
- 3.1.2 folacin/folic acid (1)
- 3.1.3
- Vitamin D
 - Calcium (2)
- 3.2 3.2.1 Vitamin A (1 x 2) (2)
- 3.2.2
- Use lean bacon/cut off the bacon fat
 - Use low fat/lite mayonnaise
 - Use less olive oil (Any 2) (2)
- 3.3 3.3.1 Milk/milkshake/coffee, thin soup, fruit shake (Any 2) (2)
- 3.3.2
- Fruit juice is high in sugar
 - Acid fruits juice types are not good for ones teeth (Any 1) (1)
- 3.3.3
- Controls the body's temperature
 - Prevents a quick rise in temperature
 - Nutrients are transported, absorbed, digested
 - Enzymes carried by saliva, gastric and intestinal juices
 - Waste products removed via urine and faeces – water based
 - Keeps skin moist and supple
 - Lubricates joints and muscle membranes
 - Blood consists of water
 - Blood transports O₂ and CO₂ (Any 2) (2)
- 3.4 3.4.1 Spinach = most
Potato, baked with skin = least (2)
- 3.4.2 The all-bran and fat free milk
Choose the lowest in kilojoules ✓ and the lowest in fat ✓ in order to lose weight ✓
Also accept the calculation
All bran = 1146 kJ and 0,2 g fat
Fat free milk = 144,5 kJ and 0,2 g fat (4)
- 3.4.3
- Grilled fillet ✓
 - Highest in protein ✓
 - Protein needed for growth ✓ (Any 2) (2)
- 3.3.4 Saturated fats are the bad fats ✓ and should be avoided ✓
OR
They increase blood cholesterol levels ✓ associated with heart disease ✓
OR
These fats are high in cholesterol ✓ as they usually found in animal fats ✓ (2)

- 3.5 3.5.1 (a) Act as an insulator (1)
- (b) Protection them from injury (1)
- 3.5.2
- Provides essential fatty acids necessary for growth and brain development
 - The body cannot manufacture these fatty acids therefore it must be supplied by the food we eat
 - Allows for the absorption of fat soluble vitamins A, D, E, K
 - Digests slowly, delaying the feeling of hunger = satiety value
 - Makes food palatable (Any 2) (2)
- 3.6 Basal metabolic rate ✓
The rate at which energy is used when the body is completely at rest ✓ for e.g. respiration (breathing), maintaining a constant temperature, renewal and building of tissue, circulation of blood, heart beating ✓ (3)
- 3.7 3.7.1 adult man (1)
- 3.7.2 lactating (1)
- 3.8 3.8.1 (a) Physical (1)
- (b) Chemical (1)
- 3.8.2 (a) Nausea, vomiting, diarrhoea, fever, headaches ✓✓ (Any 2) (2)
- (b) Chicken ✓ the chicken was left out ✓ It was a hot day ✓ (Any 2) (2)
- [40]**

QUESTION 4: CLOTHING

- 4.1 4.1.1 It has a V-neck ✓
Leads attention away from shoulders and to the face
OR
The vertical line draws attention away from the upper body ✓
OR
Vertical line carries eye down, so lessens broad bust
No decorations at bust area
- Emphasis on the waist ✓
Attention drawn to the waist which is narrower than the shoulders/away from shoulders ✓
- Flared hemline ✓
Width to balance the broad shoulders ✓
Interest at hemline (curved line and plain under piece) attract attention, therefore away from upper body (6)
- 4.1.2 The triangular (pear shape) (3)

- 4.1.3 (a) soft, silky, light weight √√ (2)
- (b) (i) colourfastness (1)
- (ii) heat conductivity (1)
- (iii) strength (1)
- (c) Stain release: The ability of the fabric not to soil and stain easily √√ **OR** prevent dirt and grease entering them √√
- Strength: The ability of the fabric to withstand tension **OR** How much a fabric can be pulled before it breaks √√
- Colourfastness: The ability to maintain its original colour and not fade **OR** change colour during use and care/during laundering √√
- Reaction to heat: The ability of the fabric to withstand high temperatures e.g. washing water, tumble drier, iron √√
- Heat conductivity: The ability to allow heat to pass through the fabric **OR** to conduct heat away from the body √√ (3 x 2) (6)

4.2 4.2.1 Proportion √
 Proportion is a comparison/relationship between different parts √ In clothing it is the division of space
 The two parts/one area to another must have a pleasing relationship √
OR
 In this illustration the parts referred to are the top and the skirt. The top takes up 5 parts and the bottom takes up 8 parts of the total of 13 which is considered good/pleasing proportion √ (4)

4.2.2 Conclusion: Harmony of shape has been achieved in the outfit/the circles used in the different parts of the outfit bring in a sense of unity/togetherness/completeness √

- The shape is circles √
 - The dots on the dress
 - The circular headpiece
 - Rings are circles
 - The sole on the front part of the shoe
 - The circle created around the head for the hairstyle
 - Circular shape on the side of the hand bag
 - Circular necklines for both the dress and the jacket
- } Max. 3

More circle shapes could be brought in by putting one or two round buttons on the jacket, a round clasp on the hand bag where it closes or even a shoe with round detail attached on the top front √

(6)
[30]

QUESTION 5: HOUSING

- 5.1 5.1.1 The bottles ✓ on the middle shelf could be arranged from small to big ✓ or visa versa **OR**
The colours ✓ used in the colour scheme in parts of the design could go from light to dark ✓ **OR**
The spaces in between the shelf could go from big to small going up **OR**
There could be 3 candlesticks ranging in height
(Any suitable answer) (2)
- 5.1.2 Smooth/fine ✓
Effects: ✓✓
Sophisticated, feminine, formal, clinical
Reflects light, appear more spacious (3)
- 5.2 5.2.1 Social (1)
- 5.2.2 garage, laundry, area for hobby/leisure, sewing room workshop , study (1)
- 5.2.3 Advantages:
- Maximum interaction
 - Variety of activities takes place in same room (dining, working, relaxing)
 - A sense of spaciousness (Any 2) (2)
- 5.2.4
- From kitchen door you can easily access into the kitchen but go around nook to lounge area, dining table an obstruction in the path
 - Doesn't cut through activities (2)
- 5.2.5 Positives
- a cosy arrangement/good for eye contact/chairs are placed so people can converse easily
 - Reading lamp next to chair
 - Enough space around the chairs
 - The couches are near the 2 longer walls
 - Coffee table – within easy reach
- (Accept as a con if they justify too coffee table too far)
- Furniture correct size for the size of the room
 - Furniture arranged to give a sense of balance
 - Allows for good traffic flow
 - can all see TV
 - heaviest piece of furniture placed appropriately (Any 5) ✓✓✓✓✓
- NOT natural light X
- Negatives
- The couch placed at an angle in the corner wastes space
 - Other single chair also needs a side table
 - Sufficient electrical points is questionable (Any 1) ✓
- Conclusion: A good arrangement for this activity area ✓ (6)

- 5.2.6
 - All rooms have storage provided except the lounge area
 - Built-in cupboards in both bedrooms
 - Storage in passage (near stairs) accessible to everyone
 - Storage built in in kitchen
 - Small storage unit (sideboard) near kitchen door for dining area
 - Bathroom has easy to use built in fixtures i.e. basin, bath e.g. lounge should have bookshelf to accommodate reading lamp

(Any 2) (2)

5.3

5.3.1

Topic/property	Table A PLASTIC	Table B METAL	Table C CANE
(a)Construction	Moulded to shape, no joints (1)	Joined by welding, riveting, bolting Painting improves the finish (1)	Woven together (1)
(b)Care and Maintenance	Easy to wipe Should resist scratches (1)	Depends on finish, should be easy to clean Rust proof (1)	Easy to clean Lightweight to move (1)

(6)

- 5.3.2 (a)
 - Aesthetics is what you consider to be attractive
 - Your likes, dislikes/personal taste will determine what you prefer
 - Craftsmanship will play a role and quality (Any 2) (2)

- (b)
 - Shop around
 - Compare prices
 - Compare your budget with the price
 - Read contract and guarantees
 - Find a reputable store (Any 2) (2)

5.3.3 [May not say - Aesthetics, Consumer responsibility]

- Suitability
- Economy
- Strength and durability
- Human factor (ergonomic)
- Environmental factors (Any 1) (1)

[30]

QUESTION 6: ENTREPRENEURSHIP

- 6.1 6.1.1 *Passion:*
- If you enjoy your work/love what you do, it will show and your business will grow
 - If you do not have passion, you will lose interest and probably quit
 - You will be more committed to the business
- Skills:*
- Knowing what you are good at, helps you find the right product and turn it into a business opportunity
 - Having business skills, etc. puts you at an advantage of 'know how'
- (Any suitable reasoning) (2)
- 6.1.2
- Passion and skills
 - Available space (kitchen as work space)
 - Storage space (dining room)
 - Available finance
 - Stock and equipment requirements
 - Time
 - Target market
 - Location/place – worked from home (Any 5)
- [Do not accept answers from the 2nd half of the case study as these were not available when choose the biscuits as a product and started the business e.g. factory premises, staff etc.] (5)
- 6.1.3 Example only:
 24 (✓) biscuits in a cat shape (✓) covered in blue (✓) icing.
 Stacked into cellophane packets with an elephant shaped label tied on with string.
 Mark appearance ✓ e.g. any animal shape ,example elephant, rabbit, horse, dog ✓
 Any colour icing e.g. pink, orange
 How many ✓ e.g. 24
 Packaging ✓✓ e.g. cellophane packet
 Elephant label
 Tied on with string (5)
- 6.1.4 shops, corporate gift companies, children (Any 2) (2)
- 6.1.5 'I went around to shops with samples of my biscuits' (1)
- 6.1.6
- Produce what customers want
 - Target specific markets
 - Grow networks and build relationships
 - Satisfy customer needs (Any 2) (2)

6.1.7 To create interest so as to attract more customers ✓ as demand grows at a slower rate ✓ and eventually remains the same. (She has regular buyers)

OR

Competitors now take some of the market share increasing the difficulty of keeping the original market share. (2)

6.2 6.2.1 General running costs of the business (Focus book)

OR

Costs that cannot be charged to a specific item or product if more than one type of product is made in the same area. (Oxford book)
Additional costs besides the material materials (1)

6.2.2 Material costs, labour costs, overheads ✓✓✓

Also accept

Material: fabric, thread, elastic, ties velcro, packaging

Labour: your own labour or wages to pay for help

Overheads: maintenance of sewing machine, new needles, bobbins, delivery costs, electricity, water if fabric washed first, cleaning costs (3)

6.2.3 $R150,00 \times \frac{65}{100}$
= R97,50 ✓
= R 150,00 + R97,50 ✓ = R247,50 ✓ (3)

6.2.4 $R150,00 \times \frac{85}{100}$
= R127,50 ✓
= R150,00 + R127,50 = R277,50 ✓
= R277,50 x 30 pairs ✓
= R8 325,00 ✓ (4)

[30]

TOTAL: 200