



Province of the
EASTERN CAPE
EDUCATION

**NATIONAL
SENIOR CERTIFICATE**

GRADE 11

NOVEMBER 2018

**CONSUMER STUDIES
MARKING GUIDELINE**

MARKS: 200

This marking guideline consists of 13 pages.

QUESTION 1 (SHORT QUESTIONS)

1.1	1.1.1	C ✓		(1)
	1.1.2	D ✓		(1)
	1.1.3	C ✓		(1)
	1.1.4	C ✓		(1)
	1.1.5	C ✓		(1)
	1.1.6	C ✓		(1)
	1.1.7	B ✓		(1)
	1.1.8	A ✓		(1)
	1.1.9	B ✓		(1)
	1.1.10	D ✓		(1)
	1.1.11	D ✓		(1)
	1.1.12	B ✓		(1)
	1.1.13	A ✓		(1)
	1.1.14	B ✓		(1)
	1.1.15	A ✓		(1)
	1.1.16	D ✓		(1)
	1.1.17	D ✓		(1)
	1.1.18	B ✓		(1)
	1.1.19	A ✓		(1)
	1.1.20	A ✓		(1)
			(20 x 1)	(20)
1.2	1.2.1	B ✓	(i) ✓	(1)
	1.2.2	A ✓	(ii)	(1)
	1.2.3	D ✓	(v)	(1)
	1.2.4	E ✓	(iv)	(1)
	1.2.5	C ✓	(iii)	(1)
			(5 x 2)	(10)
1.3	1.3.1	A ✓	E ✓	
	1.3.2	B ✓	F	
	1.3.3	D ✓	G	
			(3 x 2)	(6)
1.4	1.4.1	A ✓		
	1.4.2	D		
	1.4.3	E		
	1.4.4	H (Any order)		(4)
				[40]

QUESTION 2: THE CONSUMER**2.1 List FOUR advantages of internet banking.**

- It is quick and convenient as the transfer is automatic. ✓
- The bank does not have to employ a person to do the transfer. ✓
- Cheapest way to bank. ✓
- You can keep track of your account balances. ✓
- You do not have to leave the privacy and comfort of your own home to make a purchase.
- Provided you keep to the rules it is a safe way to transfer funds.
- You can make payments at any time of the day or night and any day of the year, including public holidays. (Any 4 x 1) (4)

2.2 Discuss FIVE ways to reduce bank charges

- Use a cheque card, credit card or debit card instead of cash to pay for purchases as it is safer, cheaper and more convenient. ✓
- Use ATM, telephone or cell phone banking or online (Internet) banking rather than going into the bank branch. ✓
- Use the ATM of your bank as additional fees apply when using other banks' ATMs. ✓
- Do fewer withdrawals or larger amounts rather than withdrawing small amounts often. ✓
- Make sure there is enough money in your account to cover all your transactions to avoid penalty fees. ✓
- Use electronic funds transfer at the point of sale and where possible draw cash while you are making a purchase (the cheapest way of drawing cash). (Any 5 x 1) (5)

2.3 Scenario**2.3.1 Justine was sold an unsuitable product. Motivate this statement.**

- Product was unsuitable because it did not do what the manufacturer claimed it would/did not suck up dirt. ✓✓ (2)

2.3.2 Discuss the TWO consumer rights that are applicable to Justine as outlined by the Consumer Protection Act.

- Right to fair value ✓ good quality. Justine should receive goods that are of good quality and in good working order ✓
- Right to choose ✓ return goods and seek redress for unsatisfactory services ✓ (4)

2.3.3 Suggest the procedure that Justine should have to follow to lodge her complaint.

- Identify the specific problem that she wanted to complain about ✓
- Make sure she had evidence such as damaged items and receipts to support the complaint ✓
- Decide whether she wants to be refunded or have items replaced ✓
- Resolve the problem with the salesperson first ✓
- Be polite, fair and sensible ✓

(5)

2.4 Scenario

2.4.1 Identify Mr Ringani's source of income.

Salary ✓

(1)

2.4.2 Discuss the disadvantages Mr Ringani will encounter as he bought his car on hire purchase

- Even though he has the car he does not own it until the final payment has been made ✓
- The car can be repossessed if the payment is not made ✓
- High interest is paid ✓
- All instalments have to be paid, even if the car has broken down
- It is easy to buy on instalment plans, so Ringani bought a car he could not afford

(Any 3 x 1)

(3)

2.4.3 Explain the process credit providers must follow before offering credit to consumers like Mr Ringani

- The credit provider must do a full analysis of the income ✓ and debt responsibilities of the consumer ✓
- The credit provider must give the consumer a quotation ✓ and pre-agreement that is valid for five working days
- The document must include the amount of credit/the costs/any terms and conditions and any other charges

(Any 3 x 1)

(3)

2.4.4 Determine how a debt counsellor will help Ringani

- As Ringani was no longer able to pay his debt, he had the right to go to a debt counsellor. ✓
- The counsellor would assess and evaluate/re-evaluate his debt situation and then arrange with the credit provider on the new terms for repaying his debt ✓
- During the time that Ringani is in debt counselling, he may not sign any credit agreements ✓
- When his debt has been paid in full the debt counsellor will issue a clearance certificate

(Any 3 x 1)

(3)

[30]

QUESTION 3: FOOD AND NUTRITION

3.1 List THREE functions of water

- It is part of the body fluids that transport nutrients ✓
 - The blood transports oxygen and carbon dioxide ✓
 - Enzymes in the digestive system are carried in the saliva (mouth), gastric juices (stomach), bile and intestinal juices ✓
 - It removes waste products from the body tissue and organs
 - It protects the central nervous system
 - It lubricates the joints
 - It regulates body temperature by preventing a quick rise in temperature when heat is absorbed and by cooling the body when perspiration evaporates from the surface of the skin
- (Any 3 x 1) (3)

3.2 Name TWO reasons why a pregnant woman should include folic acid in her diet during pregnancy

- It is needed for the development of cells for the development of the brain ✓ and nervous system ✓ (to prevent spina bifida) ✓
- (2)

3.3 Food poisoning

3.3.1 Identify TWO symptoms of food poisoning from the case study

- Stomach cramps ✓
- Nausea ✓
- Vomiting
- Severe diarrhoea

(Any 2 x 1) (2)

3.3.2 Differentiate between physical and chemical food contamination

PHYSICAL CONTAMINATION	CHEMICAL CONTAMINATION
• Happens when items/objects such as bones, plastic, metal fall into food ✓	Is contamination of food by chemical substances ✓

NOTE: If not written in a tabular form minus (-1) mark.

(2)

3.3.3 **Discuss FIVE guidelines to follow when treating a person with food poisoning**

- Stay hydrated/drink clear liquids to replace lost fluids through diarrhoea and vomiting ✓
- Drink water/soup/fruit juice especially apple juice/pear juice/peach grape/apricot juice ✓ as they supply energy and vitamins ✓
- Avoid alcohol/caffeine since they have a dehydrating effect ✓
- Eat food rich in soluble fibre such as fruits, oats, beans, peas and lentils as they reduce diarrhoea/bind stools ✓
- Eat food rich in potassium such as bananas and potatoes
- Take probiotic supplements
- Take oral rehydration salts
- Consult the doctor and take the medication as prescribed
- Rest

(Any 5 x 1) (5)

3.3.4 **The chicken was a cause of food poisoning. Explain why chicken is attacked by pathogenic bacteria.**

Pathogenic bacteria in chicken has a high protein ✓/liquid/moisture ✓ and has a neutral pH. ✓

(3)

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

3.4.1 **Iron**

- Necessary for the formation of haemoglobin in the red blood cells ✓
- Transport oxygen from the tissues to the lungs ✓
- An important part of the enzymes needed in the release of energy in the cells

(Any 2 x 1) (2)

3.4.2 **Vitamin B₁**

- Essential for the release of energy from carbohydrates ✓
- Needed for growth and normal functioning of the nervous system ✓
- Maintains muscle tone

(Any 2 x 1) (2)

3.4.3 **Vitamin B₂**

- Involves metabolism of proteins, fatty acids and carbohydrates, so it has an effect on the growth rate ✓
- Maintains skin around nose and mouth ✓
- Maintains nervous system

(Any 2 x 1) (2)

3.4.4 **Vitamin C**

- Synthesis of connective tissue that binds body cells together ✓
- Essential in manufacture of blood and cells of blood vessels ✓
- Possible resistance to infection
- Promotes absorption of iron from diet
- Important for normal functioning of nervous system

(Any 2 x 1) (2)

3.4.5 Calcium

- Formation of strong bones and teeth ✓
- Normal clotting of the blood ✓
- Maintaining a normal rhythmic heartbeat
- Normal functioning of nerves and muscles
- Activates certain enzymes

(Any 2 x 1) (2)

3.5 Scenario**3.5.1 Mention the mineral that is lacking in the diet of Thando's grandmother that causes osteoporosis**

- Calcium ✓

(1)

3.5.2 Identify TWO foods from the scenario that can contribute to the grandmother's high blood pressure.

Russians ✓ and salted potato chips

(2)

3.5.3 Explain how Thando and his grandmother will benefit from eating whole-wheat bread

- Absorbs water and makes stools soft and bulky ✓ and prevents constipation ✓ increases the feeling of fullness, ✓ thus helping with weight control for Thando ✓
- Helps to control the levels of glucose in diabetics ✓ as it slows down the entry of glucose into the blood stream ✓
- Plays a role in lowering blood cholesterol levels and this reduces the risk of coronary heart disease/high blood pressure

(Any 5 x 1) (5)

3.5.4 Other than fried eggs, select TWO food items and predict the negative impact they can have on Thando and his grandmother

- Butter/pork grillers ('Russians') ✓ contains saturated fats from animals
- Can increase blood cholesterol levels ✓ which could increase the risks of coronary heart disease ✓
- Fats easily lead to weight gain ✓ and obesity ✓

(5)
[40]

QUESTION 4: CLOTHING**4.1 Explain the following:****4.1.1 Colourfastness**

Is a fabric's ability to maintain its original colour ✓ and not fade or change colour during use and care ✓ (2)

4.1.2 Heat conductivity

Is the ability to conduct heat ✓ away from the body ✓ (2)

4.2 Name FOUR finishes that will alter a fabric's appearance

- Calendaring ✓
- Embossing ✓
- Sanforising ✓
- Mercerising ✓ (4)

4.3 Why are socks often treated with an anti-bacterial finish

- Control the spread of diseases ✓
- Reduce the danger of infection after injury ✓
- Inhibit the development of unpleasant odours from perspiration ✓
- Reduce damage to fabrics through mildew, fungi and rot ✓ (4)

4.4 Compare waterproof and water-repellent finishes as used in fabrics. Tabulate your answer as follows:

Waterproof finish	Water-repellent finish
<ul style="list-style-type: none"> • Does not allow any water or air to pass ✓ through the fabric • Garments are uncomfortable to wear ✓ 	<ul style="list-style-type: none"> • It resists wetting, but water and air can pass through ✓ • Comfortable to wear, fabric can still breathe ✓

NOTE: If not in a tabular form minus (-1) mark (4)

4.5 Pictures

4.5.1 Identify the type of line used in picture A

Horizontal lines ✓

(1)

4.5.2 Explain the illusion created by the type of line used in this outfit

- Adds width and breadth ✓
- Makes the body looks broader and shorter ✓
- Emphasises the width of the body

(Any 2 x 1)

(2)

4.5.3 The picture B will give shape to a lady with a rectangular body shape. Give FOUR guidelines for people with this type of figure to help their bodies to resemble ideal proportions more closely

- Stay away from horizontal lines ✓ vertical lines are more flattering
- Avoid tops that cut the figure at the midpoint as this reinforces the square silhouette
- Draw the attention upwards by using interesting detail near the face, ✓ or draw attention downwards with detail on the hem of the dress or shoes.
- Avoid large prints and broad stripes that will increase the size of the figure ✓
- The white belt balances the top part of the body with the bottom part of the body. ✓

(Any 4 x 1)

(4)

4.6 Scenario

4.6.1 Describe the colour combination used in this outfit

Split complementary colour scheme. ✓ One colour with two that lie on either side of its complement. ✓

(2)

4.6.2 Evaluate the suitability of this outfit for a person with an inverted triangular body shape.

- It is suitable ✓
- The blue and purple colours of the jacket and T-shirt are cool colours that are also receding colours ✓ that will make the figure appear smaller. ✓
- The yellow-orange pants have a warm colour / advancing colours ✓ that will make the figure appear bigger. ✓

(5)

[30]

QUESTION 5: HOUSING AND INTERIOR**5.1 Define the following:**

5.1.1 **Engraving** – to carve ✓ or cut ✓ designs on wood surfaces (2)

5.1.2 **Aesthetics** – the way something looks, ✓ especially how beautiful it is/
the study of beauty ✓ (2)

5.2 Give THREE guidelines to consider when drawing up a lighting plan

- Good lighting is essential in work areas ✓
 - Increase the wattage of light bulbs ✓
 - Avoid glare, which causes eye strain and discomfort ✓
 - Keep light bulbs and fixtures free of dust
 - Light switches should be placed on the inside of door openings
 - Entrances, stairs and outside areas should be well lit for safety purposes
- (Any 3 x 1) (3)

5.3 Scenario

5.3.1 **The chairs are made from environmentally friendly bamboo.
Explain environmental responsibility when purchasing furniture.**

- Best to buy furniture from manufacturers that are environmentally responsible
- They use eco-friendly material ✓
- Biodegradable ✓
- Recyclable raw materials ✓
- Recyclable packaging material ✓
- Be aware that certain plastics used in the manufacturing of furniture release toxic fumes that pollute the air, water and soil
- Bamboo grows quickly; that makes it sustainable ✓
- Does not deplete the wood and other non-renewable resources

(Any 5 x 1) (5)

5.3.2 **State how Ms Madigo should care for the cane chairs.**

- Dust regularly with a brush or vacuum clean ✓
- Keep the furniture away from rain, direct sunlight or dew ✓
- A layer of varnish could be put on the cane ✓
- The shiny appearance can be kept – apply a wax layer

(Any 3 x 1) (3)

- 5.3.3 **Describe what Ms Madigo’s responsibilities as an informed consumer were when the chairs were delivered.**
- Inspect the product carefully on delivery to make sure that you are happy ✓
 - Make sure that all the parts work correctly ✓
 - Read instruction booklet carefully ✓
 - Use and care for the product as recommended by the store ✓
 - Keep proof of purchase and guarantee safe ✓
- (5)

- 5.3.4 **Explain why it was fair for the sales manager to refuse to take the chairs back.**
- Ms Madigo should not have fixed the chairs herself, ✓ she should have reported the problem immediately, ✓ as trying to fix the problem herself cancels the guarantee or warranty ✓
- (3)

5.4 **Floorplan**

- 5.4.1 **Name THREE basic zones on the above floor plan**
- Work – Kitchen ✓/
 - Rest – Bedroom ✓
 - Private – Bathroom ✓
 - Social/public – Living room
- (Any 3 x 1) (3)

- 5.4.2 **Identify the type of floor plan in the picture**
Open floor plan ✓
- (1)

- 5.4.3 **Give THREE advantages of the floor plan in QUESTION 5.4.2.**
- Allows maximum interactions between people ✓
 - Allows a variety of activities to take place in the same room ✓
 - Creates a sense of spaciousness ✓
 - More convenient and functional for people with disabilities
- (Any 3 x 1) (3)

[30]

QUESTION 6: ENTREPRENEURSHIP**6.1 Define the following terms:****6.1.1 Market segmentation**

Is a group of clients with common needs and interests ✓ that differs from another group, but acts the same on marketing section. ✓ (2)

6.1.2 Product specifications

Written description of an item ✓ including details such as the size of an article and its appearance ✓ (2)

6.2 Name TWO factors that have an effect on production costs.

- Labour cost per hour ✓
- Cost of material or ingredients ✓ differs from time to time
- Transport and delivery cost
- Electricity
- Losses during production (Any 2 x 1) (2)

6.3 Graph

- A – Introduction ✓ – the product is new and the customers do not know it exists/at this stage sales are low, until customers become aware of it ✓
- B – Growth ✓ – customers are starting to accept the product and tell each other about it ✓
- C – Maturity ✓ – the demand for the product continues to grow, but at a slower rate and eventually remains the same/most profitable stage ✓
- D – Decline ✓ – sales begin to decline as the market becomes saturated ✓ (8)

6.4 Case study**6.4.1 Identify with examples from the case study, TWO requirements of a potential profitable business opportunity**

- Passion ✓ for food ✓
- Product ✓ pies ✓
- Target market ✓ – staff of local school ✓
- Capacity ✓ – 800 pies ✓
- Location ✓ – make products at home ✓ (Any 4 x 1) (4)

6.4.2 Discuss how aunt Yvette applies THREE of the 5P's of the businesses marketing mix

- Product ✓ – pies
- Place ✓ – Aunt Yvette's home ✓ local school ✓
- Promotion ✓ – brochures/word of mouth ✓
- People ✓ – staff of local school ✓
- Price – reasonable (Any 3 x 2) (6)

6.5 **Calculation**

6.5.1 **Selling price**

$R220,00 + R120,00 = R340,00 \checkmark$

$R340,00 \times 75\%$

$R255,00 + R340,00 \checkmark$

$R595,00 \checkmark$

One pie: $R595,00 \div 800 = R0,74$ or 74c (4)

6.4.2 **Profit**

Selling price – production cost

$R595,00 - R340,00 \checkmark$

$= R255,00 \checkmark$ (2)

[30]

TOTAL: 200