



Province of the
EASTERN CAPE
EDUCATION

**NATIONAL
SENIOR CERTIFICATE**

GRADE 11

NOVEMBER 2019

CONSUMER STUDIES

MARKS: 200

TIME: 3 hours



This question paper consists of 18 pages.

INSTRUCTIONS AND INFORMATION

1. This question paper consists of SIX questions.

SECTION	MARKS	TIME (mins)
Question 1: Short questions – (All topics)	40	20
Question 2: The consumer	30	30
Question 3: Food and Nutrition	40	40
Question 4: Clothing	30	30
Question 5: Housing	30	30
Question 6: Entrepreneurship	30	30
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 in black or blue ink only.
7. Pay attention to spelling and sentence construction.
8. Write neatly and legibly.

QUESTION 1: SHORT QUESTIONS

1.1 Various options are provided as possible answers to the following questions. Choose the correct answer and write only the letter (A–D) next to the question numbers (1.1.1–1.1.20) in the ANSWER BOOK, for example 1.1.21 D.

1.1.1 The first step in a household budget is to ...

- A evaluate the budget.
- B list the anticipated income.
- C estimate the expenses.
- D compare income and expenditure. (1)

1.1.2 A hint for reducing bank service fees:

- A Go into the bank branch for over-the-counter services
- B Withdraw small amounts often
- C Use an overdraft facility to pay for debit orders
- D Use your own bank's ATM or internet banking services (1)

1.1.3 The National Consumer Tribunal:

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

1.1.4 ... is a process that helps to assess the consumers debt obligations and assists in liaising with the credit provider to repay the debt.

- A Micro lending
- B Rehabilitation
- C Debt counselling
- D Reckless lending (1)

1.1.5 Carbohydrates are broken down into the monosaccharide ... in the digestive system.

- A fructose
- B sucrose
- C glucose
- D lactose (1)

1.1.6 The type of fat found in sunflower oil that lowers blood cholesterol levels:

- A Polyunsaturated
- B Monounsaturated
- C Saturated
- D Trans-fatty acids (1)

- 1.1.7 An example of a good source of iodine is ...
- A whole-grain cereals.
 - B eggs.
 - C green leafy vegetables.
 - D sardines. (1)
- 1.1.8 Sugar is known as 'empty kilojoules' food because it ...
- A contains kilojoules, vitamins and minerals.
 - B supplies energy but has little nutritional value.
 - C contains carbohydrates but no kilojoules.
 - D leads to tooth decay and overweight. (1)
- 1.1.9 A dish that has ... added will be suitable for a person suffering from hypertension.
- A little salt
 - B nuts
 - C lots of cream
 - D soy sauce (1)
- 1.1.10 On which item of clothing will an antibacterial finish be most suitable?
- A Jacket
 - B Jersey
 - C Gym tights
 - D Scarf (1)
- 1.1.11 An advantage of using a fabric woven in a twill weave for jeans:
- A Provides a luxurious look
 - B Stronger and more durable
 - C Be more decorative
 - D Be able to stretch easily and provide comfort (1)
- 1.1.12 The fabric property that is abrasion resistance will be ...
- A extremely comfortable.
 - B easy to maintain.
 - C highly drapable.
 - D more durable. (1)
- 1.1.13 Principles of design:
- A Line, shape and colour
 - B Emphasis, proportion and texture
 - C Rhythm, balance and harmony
 - D Form, colour and rhythm (1)

- 1.1.14 Black, white and grey are known as ... colours.
- A tertiary
 - B warm
 - C monochromatic
 - D neutral
- (1)
- 1.1.15 An advantage of closed floor plans:
- A The rooms may be fairly small
 - B Is more suitable for people with disabilities
 - C Provide privacy for different activities
 - D Creates a sense of spaciousness
- (1)
- 1.1.16 Select a sustainable consumer choice when selecting furniture:
- A An imported wooden and glass dining room table
 - B A restored antique yellowwood dining room table
 - C A poorer quality lounge suite as it is cheaper
 - D An ultra-modern plastic chair
- (1)
- 1.1.17 The end product will always look and taste the same when the ...
- A recipe has been standardised.
 - B business idea has been formulated.
 - C business idea is identified.
 - D concept statement is written.
- (1)
- 1.1.18 Possible overheads in a business:
- A Electricity, water and rent
 - B Water, delivery and raw materials
 - C Ingredients, packaging and electricity
 - D Cost of your fabric, delivery and rent
- (1)
- 1.1.19 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 comparisons
 - D To make customers aware of the product
- (1)
- 1.1.20 An example of implementation in the marketing process:
- A To do the initial calculations for the selling price
 - B The sweatpants were cut out and sewn
 - C The market idea was to design sweatpants
 - D Select your target market
- (1)

- 1.2 Match the nutrient in COLUMN B with the function listed in COLUMN A. Write only the correct letter (A–K) next to the question number (1.2.1–1.2.8) in your ANSWER BOOK, for example 1.2.9 L

COLUMN A FUNCTION		COLUMN B NUTRIENTS	
1.2.1	Supplies 38 KJ for every gram	A	Water
1.2.2	Maintenance / growth of body tissue	B	Phosphorus
1.2.3	Prevents constipation	C	Lipids
1.2.4	Helps to form strong bones and teeth	D	Vitamin A
1.2.5	For haemoglobin in red blood cells	E	Protein
1.2.6	Important for good vision	F	Zinc
1.2.7	For normal muscle and nerve functioning	G	Fibre
1.2.8	To prevent Spina bifida in babies	H	Iron
		I	Vitamin B ₃
		J	Magnesium
		K	Folic acid

(8)

- 1.3 Select THREE factors that influence production costs from the list given below and write ONLY the letters (A–F) next to the question number (1.3) in your ANSWER BOOK.

- A Knowledge
- B Passion
- C Labour
- D Raw materials
- E Profit
- F Transport

(3)

1.4 Identify THREE guidelines for good lighting in the home from the list given below and write ONLY the letter (A–F) next to the question number (1.4) in your ANSWER BOOK.

- A Entrances should be well lit.
- B Light switches should be provided at all doorways.
- C Position the light so that they reflect from shiny surfaces such as a mirror and TV.
- D Illuminate one area of a room and create pools of darkness.
- E Bathrooms should have very good general lights.
- F Have a switch only at the bottom of stairways. (3)

1.5 Give ONE word/term for each of the following descriptions. Write only the word/term next to the question number (1.5.1–1.5.6) in the ANSWER BOOK.

- 1.5.1 The addition of specific vitamins and minerals to food
- 1.5.2 The amount of energy you need to stay alive when the body is completely at rest
- 1.5.3 The transfer of harmful bacteria from one food item to another
- 1.5.4 Contamination of food by harmful chemicals
- 1.5.5 Optional expenses on a budget that is not really needed
- 1.5.6 The total income before deductions or tax

(6)
[40]

QUESTION 2: THE CONSUMER

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

Nonsindiso wanted to surprise her mother on Mothers' Day so she ordered flowers which had chocolates in the bouquet from an online flower shop. The flowers were supposed to be delivered on the Sunday but instead they arrived one day later, on the Monday. Some of the flower stalks were bent and a few of the chocolates were missing.

Nonsindiso felt that her mother's special day had been ruined so she sent an email to the online store and complained about the late delivery of the gift and the missing chocolates from the bouquet. In her letter she demanded a refund and inserted a picture that she took of the flowers soon after they were delivered.

[Examiner's own text]

- 2.1.1 Does Nonsindiso's complaint relate to a product or a service or both? Explain your answer. (3)
- 2.1.2 Name ONE advantage for Nonsindiso using an online shop. (1)
- 2.1.3 Nonsindiso paid for the order using her debit card so her means of payment was CWO.
- (a) What does CWO stand for? (1)
- (b) Why is a debit card a suitable means of payment option for CWO? (2)
- 2.1.4 Discuss how Nonsindiso was within her rights to complain. (2)
- 2.1.5 In which TWO ways has the Consumer Protection Act (CPA) of 2008 protected Nonsindiso as a consumer in the above case study? (2)

2.2 Statistics SA and expenditure patterns of South African households.

Read the extract below and answer the questions that follow.

STATISTICS SOUTH AFRICA 2019

Consumer inflation edged up at the beginning of the year. Contributing to this rise was the increase in medical and transport costs. Medical aid schemes increased their tariffs by 8,3%. Medical practitioners raised their fees by 5,7% and doctors reporting an increase of 5,8%, followed by dentists 5,5% and hospitals 4,5%.

Transport prices saw an increase in the price of fuel 0,3%, car rentals 7,3%, tyres 0,8% and car prices 3,5%.

[Adapted from www.statssa.gov.za. Accessed on 16 April 2019.]

2.2.1 Give TWO purposes for our country needing statistics for analysis of South African households. (2)

2.2.2 Household expenditure surveys is conducted by Stats SA. When the results of a survey is assessed the medical examples fall under an expenditure group called health.

Using the medical information given, analyse why we can predict that health will be one of the lowest expenditure items for the average South African. (5)

2.2.3 Transport is usually one of the highest expenditure groups for South African households. Discuss how the increases will affect both the higher and lower income groups. (4)

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

Shanice and Denver Daniels both work. They have two teenage girls, Tertia and Kelly. Shanice loves clothes and in order to buy herself and her daughters clothes every month, she has store cards for two different clothing shops. Denver bought a new TV and a DSTV explorer on credit as he enjoys watching sport. At the end of each year, they always say they would love to go on a family holiday but don't have the money.

[Examiner's own text]

2.3.1 Name THREE advantages that the Daniels family would benefit from if they followed a budget. (3)

2.3.2 Both Shanice and Denver are in debt. Discuss THREE consequences for them relying on buying on credit. (3)

2.3.3 One of the principles of budgeting is to assess needs and objectives. Give this family advice regarding this principle of budgeting. (2)

[30]

QUESTION 3: FOOD AND NUTRITION

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

Angeline, a Grade 11 pupil read an article in a magazine called '*Tips to kick-start your health.*' The article gave a few suggestions to eat more healthily. She set a new goal for herself and that was to follow the advice she read.

Below are some points from the article:

- **Have a green smoothie for breakfast** to provide your body with a lot of nutrients and also lots of fibre.
- The smoothie contains kale, spinach, mango, banana and plain yoghurt.
- **Go meatless once a week** to help reduce the risk of chronic preventable conditions such as cancer, cardiovascular disease, diabetes and obesity.
- **Limit your sugar intake.** Break the habit of sweetened tea and coffee, biscuits, rusks and cakes. Instead, get your healthy sugars from fruit.

- 3.1.1 (a) The green smoothie has dark green leafy vegetables. Name ONE mineral and TWO vitamins found in these leafy vegetables. (3)
- (b) Identify a fruit from the list in the smoothie that is rich in vitamin A. (1)
- 3.1.2 The smoothie is a source of liquid in the diet.
Give the function of water in the body for each of the following areas in the body:
- (a) The blood (1)
- (b) The body's temperature (1)
- 3.1.3 (a) Name the sugar that is in fruit (a type of carbohydrate). (1)
- (b) Give other TWO examples of food that is not mentioned in the article that has a very high sugar content and should be limited in a diet. (2)
- 3.1.4 (a) Give TWO suitable plant proteins that can be substituted for animal protein to have a meatless meal. (2)
- (b) Classify these plant proteins mentioned above as a protein group and state why they are classified as this group. (3)
- (c) Explain how too much protein in a diet can play a role in cardiovascular / heart disease and obesity. (6)
- 3.1.5 Give TWO instances when Angeline may want to take a vitamin supplement. (2)

- 3.2 Melissa is pregnant. Study the TWO breakfast menus below and answer the questions that follow.

MENU 1	MENU 2
Rice Krispies with low fat milk White toast with butter and jam Coffee and milk	Omelette with a mince meat filling Whole wheat toast with cottage cheese Orange juice Rooibos tea with milk

- 3.2.1 Choose the best menu for Melissa and analyse the food items in the menu with regard to the nutritional needs that will be met in a diet for pregnant women. (7)
- 3.2.2 Give reasons for the following statements:
- (a) Pregnant women should avoid alcohol even if a small amount is consumed (2)
- (b) Lactating mothers initially lose weight (2)
- 3.3 Read the article below and answer the questions that follow.

LOAD SHEDDING SPARKS FOOD POISONING FEARS

A lack of electricity, especially in the hot summer months, can result in food going off and if you eat the food you may run the risk of contracting food poisoning. In the freezer, food can still spoil when the produce thaws slightly due to a power outage. Load shedding can subject fresh produce in your fridge for to up to 5 hours of room temperature at a time.

Avoid consuming food, if you suspect that it has remained too warm for too long. Anyone who thinks they may have eaten food that has gone off is to watch out for the warning symptoms of food poisoning. These include fever, headache, stomach pain and a risk of dehydration. If you or your children show any of these signs, go to the nearest doctor, hospital or clinic for treatment.

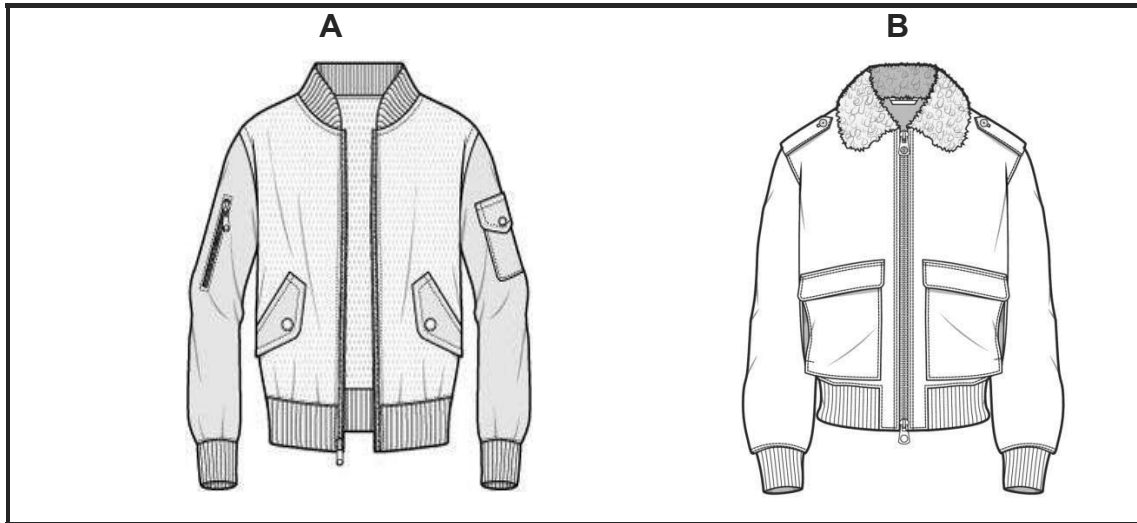
[Adapted from *health24*]

- 3.3.1 Give other THREE symptoms of food poisoning not mentioned in the article. (3)
- 3.3.2 Why does the article say that dehydration is a risk? (2)
- 3.3.3 What is the main cause of food poisoning highlighted in the article? (1)
- 3.3.4 Give ONE example of a medical intervention (treatment given) for food poisoning when people go to the hospital, doctor or clinic. (1)

[40]

QUESTION 4: CLOTHING

4.1 Refer to the sketches below and answer the questions that follow.



4.1.1 Identify the type of balance illustrated in sketch **A** and **B**. (2)

4.1.2 Explain in detail the balance in sketch **A** by referring to both the definition for this type of balance AND point out items in the jacket to validate the definition. (6)

4.2 Study the pictures below depicting the element texture.

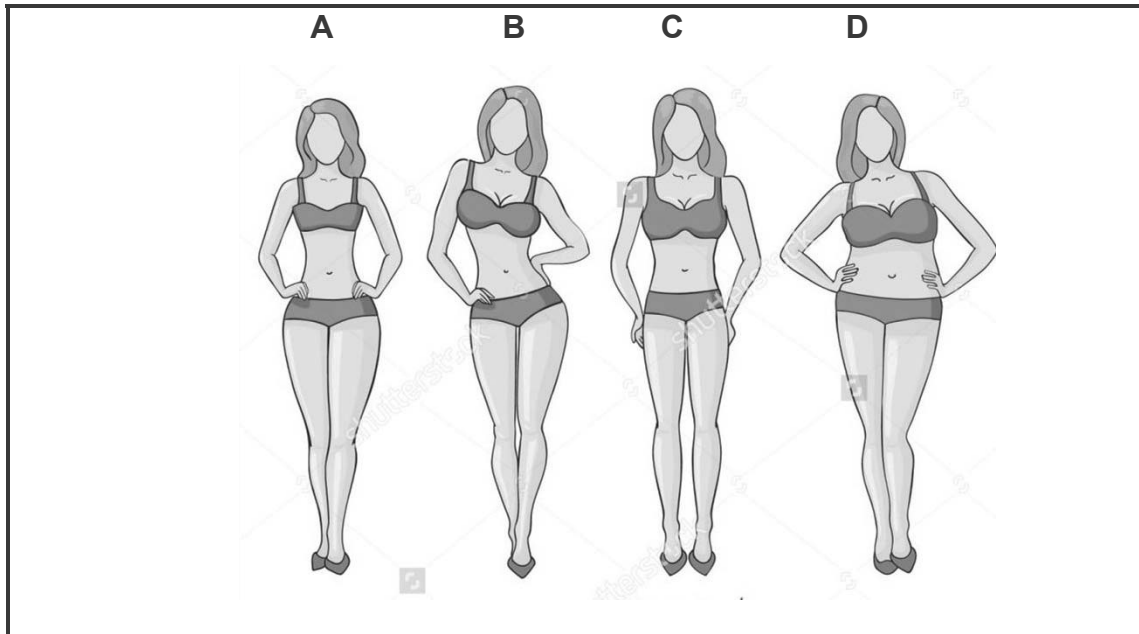


4.2.1 (a) Describe the texture of the jacket in picture **A** and the shirt in picture **B**. (2 x 2) (4)

(b) How would the texture of the shirt in picture **B** be affected by light? (2)

4.2.2 Give the definition for the design element *texture*. (2)

4.3 Refer to the body shapes depicted below and answer the questions that follow.



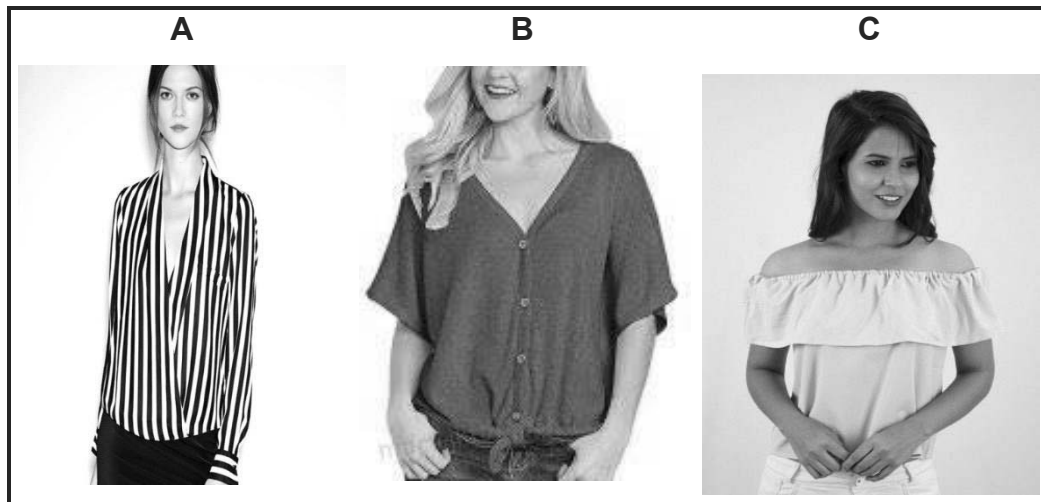
4.3.1 Identify the body shape for sketch **C**. (1)

4.3.2 Study the picture below.

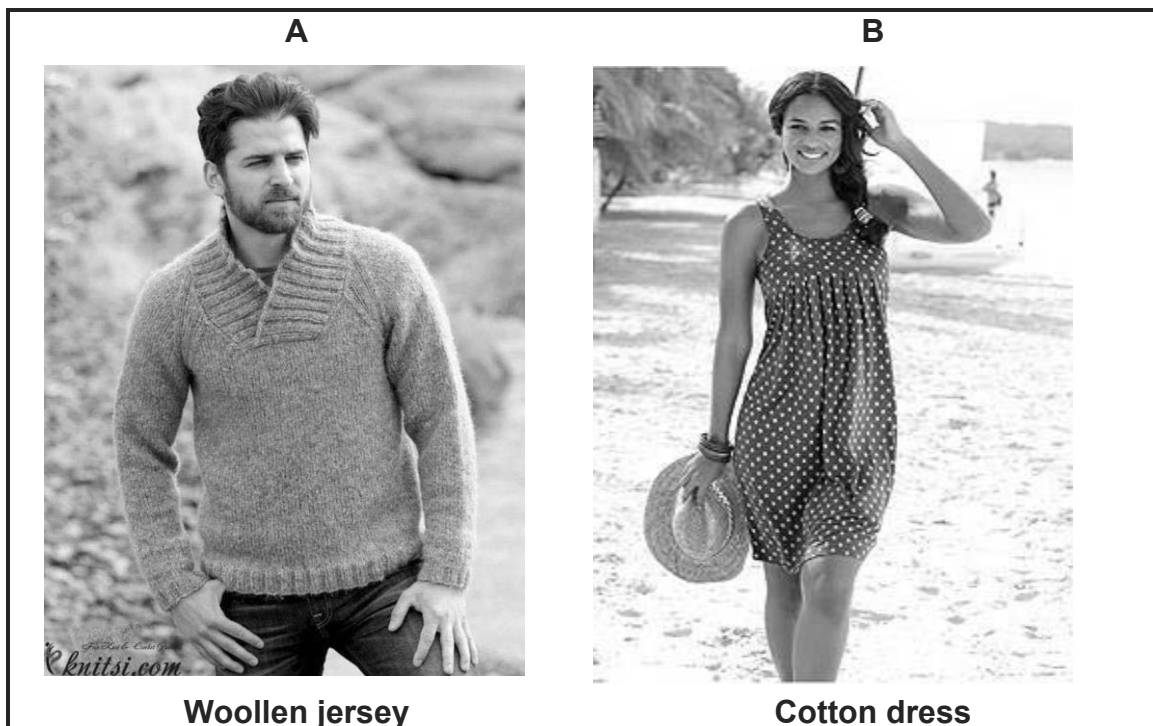


Discuss why this outfit is not suitable to be worn by a person who has body shape **D**. (4)

- 4.3.3 Select the best top to wear with the pants for body shape **A** and explain the reason for your choice. (3)



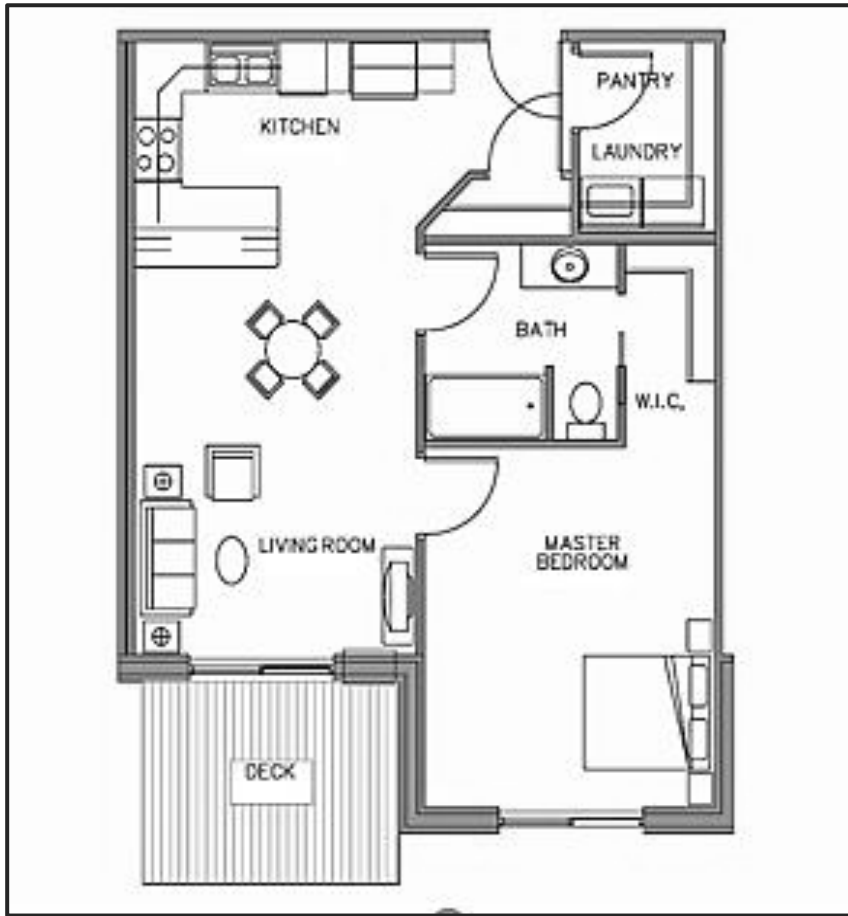
- 4.4 Compare the two fabric properties – heat retention and heat conductivity. Use the illustrations below to include in your discussion.



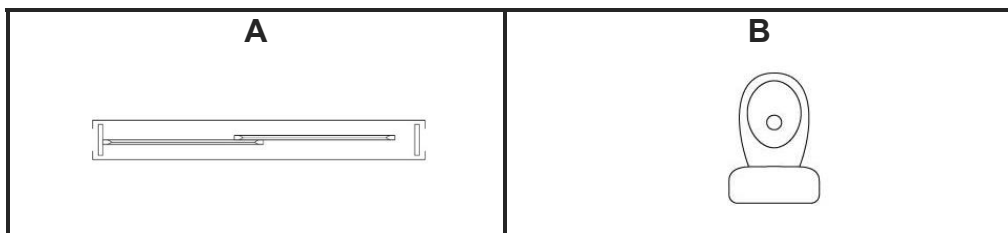
(6)
[30]

QUESTION 5: HOUSING AND INTERIOR

5.1 Study the floorplan below and answer the questions that follow.



5.1.1 Name these TWO architectural symbols which are similar to those used on the floor plan.



(2)

5.1.2 Identify TWO negative aspects of the traffic flow as you walk from the deck entrance through the living room to the kitchen.

(2)

5.1.3 Name TWO areas on this floor plan that would be referred to as the work zone.

(2)

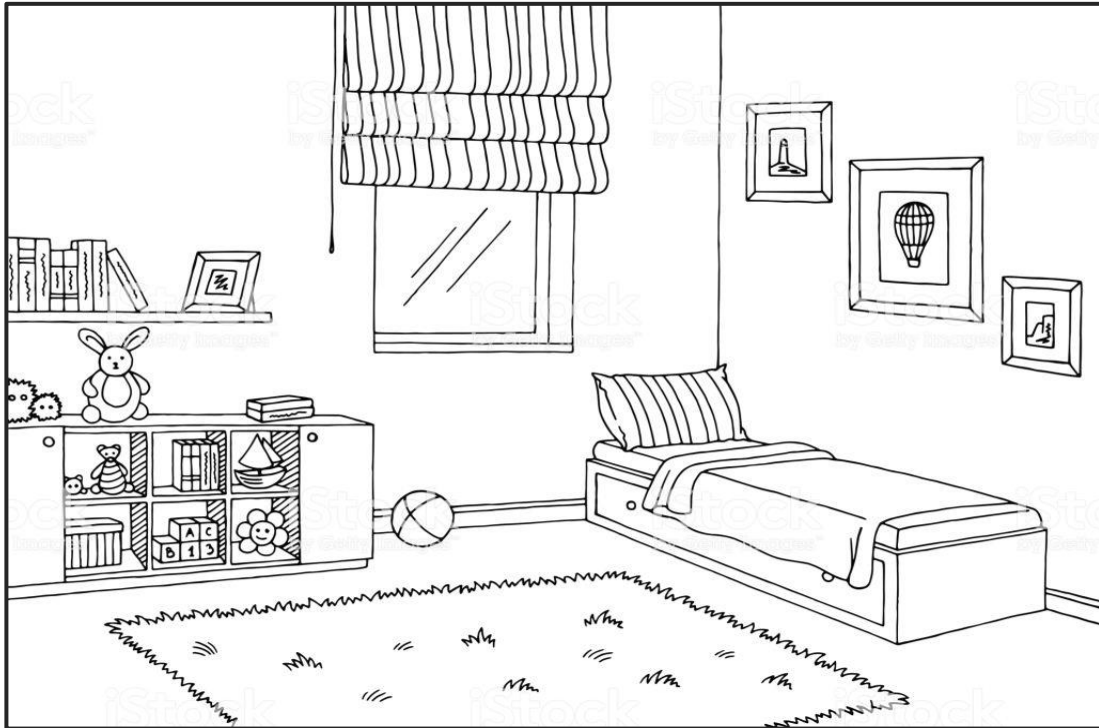
5.1.4 Identify the storage provided for in the plan for the bedroom and what you would add to improve the storage plan in this room.

(3)

5.1.5 Which side of the house (left, right, top or bottom) would be beneficial, particularly in winter, to be north facing? Motivate your answer.

(3)

5.2 Study the sketch and answer the questions that follow.



5.2.1 The room is created with a cool colour scheme.

- (a) Give TWO reasons why these colours could have been chosen. (2)
- (b) Name TWO other colours that would match with the colour blue for an analogous colour scheme for this room. (2)

5.2.2 Identify the dominant shape in the room and find THREE places where this shape is used. (4)

5.2.3 Discuss how the use of vertical lines has created rhythm in the room. (4)

5.2.4 This room has a very high ceiling. Give TWO possible suggestions to solve this problem. (2)

5.2.5 The parents need to purchase a child's table and chair to use in this room. They need to decide between a plastic or wooden set.

- (a) Give TWO advantages that both plastic and wood offers as a suitable material. (2)
- (b) Give ONE disadvantage of the use of plastic as a material. (1)
- (c) State ONE consumer responsibility they must make before purchasing this furniture. (1)

[30]

QUESTION 6: ENTREPRENEURSHIP

6.1 Read the following case study and answer the questions that follow.

Lesley wanted to make and sell products as a form of additional income to her morning's only job that she does in the week. She reasoned that if she sold her products at a craft market, she would have to rent a stall, but it would work out far cheaper than renting shop space. She would sell at the local monthly market.

Lesley believed that to build up a successful business she must remain passionate about her work. She felt that it is also important to build long term relationships with both suppliers and customers and produce a product that stands out from the usual run of the mill.

She went to one of the markets and handed out a questionnaire. After analysing the responses, she decided to have a bread stall where she would sell 'mix it yourself heathy bread' packs.

She did her calculations and worked out that the ingredients and packaging alone would cost her R65,00.

[Examiner's own text]

- 6.1.1 Besides the questionnaire and her chosen product, what factor determined that this was a good business idea? (1)
- 6.1.2 Explain the term *concept testing*. (2)
- 6.1.3 Name and describe the THREE P's of the marketing mix in the case study. (6)
- 6.1.4 Discuss how Lesley considered the following core principles of marketing and how this would be positive for her business venture.
- (a) Target specific markets (2)
- (b) Grow networks and build relationships (2)
- 6.1.5 Identify and explain the stage in the product life cycle that her bread mix represents in the case study. (3)
- 6.1.6 In the best scenario a new business will grow and thrive. Write a paragraph where you give Lesley good advice on how she can prevent her product from going into the decline stage. (6)

6.2 Lesley's costs to produce five boxes of healthy bread mix are:

- Ingredients and packaging = R65,00
- Petrol = R25,00

6.2.1 What type of expense is petrol classified as? (1)

6.2.2 Calculate the selling price for one box if she adds 65% profit.
Show ALL calculations. (5)

6.2.3 Calculate the profit she will make if she sells 20 boxes in one day. (2)
[30]

TOTAL: 200

