



education

Department:
Education
REPUBLIC OF SOUTH AFRICA

**NATIONAL
SENIOR CERTIFICATE**

GRADE 12

CONSUMER STUDIES

NOVEMBER 2008

MEMORANDUM

MARKS: 200

This memorandum consists of 13 pages.

ANSWER SHEET

SECTION A

EXAMINATION NUMBER:																			
CENTRE NUMBER:																			

QUESTION 1.1					
1.1.1	A	B	C	D	(2)
1.1.2	A	B	C	D	(2)
1.1.3	A	B	C	D	(2)
1.1.4	A	B	C	D	(2)
1.1.5	A	B	C	D	(2)
1.1.6	A	B	C	D	(2)
1.1.7	A	B	C	D	(2)
1.1.8	A	B	C	D	(2)
1.1.9	A	B	C	D	(2)
1.1.10	A	B	C	D	(2)
1.1.11	A	B	C	D	(2)
1.1.12	A	B	C	D	(2)
Marks					(24)

QUESTION 1.2							
1.2.1	A	B	C	D	E	F	G
1.2.2	A	B	C	D	E	F	G
1.2.3	A	B	C	D	E	F	G
1.2.4	A	B	C	D	E	F	G
Marks (4 x 2)							(8)

QUESTION 1.3							
1.3.1	A	B	C	D	E	F	G
1.3.2	A	B	C	D	E	F	G
1.3.3	A	B	C	D	E	F	G
1.3.4	A	B	C	D	E	F	G
(4 x 2)							(8)

TOTAL SECTION A:

40

SECTION B: FOOD AND NUTRITION**QUESTION 2****2.1 Differences between eating disorders bulimia and anorexia**

BULIMIA	ANOREXIA	
1. Self induced vomiting ✓	1. Self-induced starvation ✓	
2. Purging / non-purging through laxative abuse after a binge ✓	2. Noticed by a low calorie intake and a great interest in food ✓	
3. Lack of control of eating habits (powerful urge to eat large amount - binge)	3. Distorted body image (feeling fat even though underweight)	
4. Low self-image / sense of shame	4. Sense of control	
5. Menstruation not affected	5. Menstruation affected	
6. Health conditions resulting from vomiting: sore throat, tooth decay, kidney problem, oedema (any one)	6. Health conditions: dry skin, brittle dry hair, dry hair on cheeks, cold feet and hands and possible heart conditions (any one)	
7. Body weight maintained/ difficult to detect	7. Very thin and easily detected	
		ANY relevant 3 (3 x 2) (6)

Application and comprehension LO 2.1**2.2.1 Explain what diabetes is**

- Diabetes is the excess of sugar or glucose in the blood. ✓
 - Caused by the shortage of insulin ✓
 - Glucose is not moved from the blood into the cells / body does not use insulin effectively / sugar builds up in the blood stream instead of being converted to energy ✓
- (3)

Knowledge LO 2.1**2.2.2 Eating habits to manage the diet of a diabetic**

- eat foods low in fat and low in cholesterol level / limit take away foods ✓
- use salt sparingly ✓
- use sugar in moderation / dilute fruit juices/ limit refined sugar/ use artificial sweeteners ✓
- consume plenty of fibre-rich foods. ✓
- include low GI foods / complex carbohydrates / soya and legumes ✓
- eat whole fruit and vegetables ✓
- drink plenty of water ✓
- at least three regular small meals ✓
- less alcohol ✓
- less protein to avoid saturated fats ✓

(6)

Comprehension LO 2.1

2.3 Foods to help prevent anaemia

- **Meat**, poultry, pork, organ meats (liver, heart, kidney)
- **Seafood**: oysters, clams, shrimp, sardines, fish, mussels, tuna
- **Vegetables**: dark green leafy vegetables, beans, peas, pumpkin, sweet potatoes, cabbage, broccoli, asparagus, tomatoes, pickles, potatoes and mushrooms, squash, red peppers.
- **Fruit**: citrus fruit, dried fruit (raisins, prunes), strawberries, kiwi fruit, apricots, dates, blackberry juice
- **Legumes, pulses and nuts**: dried beans, peas, peanuts
- **Grains**: bran, wheat gem, oatmeal, enriched rice and pasta, whole wheat/enriched bread, fortified breakfast cereals
- **Other**: eggs, molasses, chocolate, peanut butter

(ANY 3 foods) (3)

Knowledge LO 2.1**2.4.1 Examples of genetically modified crops**

cotton, tomatoes, potatoes, rice, maize, soya beans, canola, grapes
sugar cane, barley, wheat, apples, pears, citrus fruits, legumes, sunflower seeds and peanuts✓✓

(ANY TWO) (2)

Knowledge LO 2.7**2.4.2 How growers, food manufacturers and consumers will benefit from genetically modified (GM) crops (answers must come from the extract)**

- **Growers**
 - GM crops reduce the need to apply agricultural chemicals. ✓
 - Greater profits due to larger turnover. ✓
 - GM products have resistance to insect pesticides thus positive for increased yield ✓
 - GM products have specific tolerance to extreme environmental conditions – these crops can be grown in any region. ✓
- **Food manufacturers**
 - GM products have a longer shelf-life / durability ✓
 - GM products have better properties for processing and manufacturing.
 - Consumer support due to possible lower price.
- **Consumers:**
 - cheaper products available ✓
 - better food textures and flavours. ✓
 - increased nutrition and health benefits ✓

any 6 (6)

Comprehension and application LO 2.7

2.5 Guidelines for maintaining a balanced diet while managing lactose intolerance

- To maintain a balanced diet, add calcium-rich foods ✓ e.g. green vegetables, fish with soft, edible bones. ✓
- Avoid milk products altogether ✓ to manage the intolerance ✓ Use milk from rice, coconut or soya to supplement milk in the diet / lactose reduced milk ✓
- Take lactase pills ✓ to supply lactase when consuming some dairy products ✓
- read food labels ✓ to avoid hidden lactose ✓
- Take calcium supplement ✓ to maintain calcium levels in the body. ✓
- Yoghurt and cheese is suitable as lactose has been converted to lactic acid ✓
(any 3 x 2) (6)
example + explanation

Comprehension LO 2.1

2.6 How prevention and management of HIV/Aids pandemic can avoid a negative impact on the South African economy.

- Less households affected ✓ – less expenditure on medicine ✓
 - Less job losses ✓ - due to proper management of HIV/Aids ✓
 - More households have a steady income ✓ because breadwinner is healthy ✓
 - Healthy workers would increase productivity ✓ and reduce inflation ✓
 - Orphaned children to be looked after ✓, a burden on the government ✓
 - less absentees from work ✓
 - child-headed households leads to staying away from school / poor education / negative impact on work force ✓
 - less strain on medical aids due to no claims ✓
- OR
- Prevention and management of HIV/Aids would avoid the significant impact on the national income ✓ and lessen taking a lot from government funds ✓ as government has to supply free medication ✓ food supplementation, ✓ giving food parcels and fortified milk to children ✓, and provide grants to sufferers ✓ to enable them to buy nutritious foods ✓ and people could maintain their jobs. ✓
(4x2)

Analysis LO 2.1

TOTAL SECTION B: 40

SECTION C: CLOTHING

QUESTION 3

3.1 Symbolic meaning of clothing

3.1.1 Occupation

- The nature of an occupation determines choice of clothing . ✓
- Manual workers wear uniform, overalls or various combinations of old clothes on the job ✓
- Office workers tend to evaluate their clothing in terms of a well-groomed appearance, while manual workers consider the functionality and safety of clothes ✓
(any other acceptable example)

(3)

3.1.2 Status

- It is the social role / value identified by clothing items (e.g. a wedding band worn to indicate marital status) / head gear specific to other cultures. ✓
- Designer items, exclusive one-off items that are very costly and are afforded by the wealthy / financial status indicated by certain items. ✓
- Individuals in controlling positions, statesmen and leaders in society wear clothes appropriate to their status. ✓

(3)

3.1.3 Uniform

- A uniform embodies behavioural norms to which the wearer is held publicly accountable. ✓
- The function of some uniforms is to make the wearer known to clients of the company / peer group identification. ✓
- Religious uniforms such as those worn by nuns and priests represent moral values and trust ✓
- Worn for identification e.g. wearing corporate logo / school uniform ✓

(ANY 3) (3)

Comprehension LO 2.3**3.2 Fashionable young adults prefer to purchase clothing and accessories with brand labels**

- It indicates financial success and status amongst the youth ✓ as a new class is created e.g. with Adidas ✓
- Gives a sense of belonging / peer acceptance and popularity, because no one wants to be regarded out of fashion ✓
- Brand loyalty: seen as a status symbol ✓, sporting clothes indicate social groups among the youth (Puma, Nike, Adidas) ✓
- Associated with good quality and authenticity ✓
- Taken as a fashion trend because no one wants to be regarded out of fashion ✓
- Boosts self image or self esteem because only the best is good enough ✓
- Young adults have distorted value systems, perception that brand names is a must have/ superior
- fashion trends ✓

ANY 6 (6)

Application LO 2.4**3.3 Guidelines for purchasing new clothes and accessories for world of work**

- Take inventory: make a detailed list of everything on hand to determine what clothes you need ✓ and purchase accordingly. ✓
- The selected accessory should coordinate with what one already has. ✓
- Avoid fashion fads and accessories as they date quickly, ✓
- Select more quality, classic, stylish outfits and accessories. ✓
- Select patterned fabrics carefully – small patterns are easier to mix and match. ✓
- To co-ordinate prints, plaids and stripes use different patterns that contain the same or related colour. ✓
- Consider versatility in your choice of mix and match. ✓

NSC – Memorandum

- Purchase items and accessories to reflect ones personal style ✓
- Keep within the context of the work environment. ✓

(ANY other relevant) (9)

Comprehension and Application LO 2.3**3.4 Dressing with care for an interview to impress a future employer**

- Wearing appropriate clothing for the job/ dressing to suit the work environment ✓ will portray an air of professionalism. ✓
- Wearing clothes that will create positive first impressions on an employer ✓ as these will communicate a lot of qualities one has as a person. ✓
- Dressing neatly and conservatively as this tells the interviewer that you are serious about the job ✓ - choosing colour combinations selectively as they can convey certain moods in a person. (no inappropriate designs, items, colours) ✓
- Paying careful attention to personal grooming (make-up, hair, nails) ✓ - portrays to employer a neat, ordered individual and a good attribute to the world of work. ✓

(4x2=8; 4 reasons- 4 explanations)

Comprehension LO 2.3**3.5 Impact of the production cotton and wool on environment**

- The production of natural fibres e.g. cotton requires heavy use of pesticides which cause pollution. ✓
- Fertilizers and herbicides used, lead to water pollution ✓
- Irrigation uses lots of water. ✓
- Growing cotton also takes large proportion of land thus reducing land for people to grow food- impacts on food and security. ✓
- Bleaching and dyeing during processing, e.g. mercerizing leads to water pollution / chemicals used remain fabric after finishing, released during the life time of the garment. ✓
- The production and management of wool quality requires use of biodegradable chemicals and this reduces residues (waste water from scouring the dirt). ✓
- Dyeing of wool fibre during production involves use of dyes containing heavy metals such as chromium which do not breakdown in the environment. ✓
- Toxic sheep dip runs into rivers and pollutes water ✓
- Woollen garments emit gases as they decay and this contributes to climate change. ✓
- Overgrazing leads to soil erosion ✓

ANY 8 (8)

Evaluation LO 2.7 and 3.3**TOTAL SECTION C: 40**

SECTION D: HOUSING AND FURNISHINGS**QUESTION 4****4.1 Implications of the renting of a house**

- A legally binding lease agreement must be signed by both lesser and lessee✓
- The tenant can only move when the lease agreement expires/ tenant can be asked to vacate the premises if the lease expires✓
- Initially less expensive than paying bond repayments / more expensive in the long term✓
- No investment / no wealth / no inheritance / never own the property/ temporary use of property/ more expensive in the long term✓
- Rental is fixed per month, whereas bond repayments are linked to interest rates✓
- Rental can be expensive as it does not have to be market related✓
- A refundable deposit is payable – can be kept in lieu of outstanding rental/ for breakages/ damages✓
- Rent is paid monthly, in advance ✓
- Does not give tenant financial security and a sense of independence✓
- Tenant not responsible for maintenance of property✓
- Cannot make changes to the structure without permission✓
- Landlord has a right over tenant's movables if he fails to pay rent✓
- If you go bankrupt, there is no property to loose / cannot use property as security for bank loans✓
- Greater mobility – if you have to move often due to work obligations, etc.
- You can rent a furnished property ✓

ANY 4 (4)

Knowledge LO 2.5**4.2 Financial responsibilities of the houseowner**

- deposit✓
- transfer costs✓
- bond registration
- bond repayments✓
- stamp duty / Deeds office cost✓
- inspection fees /assessment fee / evaluation fee✓
- moving costs ✓
- telephone service connection fees✓
- water and electricity deposit or connection fee✓
- occupational rent✓
- municipality rates✓
- homeowner / household insurance policy✓
- life insurance to cover the bond when bond holder dies✓
- additional improvements and maintenance✓

ANY 4(4)

Knowledge LO 2.5

4.3 Electricity-saving procedures in the home

Electricity usage		Saving procedures
4.3.1	Lighting the house	<ul style="list-style-type: none"> • switch off lights when not in the room✓ • use energy saving light bulbs✓ • use daylight /sensors / time switchers ✓ • alternative economic ways e.g. candles or paraffin, solar bulbs✓
4.3.2	Cooking needs	<ul style="list-style-type: none"> • alternative cooking methods: use paraffin, bio-gel or wood (braai), hay box✓ • use microwave oven / use pressure cooker✓ • cooking more than one meal at a time and freeze✓ • soaking dry grain foods and legumes before cooking✓ • switch the plate off before the end the cooking / use residual energy✓
4.3.3	Water heating	<ul style="list-style-type: none"> • Heat only sufficient water in kettle✓ • Instal solar heating unit✓ • Use cold water cycle – saves warm water✓ • Use timer to switch geyser off at certain times – heat is retained / insulate the geyser and water pipes / change setting of geyser in summer / vertical geyser better ✓

(3 x 2) (6)

Comprehension LO 2.6 and 3.4

4.4 Home – seeker must read lease agreement:

- To know what you are signing for as it is a legal binding document✓✓ (2)
it must state the
- address of property
- exact amount that the tenant must pay each month.
- date of occupation and length of a rental period.
- notice period.
- information about deposit
- lease renewal information
- list certain rules that the renter must follow e.g. many leases indicates that the tenants may not have pets.
- Will state who is responsible for maintenance of the dwelling.
- Will state who is responsible for service charges. ANY 4 (4)

(6)

Application LO 2.5

4.5 TWO forms of purchasing transactions: advantages and disadvantages

Transaction	Advantages	Disadvantages
Cash / debit card / cheque✓ (1)	<ul style="list-style-type: none"> • no interest ✓ • get your product after payment✓ • get discount in many instances / buy where you get best value for money✓ • avoid debts / control finances✓ • can use the item immediately✓ (1) 	<ul style="list-style-type: none"> • large amounts of money unsafe✓ • if using cheque, high fraud risk✓ (1)
Bank credit card / store card✓ (1)	<ul style="list-style-type: none"> • do not have to carry cash✓ • have choice of payment schedule✓ • instalments paid over period of time✓ • can use the item immediately✓ (1) 	<ul style="list-style-type: none"> • the money spent is paid later.✓ • unless carefully controlled expenditure can be beyond affordability✓ • high interest payable✓ • high risk of fraud✓ (1)
Lay-By (1)	<ul style="list-style-type: none"> • no interest is added✓ • several weeks to pay in full✓ (1)	<ul style="list-style-type: none"> • will only receive goods when the transaction is paid up.✓ (1)
Instalment sale (1)	<ul style="list-style-type: none"> • instalments paid over period of time.✓ • can use the item immediately. ✓ • gives choice of payment schedule✓ • can purchase items that one cannot really afford ✓ (1) 	<ul style="list-style-type: none"> • interest rates are high • repossessed if default on payment ✓ (1)

(3 x 2) (6)

Comprehension LO2.6**4.6 Guidelines when shopping to limit waste in home**

(reduce what you consume)

- Buy products with less packaging / refills✓
- Buy milk in cartons rather than plastic containers because cartons are bio-degradable. ✓
- Buy unpacked goods instead of packed goods as there is less packaging✓
- Avoid single serving containers as this produces more waste✓
- Buy bulk and purchase only the amount you can use before expiry✓

(reuse)

- Use your own cloth or mesh shopping bag / take own packaging✓
- Buy reusable containers to limit the amount of waste.✓
- Buy reusable products such as toweling nappies✓

(ANY 3 x 2) (6)

Application LO 2.6**4.7 South Africans should contribute to waste control and start recycling**

- Recycling can create many jobs✓
- Saves money because it requires far less energy to recycle than to produce products from raw material✓
- Saves resources by reducing the need for raw materials and can save money and reduce pollution.✓
- Preserves air and water quality because of less decomposition and pollution.✓
- It is clear that waste is unsightly and also impacts negatively on health.✓
- By recycling, South Africans can save a lot of money and live in a cleaner, healthier environment. ✓
- Reduce garbage and limit landfill sites✓
- Saving energy by reusing instead of producing new products✓
- Recycling kitchen waste as compost✓

(8)

Evaluation LO 2.7**TOTAL SECTION D: 40****SECTION E****QUESTION 5****5.1 Importance of signing an employment contract**

To protect both employer and employee in terms of contractual responsibilities and conditions of employment (awareness) ✓✓ (2)

Knowledge LO 4.2**5.2 How Labour law caters for unfair discrimination and dismissals in the workplace**

- It sets out the rights of employees and employers✓ regarding lawful dismissals✓
- Creates an environment for negotiation✓ whenever dissatisfaction arises from other parties. ✓
- Has established an Organisation called Commission for Conciliation Mediation and Arbitration (CCMA)✓ that resolves workplace disputes ✓
- It sets out classification for dismissals which include misconduct, incapacity for reasons of illness, bad performance and operational dismissal.

ANY 4 (8)

Application LO 4.2

5.3 Qualities an entrepreneur must have to ensure a successful enterprise

- Punctuality and time management are very important ✓ to ensure efficient use of time in the business. ✓
- Must be innovative / creative: focusing on creating innovations and inventions ✓ improves the life of any business ✓
- Honesty (no cheating): should know right from wrong ✓ to protect the business assets (taking business ethics into account) ✓
- Hard work and dedication results in better yields ✓
- Need to have management skills ✓ to be able to plan, organize and control the business. ✓

ANY 4 (8)

Knowledge/Application LO 4.2**5.4 Guidelines to sustain sales**

- Plan methodically and adhere to plan. ✓
- Ensure quality control is in place to assure good quality products which will be in demand. ✓
- Regular stock control to ensure product is always available to meet the demand. ✓
- Be aware of consumers needs and develop product accordingly. ✓
- Package attractively to encourage purchasing. ✓
- Competitive pricing, to attract consumer attention. ✓
- Good customer service and relations ✓
- Good marketing and advertising strategy ✓
- All equipment must be in good condition/ well maintained to ensure sustained production ✓

ANY 5 (5)

Knowledge LO 4.2**5.5 Calculation of the selling price of one product**

- Advertising costs R24,00 (100x24c) ✓
- Rent R72,00(9x8hr) ✓
- Total of other costs R603,00 ✓✓ [Start-up costs R375 + production cost R60 + packaging R54 + rent R72 + advertising costs R24 + transport R18]
- Cost of one product
- 100 less damages 90 ✓
- cost of one product R6,70 ✓
- 20% of R6,70 R1,34 ✓
- Total selling price with 20% profit R8,04/ ✓ R8,00(round off) ✓

(9)

Application LO 4.3

5.6 Criteria of packaging to promote sales

- A minimum use of material that effectively protects the product- avoid double packaging - it doubles amount of waste. ✓
- Packaging material used- must be recycled or re-used✓
- Choose environmentally friendly packaging / Bio-degradable packaging should be used. ✓
- Make sure that packaging is economical to ensure affordability. ✓
- The packaging must be easy to handle✓
- The design and shape of packaging must be clearly noticeable✓
- Information on product should appear on packaging✓
- Accurate and relevant information must appear on the label✓
- Packaging must be attractive✓
- Product must be visible✓

(8)

Synthesis LO 4.1**TOTAL SECTION E: 40****GRAND TOTAL: 200**