



Province of the  
**EASTERN CAPE**  
EDUCATION

**NATIONAL  
SENIOR CERTIFICATE**

**GRADE 11**

**NOVEMBER 2020**

**CONSUMER STUDIES  
MARKING GUIDELINE  
(EXEMPLAR)**

**MARKS: 150**

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This marking guideline consists of 11 pages.

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**QUESTION 1: SHORT QUESTIONS**

- 1.1 1.1.1 B ✓  
1.1.2 D ✓  
1.1.3 D ✓  
1.1.4 A ✓  
1.1.5 C ✓  
1.1.6 A ✓  
1.1.7 C ✓  
1.1.8 B ✓  
1.1.9 A ✓  
1.1.10 D ✓  
1.1.11 B ✓  
1.1.12 C ✓  
1.1.13 C ✓  
1.1.14 D ✓  
1.1.15 A ✓  
1.1.16 A ✓  
1.1.17 D ✓  
1.1.18 C ✓  
1.1.19 B ✓  
1.1.20 B ✓ (20 x 1) (20)
- 1.2 1.2.1 C ✓  
1.2.2 F ✓  
1.2.3 A ✓  
1.2.4 E ✓  
1.2.5 G ✓ (5 x 1) (5)
- 1.3 B, C, E ✓✓✓ (Any order) (3 x 1) (3)
- 1.4 1.4.1 Social (security) grant ✓  
1.4.2 Pyramid (scheme) ✓  
1.4.3 Emphasis / Focal point ✓  
1.4.4 Harmony (4 x 1) (4)
- 1.5 A C F ✓✓✓ (3 x 1) (3)
- [35]**

**QUESTION 2: THE CONSUMER**

2.1 2.1.1 **Definition of budget**

A spending plan / detailed breakdown for a specific period of time ✓ where the income and expenditure are estimated/planned. ✓ (2)

2.1.2 **Two other sources of income**

Casual wages, social grants, pension, UIF, government pension, business profits / investments, fringe benefits, income from produce ✓✓ (Any 2) (2)

2.1.3 **Discuss how the household composition / type of household has influenced her expenditure pattern**

Nwabisa shares with 2 other friends / there are 3 of them sharing. ✓  
 All 3 earn an income ✓ therefore more disposable income. ✓  
 Her expenditure would be on holidays, social activities and clothing ✓ as she has no dependants. ✓ (Any 4) (4)

2.1.4

Fixed	Variable
Rent ✓ Study loan ✓ Cellphone contract	Water and electricity ✓ Groceries ✓ Petrol Toiletries Entertainment
(Any 2) (2)	(Any 2) (2)

(4)

2.1.5 **Evaluate the budget**

- She had R8 150 ✓ to spend and spent R8 355 ✓
- She had a deficit/ shortfall of R345 ✓
- She spent more than planned on water and electricity / R25 more ✓ and R50 more on entertainment ✓
- She spent R300 for online shopping (clothes) that she did not budget for ✓
- She spent less on petrol / R30 less ✓ (Max. 4)

Corrective steps

- She should not have bought online clothing as then her budget would have balanced ✓
- If she wanted the clothing, she could cut down on entertainment / check if she should by luxuries instead of groceries ✓
- She should aim to save R800 (10%) ✓
- She has not put money aside for the unexpected / emergencies ✓
- May save a bit by watching a movie at home/ not eating out ✓ (Max. 2) (6)

**NOTE:** The question states that TWO corrective steps must be given – no full marks unless steps are included.

2.2 2.2.1 **Disadvantages of credit card**

- He will pay interest if he does not pay the bank back by the given date of the month ✓
- Interest is higher on credit cards / costs more ✓
- It is easy to overspend ✓
- Using the card irresponsibly leads to debt / financial burden ✓

(Any 2) (2)

2.2.2 **Credit provider**

The bank ✓

(1)

2.2.3 **NCA stipulation**

They stipulate the maximum interest rate / costs that can be charged ✓

(1)

2.2.4 **Explain how the debt counselling service will help Shane**

- They will do an assessment to see if he is in debt ✓
- They will assist him to reach a repayment arrangement with the bank ✓
- They will help him plan a budget ✓
- He will be given a clearance certificate when the debt is paid ✓

(Any 3) (3)

**[25]**

**QUESTION 3: FOOD AND NUTRITION**

- 3.1 3.1.1 **TWO other animal sources**  
Meat, poultry, eggs, milk and milk products / cheese ✓✓ (Any 2) (2)
- 3.1.2 **Vitamin only found in animal products**  
Vitamin B12 ✓ (1)
- 3.1.3 **Fatty acid and function**  
Omega-3 / linolenic **OR** Omega-6 / linoleic ✓  
Essential for growth / brain development / necessary for good health ✓ (2)
- 3.1.4 **High biological value**  
The protein in sardines can maintain/repair body tissue ✓ and provide growth. ✓ It is high when the protein contains all 8 / the essential amino acids ✓ making it a better quality protein / complete protein. ✓ (Any 3) (3)

3.2 **Type of fats**

	<b>A – Avocado</b>	<b>B – Cream</b>
<b>Type of fat</b>	Monounsaturated ✓	Saturated ✓
<b>Effect on blood cholesterol levels</b>	Lowers blood cholesterol levels ✓	Raises blood cholesterol levels ✓
<b>Another food item example of this type of fat</b>	Fish oils Olive oil, canola oil, peanut oil, peanuts, pecan nuts, almonds	Meat, chicken, some fish oils bacon, eggs, butter, hidden in milk and cheese
	Any 1 example ✓	Any 1 example ✓

(6)

**NOTE:** Subtract -1 mark if not tabulated.

- 3.3 3.3.1 **Main function of calcium**  
Formation of strong bones ✓ and teeth ✓
- TWO nutrients that work with calcium**  
Phosphorous ✓ and Vitamin D ✓ (4)
- 3.3.2 **Female – higher iron needs**  
With menstruation ✓ iron will be lost / compensate for iron loss ✓ (2)
- 3.3.3 **Describe the role of iron in preventing the feeling of tiredness that is a symptom of iron deficiency, anaemia.**  
Iron is needed for haemoglobin ✓ which carries oxygen to the cells/ tissues ✓  
If oxygen does not reach the cells, they will not have energy / cannot function efficiently/fatigue will set in ✓  
Haemoglobin is found in red blood cells ✓ (4)

3.3.4 **Discuss the implications when young adults consume more amounts of added sugars, simple carbohydrates and inadequate amounts of whole grains in their diet.**

Excess sugar leads to tooth decay, ✓ causes obesity ✓ as the excess energy is stored as fat ✓ and this will lead to a feeling of fullness so less nutritious foods will be eaten. ✓ (Max. 2)

Excess carbohydrates are first converted to glycogen ✓ if not used its converted to fat ✓  
Simple carbohydrates are refined therefore it lacks fibre. ✓ (Max. 2)

Inadequate intake of whole grains in a diet results in a lack of fibre ✓  
which is needed for bowel movement ✓ and they will suffer constipation, ✓ haemorrhoids ✓ and colon cancer ✓  
Fibre increases feeling of fullness therefore less snacking ✓  
Controls glucose levels in blood ✓  
Plays a role in lowering cholesterol levels ✓ (Max. 2) (3 x 2)

(6)  
[30]

**QUESTION 4: CLOTHING**

4.1 4.1.1 **TWO fabric finishes**

- Calendering ✓
- Mercerising ✓
- Sanforising ✓

(Any 2) (2)

4.1.2 **Fabric properties**

Absorbency ✓ – Wool is a natural fibre so it would take up extra moisture / perspiration. ✓

**OR**

Heat retention/ poor conductor of heat, ✓ wool retains body heat / prevents loss of heat so would be warmer. ✓

(2)

4.1.3 **Identify the dominant line in the shirt and give the effect**

Vertical line. ✓ Slimming effect ✓ – formal feel ✓

(3)

**NOTE:** *Do not mark height as stripes only appear in the shirt.*

4.1.4 **How rhythm is achieved**

Through the repetition ✓ of buttons ✓ in the coat and the shirt. ✓

**OR**

Stripes / vertical lines ✓ in the shirt ✓

And accept – it creates movement as the eye is carried ✓

(3)

**[10]**

**QUESTION 5: INTERIOR**5.1 5.1.1 **Definition of texture**

Texture describes the surface properties / quality of an object ✓  
 Texture can be visual (see) or tactile (feel) ✓

(2)

5.1.2 **Effect the texture of the headboard will have on the room**

Add visual interest / interesting look ✓  
 Gives an informal ✓ masculine feel ✓

(Any 2) (2)

5.1.3 **Discuss the principle proportion as applied to the lamp**

The lamp is in good proportion ✓ it is 2 : 3 ✓  
 The base and shade are in pleasing relationship to each other ✓  
 The base takes up 3 parts ✓ and the shade 2 ✓ when the total height is divided into 5 equal parts

(Any 3) (3)

5.2 **Furnishing materials**

Criteria	A – Wood	B – Cane	C – Plastic
<b>Suitability to need</b>	Has a lid to keep dust out ✓ big enough / can pack clothes flat / rectangular shape ✓ sturdy ✓  (Any 1)	No lid – dust can settle on clothes ✓ Delicate clothes could snag on rough edges ✓ Square shape limits lying clothes flat ✓  (Any 1)	Has lid to keep dust out ✓ Can pack clothes flat / rectangular shape ✓ Light box if she wants to move it ✓  (Any 1)
<b>Eco-friendly</b>	Reusable / recyclable / Is renewable ✓  (Any 1)	Cane grows fast ✓ Uses little water to grow ✓  (Any 1)	Not biodegradable ✓ When burning releases toxic fumes ✓ so pollute the air ✓  (Any 1)

(6)

**NOTE:** For suitability mark ANY logical answer.5.3 **Furniture planning**5.3.1 **Zone**

Social zone / public ✓

(1)

5.3.2 **ONE activity**

Study / work area ✓  
 Leisure / reading corner ✓

(Any 1) (1)

5.3.3 **Different types of lighting**

Natural lighting: ✓ Provision was made for two big windows ✓ and a sliding door ✓

Artificial lighting: ✓ There is one single lamp at the 2 seater couch ✓ and two lamps behind the 3 seater couch ✓

(Any 4) (4)

#### 5.3.4 Evaluation of furniture arrangement

- The couches are within easy access / reachable to the coffee table ✓ however, the single chair is far from the coffee table ✓
- The single chair is out on its own, so the furniture grouping is not a cosy one / does not foster easy conversation. ✓
- Eye contact is limited / people on 2-seater chair will need to turn their heads to have eye contact with the people on another
- couch ✓
- Those on the 2-seater couch cannot see the TV ✓
- The 2-seater is blocking access to opening the window / opening and closing curtains ✓
- The big 3-seater couch is well placed for the shape room as there is no long wall where it could have been placed ✓
- Space between the arms of the 2 couches is too close ✓
- The furniture is the right scale/ sizing for the size room ✓
- Adequate lighting has not been provided for at the desk ✓
- Desk should be closer to the window for natural lighting and a desk lamp for night work ✓
- The traffic flow; there is space to move from door to door / no obstruction in the traffic lane ✓
- There is space to move in the centre of the lounge and it is not cluttered ✓
- Overall, the room could be more functional to meet the needs of the activities taking place in this room ✓

(5 marks + 1 conclusion)

(6)  
[25]

**QUESTION 6: ENTREPRENEURSHIP**6.1 6.1.1 **TWO characteristics**

- The ability to sew / follow a pattern ✓
- Creative ✓ (made her own designs and used old pillowcases)
- Risk taker ✓ (She took the chance when she advertised on social media)
- Confident ✓ (Any 2) (2)

6.1.2 **TWO groups of people**

- Those who value protection from dust ✓
- Those who suffer from sinuses ✓ (2)

6.1.3 **Any 3P's in the marketing mix**

- Product ✓ – Mask ✓  
Place ✓ – Home ✓  
Promotion ✓ – Social media ✓  
People ✓ – Target market / those who bought her masks ✓ or people who wanted to be protected from dust / sinuses / coronavirus ✓  
Price ✓ – Affordable ✓  
(Any 3 P's + matching 3 examples) (6)

6.1.4 **Product life cycle**

- (a) Introduction ✓  
(b) Maturity ✓ (2)

6.1.5 **Competitive edge**

- For every 2 masks she made she would give one away to the needy ✓
- They are reusable and washable ✓
- They are affordable ✓
- Was not available in shops ✓
- Good fit as they protect people from dust / sinuses ✓
- Homemade so possibly a better quality ✓
- She used a tight weave cotton/ good quality cotton ✓ (Any 4) (4)

6.2 Calculations

6.2.1 Production cost for ten masks

Fabric – R79,99

Thread – R3,91 ✓ (R15,65 ÷ 4)

Elastic – R17,85 ✓ (R5,95 x 3)

Label: – R2,70

Packaging – R10,00

TOTAL = R114,45 ✓

(3)

6.2.2 Profit on ten masks with 75% mark up

R114,45 x 75% = R85,84 ✓

R114,45 + ✓  $\frac{R85,84}{R200,29}$  ✓

(3)

6.2.3 Selling price of one mask

R200,29 ÷ 10 ✓ = R20,03 ✓ = R20,00 ✓

(3)

**NOTE:** *If they get the answer incorrect for 6.2.1 – then carry across the answer and continue to mark for 6.2.2 and 6.2.3*

*-1 if the 'R' value is not indicated as part of the answer.*

**[25]**

**TOTAL: 150**